



# DON'T HURRY!

## MATURE APPROACH TO NEW GTLD'S LAUNCH

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Rusnames Ltd. / .РУС



**FOR THOSE WHO SPEAK  
AND THINK IN RUSSIAN**



**EASY TO REMEMBER,  
EASY TO SPELL**



**250 MILLION  
RUSSIAN SPEAKERS**



**UNITING  
THE RUNET**



# HASTE MAKES WASTE

 [dotrus.org](https://dotrus.org)

## COMPETITION

- 200+ new gTLDs in general availability
- 10 new gTLDs launching every week

## LOW AWARENESS

- End-users are not aware of New gTLDs

- ➔ getting difficult to stand out in the crowd
- ➔ easy to fail even before you launch



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# LOOK BEFORE YOU LEAP

 [dotrus.org](https://dotrus.org)

## HOW TO ENSURE SUCCESS?

- Clear message to your target audience
- Work out your launch schedule in details
- Elaborate your price policy more carefully
- Perform marketing activities plan
- Make friends!



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# POSITIONING

 [dotrus.org](https://dotrus.org)

## **.PYC - INTERNATIONALIZED DOMAIN NAME (IDN)**

- **Contains characters of the Russian alphabet**

*Easy to remember, easy to spell*

## **.PYC – INTERNATIONAL DOMAIN (gTLD, not ccTLD)**

- **137.5 million speakers in Russia**
- **254 million speakers all over the world**

*For those who speak and think in Russian*

## **.PYC – COMMUNITY DOMAIN**

- **Serves the needs of community**

*Uniting the Runet*



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# MISSION

 [dotrus.org](https://dotrus.org)

- Support Russian culture and language worldwide
- Promote Russian language on the Internet
- Sustain the Russian speaking Internet community



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# WE MAKE FRIENDS!

 [dotrus.org](https://dotrus.org)

- Governmental institutions
- Non-profit organizations
- Non-governmental organizations
- Funds, unions, councils
- Media



The Ministry of Culture



Russkiy Mir Foundation



REN TV



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# LAUNCH SCHEDULE (1)

 [dotrus.org](https://dotrus.org)

- **FAIR USE POLICY**  
Compliance with the .Pyc domain's mission
- **SUPPORT FOR COMMUNITY PROJECTS**  
Relevant projects go first
- **FREE DOMAIN NAMES FOR SOCIAL PROJECTS**  
школа.рус музей.рус театр.рус наука.рус



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# LAUNCH SCHEDULE (2)

 [dotrus.org](https://dotrus.org)

## WHAT NAMES WILL BE RESERVED?

- INTERNATIONAL NGOS
- COUNTRY NAMES
- LARGEST CITIES AND REGIONS  
In Russia, Belarus, Ukraine, Kazakhstan

**RESERVED**



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# LAUNCH SCHEDULE (3)

 [dotrus.org](https://dotrus.org)

Sunrise

Trademarks registered  
within the TMCH

Sunrise

Websites with .RU domain

General Availability

6 months

Sunrise

Company names and others

Landrush



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# SUNRISE

 [dotrus.org](https://dotrus.org)

- Trademarks registered within the Trademark Clearinghouse (TMCH)
- Company names
- Appellations of Origin
- Media
- Non-profit organizations
- Higher education institutes
- Websites with .RU domain

**PRIORITY**



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# LANDRUSH

 [dotrus.org](https://dotrus.org)

- List of Premium domain names
- Available to everyone
- Dutch auction:  
the price begins high and is systematically lowered



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# MARKETING ACTIVITIES

 [dotrus.org](https://dotrus.org)

- Letters of support
- Co-marketing activities and cross promotion
- Joint participation in events
- Co-operative PR
- Web-projects



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# WHEN?

 [dotrus.org](https://dotrus.org)

## It depends on...



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# THANK YOU FOR YOUR ATTENTION!

## Any questions?

**Dotrus.ru**  
**Dotrus.org**



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