







# DON'T HURRY! MATURE APPROACH TO NEW GTLD'S LAUNCH

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#### HASTE MAKES WASTE

#### **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















# **LOOK BEFORE YOU LEAP**

**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!















#### **POSITIONING**

A dotrus.org

.PУС - INTERNATIONALIZED DOMAIN NAME (IDN)

• Contains characters of the Russian alphabet Easy to remember, easy to spell

.PУС – 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

.PУC – COMMUNITY DOMAIN

• Serves the needs of community Uniting the Runet













### **MISSION**

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













## WE MAKE FRIENDS!

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





The Ministry of Culture



Russkiy Mir Foundation



REN TV













#### LAUNCH SCHEDULE (1)

- 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









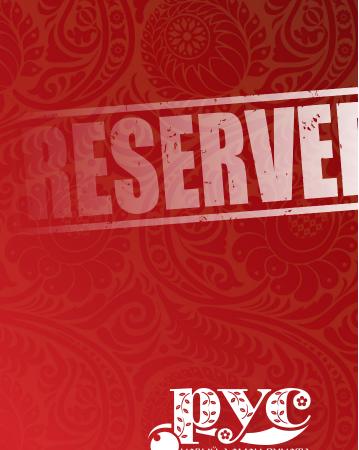




# LAUNCH SCHEDULE (2)

WHAT NAMES WILL BE RESERVED?

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

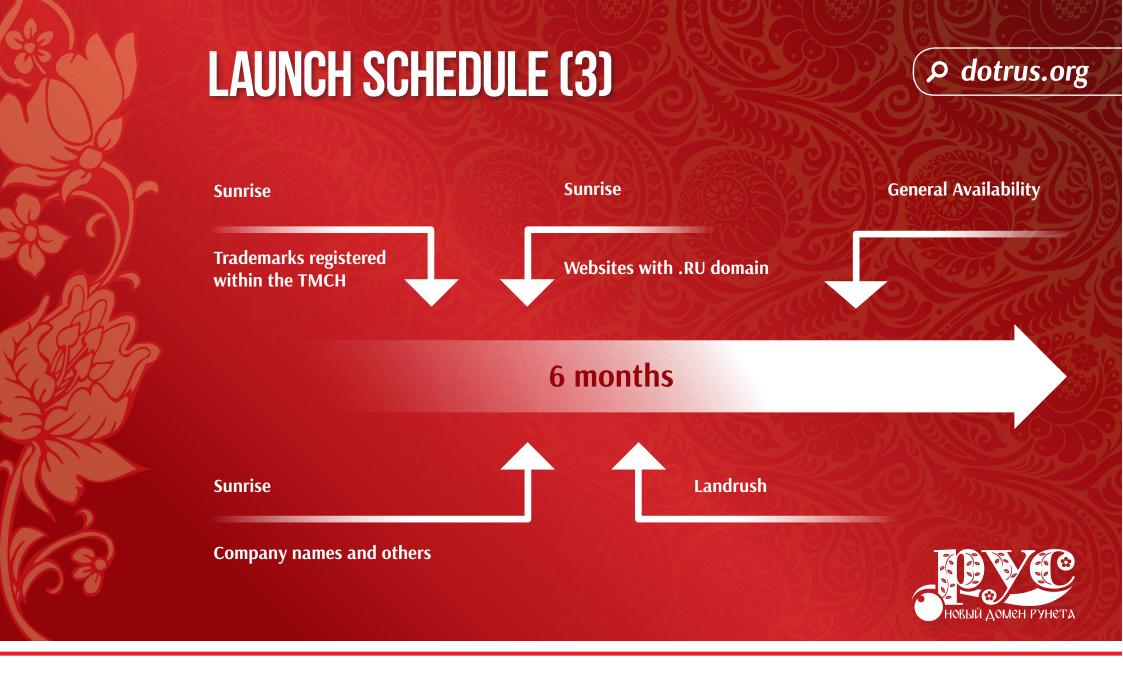






















#### **SUNRISE**

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













# **LANDRUSH**

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













# **MARKETING ACTIVITIES**

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





























