



RNIDS
Serbian National Internet
Domain Registry



ASK.RS

„pitajte.rs“

Educational event

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ICANN 54 ccNSO Marketing / October 2015, Dublin

The Registry



- Development of the Registry and the domain market
- Business excellence
- Organisational development of the Foundation
- Support for development of the Internet in Serbia

.RS .CPB (IDN): 90,000 domains

RNIDS: Multistakeholder model



- Foundation
- Not for profit
- 70 Co-founders
- 40 Registrars

Challenge



- To improve community goodwill
- To increase Registry recognition
- To educate about digital identity
- To support Internet entrepreneurship
- To promote .RS and .CPB

Opportunity



Internet conference “New Energy”

Kopaonik mountain resort
participants: > 600



ASK.RS (pitajte.rs)



**RNIDS brings experts
from the community to
answer questions from the community.**

- How to start your Internet business?
- How to create online content?
- How to build your brand online?
- How to advertise on the Internet?

Ask.RS event



- 12 lecturers
- visitors > 100

Social media effects



- pitajte.rs website - 6,200 visits
- Facebook reach - 370,000
- #pitajters - 620 tweets, 106 authors
- Twitter reach - 185,000
- 21 - Media mentions

What's next ?



- Ask.rs on Webiz conference.
- Ask.rs caravan through Serbia?
- Ask.rs central event in Belgrade?

Should Ask.rs be RNIDS's central educational theme in 2016?



Thanks for
your interest!

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