

**BUSINESS REPORT**

**OF THE**

**FOUNDATION FOR INTERNET DEVELOPMENT**

**for the year 2009**

## CONTENTS

|      |  |   |
|------|--|---|
| I    | SU Internet domain development project .....   | 2 |
| II   | Major projects of the Foundation for the year 2009.....  | 3 |
|      | 1. The Year of Safe Internet in Russia.....  | 3 |
|      | 2. Contest “Positive Content”.....   | 3 |
|      | 3. Social advertising contest “Safe Internet – For Children”.....                                      | 4 |
|      | 4. Help-line “Children Online”.....  | 4 |
|      | 5. Project “Internet-Addiction: The Psychological Nature and Dynamics of Development”.....             | 5 |
| III  | The Foundation publications .....  | 5 |
| IV   | The Foundation research .....  | 6 |
| V    | Conferences support: The XVI Conference Relarn.....  | 7 |
| VI   | International cooperation and participation in international events: .....                             | 7 |
|      | V.1. International Conference “Russia-Bulgaria: Information Collaboration and Information Security”    |   |
|      | V.2. International Conference “Children Security in the Internet – prevention, education, cooperation” |   |
|      | V.3. Cooperation with research institutes of Europe .....  |   |
| VII  | The Foundation cooperation with mass media .....   | 8 |
| VIII | The Foundation web-site development .....  | 8 |

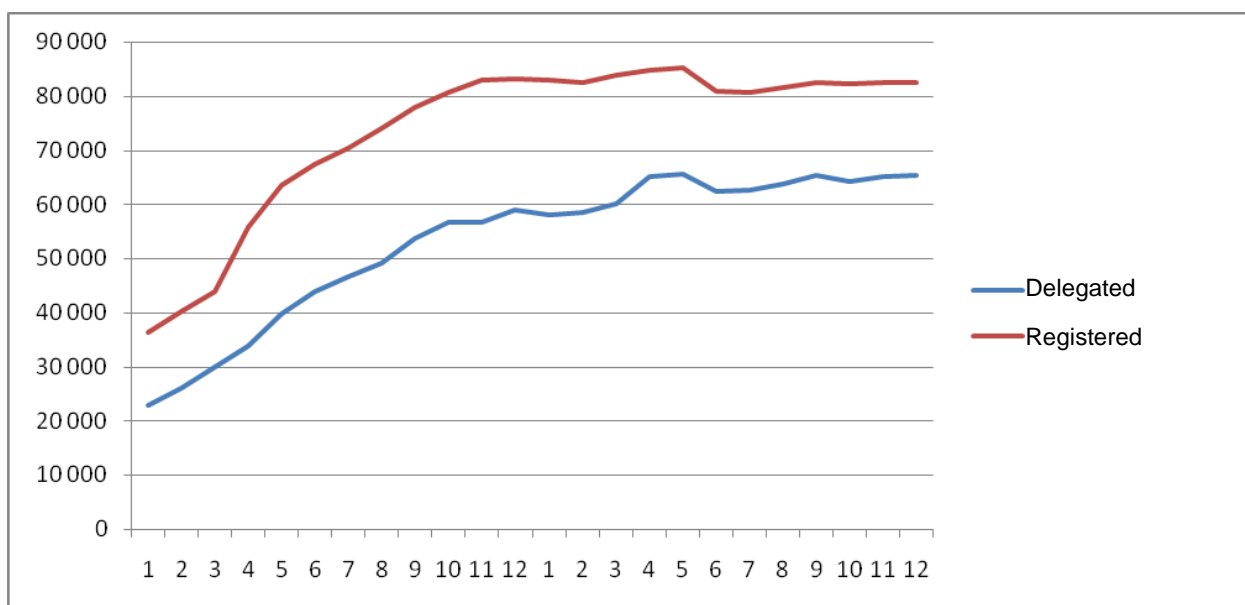
## I. SU INTERNET DOMAIN DEVELOPMENT PROJECT



The dialog with the ICANN and the JANA was continued in 2009 for the purpose of protecting the interests of .SU domain users, as well as extensive information work has been carried out about the status and purposes of .SU domain among the ICANN directorate members and active members of the ICANN community.

Following results of 2009, in the course of events that provide the functioning and development of .SU domain zone, the following results were achieved:

1. The number of .SU zone domains registering companies is 12 companies.
2. The number of registered .SU zone domains remains to be stable and amounted to ~83000 domains in 2009. The increase in the delegated domains' share confirms the demand of users for the SU zone. The statistics are shown in Pic.1.



Pic. 1. The number of registered/delegated domains, 2008-2009

3. The Foundation for Internet Development together with the company “RosNIIROS” have carried out works on cardinal improvement of the .SU zone registration system. The protocol EPP underlies the new registration mechanism. Following these works, the registration system and the .SU domain repository was implemented, which is now functioning successfully.

**For the popularization of the SU zone domain**, on its site ([www.fid.su](http://www.fid.su)), The Foundation for Internet Development launched the Forum on issues of development and positioning of the .SU domain. The section is opened to increase the internet users' attention to the SU domain zone, and to provide participants with the possibility to discuss issues connected with the domain zone, as well as to discuss the .SU domain positioning in up-to-date conditions, and main lines of its further development.

## II. MAJOR PROJECTS OF THE FOUNDATION FOR INTERNET DEVELOPMENT

The Foundation implemented a number of projects complying with the statutory activity of the organization in 2009.

Last year, the Foundation activity was carried out under the safe internet sign:

### II.1. THE YEAR OF SAFE INTERNET IN RUSSIA



www.saferinternet.ru

**The Foundation for Internet Development acted as the initiator of establishing** the Organizing Committee for Preparation and Conducting of the Year of Safe Internet in Russia, which was joined by representatives of practically all leading public, non-commercial and other organizations, the activity of which is connected with the Internet development. **The Foundation Director Ms. Galina Soldatova was elected as the co-chairman of the Organizing Committee.**

The Year of Safe Internet in Russia united more than 100 organizations and companies, and was supported by the Ministry of Communications and Mass Communications of the RF.

Over 50 events have been carried out within the framework of the Year. **The Foundation for Internet Development** played an important part in the Program implementation initiating its own and partnership projects, and participated in programs of other organizations – participants of the Year of Safe Internet in Russia.

The employees of the Foundation for Internet Development took part in more than 45 events (press-conferences and round tables, conferences, forums, symposia, seminars, exhibitions, educational programs, publications, competitions, and quizzes), dedicated to issues of attracting attention and informing of the general public about the safe use of online technologies and children and youth safety in the Internet. Details about the project can be found on the Foundation site <http://www.fid.su/projects/saferinternet/year/>.

### II.2. The contest of the best internet resource with positive content, which is oriented to the children-youth audience

#### “Positive Content”

April 7 – November 25, 2009



**Organizers:** The Foundation for Internet Development, The Coordination Center of RU domain, RU-CENTER.

**The contest purpose** – the expansion and stimulation of the positive segment of Internet development for children and youth as one of the effective instruments for creation of the information society with a safe

and ethical Internet environment.

**The general prize money is 900 000 rubles.**

Over 300 Internet resources took part in the contest.

#### **Sites-winners:**

6 nominees became the contest winners,

4 projects – the laureates of special nominations,

33 sites – holders of special prizes.

The complete list of laureates and winners, the Provision on the Contest and the details about the holding of the contest can be found on the official site [www.positivecontent.ru](http://www.positivecontent.ru)

**II.3. The social advertising contest  
in the form of video clips and placards  
“SAFE INTERNET – FOR CHILDREN”  
November 25, 2009 – February 9, 2010**

**The contest organizers:** The Foundation for Internet Development together with OOO “Mail.Ru” and the group of companies “COMSTAR – United Telesystems”.

**Official support:** the Ministry of Communications and Mass Communications of the RF.

**The contest geography:** the contest covered all seven Federal Districts of Russia. Contest works were also received from Kazakhstan, Ukraine, and Belarus.

**Contest aim** – to attract the attention of the general public to the necessity of creating safe Internet space and improving the awareness of children, teenagers and parents about the safe use of online technologies.

**The prize money of the Contest was over 500 000 rubles.**

**Target audience**

- @ **Whom the advertising is designed for:** children and teenagers, teachers, and parents.
- @ **Contest participants:** advertising and social advertising specialists, directors, designers, students of specialized institutes of higher education, the most creative segment of active Internet users.

More than 3000 video works and placards were entered in the contest.  
The best clips are broadcasted in the Russian television.

**Winners:**

| <b>Video contest</b>  |  | <b>Placard contest</b>                  |
|---|--|---|
| <i>Professional</i>   |  | <i>Amateur</i>                          |
| <b>1<sup>st</sup> prize</b>   | <b>OOO “Video Studio Mozga.ru”,<br/>Moscow</b>                     | <b>Egor Ledjaev,<br/>Chelyabinsk</b>    |
| <b>2<sup>nd</sup> prize</b>   | <b>Kudryavtsev Ilya,<br/>Krasnoyarsk<br/>Studio PROkino, Sochi</b> | <b>Olga Livertovskaya<br/>Ukraine</b>   |
| <b>3<sup>rd</sup> prize</b>   | <b>Evgeny Bakal,<br/>Novosibirsk</b>                               | <b>Victor Kazarov,<br/>Nevinnomyssk</b> |
| <b>The special nomination “The Safety Territory, Free of Viruses” from the contest partner Kaspersky Lab was won by the work of Kudryavtsev Ilya, Krasnoyarsk</b> |  |   |

## II.4 HELP-LINE “CHILDREN ONLINE”

The All-Russian public project **the Help-Line “Children Online”** was launched in **2009**.



**The telephone of the Help-line:** 8-800-25-000-15 (free federal number).

**Project organizers** - The Foundation of Internet Development and the Foundation “Friendly Runet”.

**Partners of the Help-Line** – OAO “COMSTAR-OTS” and OAO “MGTS”.

Professional experts – psychologists of the Foundation for Internet Development and technical specialists work at the Help-line “Children Online”. The work is carried out with the methodical support of the Lomonosov Moscow State University, the Federal Institute of Education Development of the MES RF.

### Major functions of the Help-line:

- Rendering of psychological and practical assistance to children and teenagers, who encountered danger or a negative situation during Internet or mobile communication use (virtual persecution, harassment, rudeness, blackmailing, fraud, unauthorized PC access, undesirable content, and etc.).
- Consulting of parents and teachers on the safe use of Internet and mobile communication by children.

The official site of the Help-line “Children Online”: [www.detionline.org](http://www.detionline.org)

## II.5 INTERNET ADDICTION: THE PSYCHOLOGICAL NATURE AND DYNAMICS OF DEVELOPMENT January 1 – October 31, 2009

**Organizers:** The Foundation of Internet Development together with the Department of Psychology of Lomonosov MSU and the All-Russian Public Organization “Nation Health League”.

**The following objects were implemented within the framework of the project:**

1. the theoretic-empiric study was carried out on the Internet addiction problem;
2. the international scientific symposium was held (June 10, Moscow, Lomonosov MSU) dedicated to the study topic;
3. Russian and foreign specialists published the collected articles based on the results of the Internet addiction problem study, which includes recommendations on the diagnosis of Internet addiction and the preventive measures, therapy and addicts’ rehabilitation.



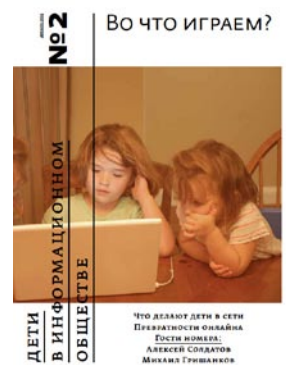
The project has high social importance, which corresponds to the wide development of up-to-date information technologies and the growing attractiveness of various Internet services for all generations of Russians, particularly for youth.

### III. THE FOUNDATION PUBLICATIONS

1. **The magazine Children in the Information Society** – a new publishing project, which has been implemented since 2009 by the Foundation for Internet Development with the scientific assistance of the Department of Psychology of Lomonosov MSU and the Federal Institute of Education Development of the Ministry of Education and Science of the RF.

The magazine is registered as the mass media. The registration certificate of the mass media ПИ № ФС77-37144 as of July 30, 2009.

Designed for quite a wide circle of readers, the magazine combines popular science, educational, analytical articles, news, polemical notes, practical materials, consultations, and specialists' comments. The feature of the edition is the multiple aspects in highlighting of subjects and issues in question, and specialists from different spheres and knowledge branches are invited as experts. Another important feature – the participation of children in the magazine: their assessments, opinions, the actual experience are reflected in a significant part of materials. Much attention is paid to animated graphics reflecting statistics and opinion polls' data, the generalized information of Russian and foreign mass media.



The major sections and headings of the magazine: The Issue Subject, The Issue Guest, Research, Foreign Researches, Internet Threats, Practical Work, Discussion Club, Readers' Letters.

Two issues of the magazine were published in 2009. Issues' subjects:

1. "My Safe Network: The Internet Viewed by Children and Teenagers"
2. "What do we play with?"

Magazines are available at the Foundation site <http://www.fid.su/projects/journal/> .

2. **Collected articles "The Internet-Addiction: Psychological Nature and Dynamics of Development"**.

The ways of behaviour in the Net characteristic for Internet-addicted people (adults and children) are considered in details in the book. The key issue: what are the signs of Internet addiction and who can be considered addicted? The first Russian-language book on the Internet addiction presents the whole spectrum of opinions expressed and well-reasoned by leading domestic and foreign specialists on this topic – psychologists and psychiatrists.

The book can be recommended to psychology, medicine, information science specialists, as well as to teachers and all interested users of up-to-date network technologies.

#### IV. THE FOUNDATION RESEARCH



In 2009, The Foundation of Internet Development continued the series of **research on issues of children and teenagers safety in the Internet**. In May-June 2009, the research **“My Safe Network: The Internet Viewed by Children and Teenagers”** was carried out together with the association RELARN.



4338 teenagers at the age of 14-17, 816 parents and 1003 teachers in 18 regions of Russia were interviewed within the framework of the research.

| Teenagers | Teachers | Parents |
|-----------|----------|---------|
| 4338      | 1003     | 816     |

| Total | 14-15 years | 16-17 years | Boys | Girls | City | Village | Moscow | Regions |
|-------|-------------|-------------|------|-------|------|---------|--------|---------|
| 4338  | 47%         | 53%         | 53%  | 47%   | 48%  | 52%     | 5%     | 95%     |

Received data were processed and analyzed. The analysis of the results gave an idea of features of Internet use by Russian teenagers, their main activity in the Internet, risks and threats, which they encounter, and of the opinion of parents regarding their children’s use of the Internet and of the Internet experience of teachers.

The research results were presented at over ten conferences dedicated to the safe Internet problem, and described in several articles. Full Russian language results are published on the site of the Foundation for Internet Development (<http://www.fid.su/projects/research/mysafernet/>) and in the magazine Children in the Information Society (<http://www.fid.su/projects/journal/>).

#### V. CONFERENCES SUPPORT

##### XVI Conference of representatives of scientific and educational networks "RELARN-2009" June 2 – 7, 2009

**The Foundation for Internet Development acted as the general sponsor** of the XVI conference of representatives of regional scientific and educational networks RELARN-2009.

**Conference organizers:** The Association of scientific and educational organizations of computer network users RELARN, the Russian Institute for Public Networks (RIPN).

The section **“Computer and network safety in science and education”** was organized by **The Foundation for Internet Development. Galina Soldatova**, the director of The Foundation for Internet Development acted as the section host. Representatives of institutes of higher education and commercial companies took active part in the section. Participants shared their experience of building protected networks in scientific and educational institutions, also in conditions of reduced financing.



## **VI. INTERNATIONAL COOPERATION**

### **VI.1. International conference**

#### **“Children Security in the Internet – prevention, education, cooperation” November 12-13, 2009**

Within the framework of the conference, the director of The Foundation for Internet Development, **Galina Soldatova**, made a report **“Russian schoolchildren as the Internet users: types and groups of risk”** within the framework of the international conference **“Children Security in the Internet – prevention, education, cooperation”**.



### **VI.2. International conference “Russia-Bulgaria: Information Collaboration and Information Security” September 15-17, 2009**

**The Foundation of Internet Development, represented by the director Galina Soldatova,** took part in the conference work in the section “Safe Internet and Children: Issues of Counteraction to Illegal Content in the Internet”.

### **VI.3. Cooperation with research institutes of Europe.**

In 2009, The Foundation of Internet Development established relations with European universities and organizations, which deal with the problem of the safe Internet (London School of Economics and Political Science, Faculty of Applied Arts Dublin Institute of Technology, Kingston University, and Czech National Safer Internet Centre), shared materials based on research results. Negotiations were held on the possibility of carrying out of joint researches.

## **VII. THE FOUNDATION COOPERATION WITH MASS MEDIA**

The systematic work was carried out with mass media in 2009. Following the consecutive activity, over 2500 publications and video subjects appeared in electronic and printed mass media. Regular partner relations with leading Internet mass media of Russia (including branch ones) and information agencies were mended, among which: VGTRK, ITAR-TASS, Global I TV, CNews, IKS, Private Correspondent, RIA-News, IA “Garant”, RU-Formator, Computerworld, Novaya Gazeta, Polit.ru, iToday, Gudok, PCWeek, Connect, the magazine Psychologies, Psychological Newspaper, and others.

The information partners of projects and programs of The Foundation for Internet Development became the leading information portals and search systems of Russia this year: Mail.ru, Yandex, Nigma, Vesti.ru, and others.

## VIII. THE FID WEB-SITE DEVELOPMENT

In 2009, the web-site of The Foundation for Internet Development is the main information source about the Foundation activity and its projects for the mass media and the network users.

The site updating is carried out at least 2-3 times a week on a regular basis. News on the Foundation's activities and up-to-date Internet news is held on the following topics:

- @ statistics of the Internet and other online technologies;
- @ safe Internet news: social projects, technological novelties, events on increasing the information awareness on this issue, public discussions, etc.;
- @ international experience;
- @ research;
- @ information society development.

The daily site traffic is at high level. Owing to the active work of the Foundation last year and to the increase of the information resource interactivity of the organization, the site traffic increased by the end of the reporting period as compared to the year beginning ~ by 85% (see the diagram):

