

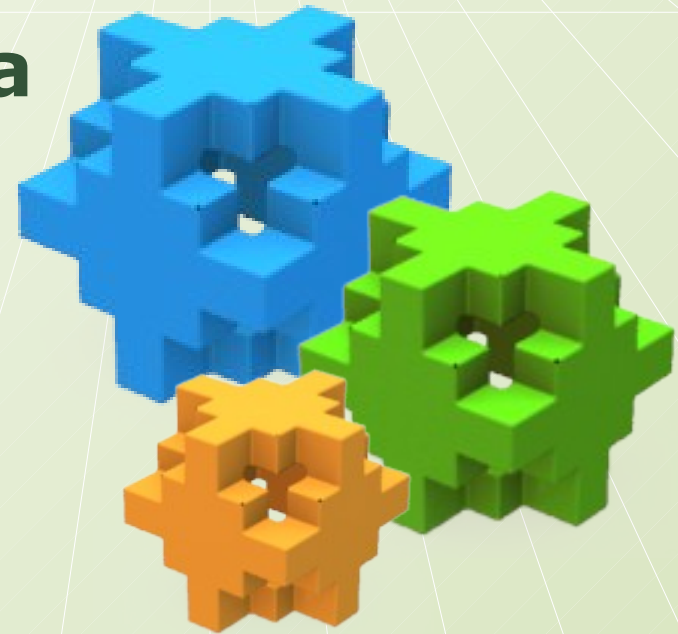


Координационный центр  
национального домена сети Интернет

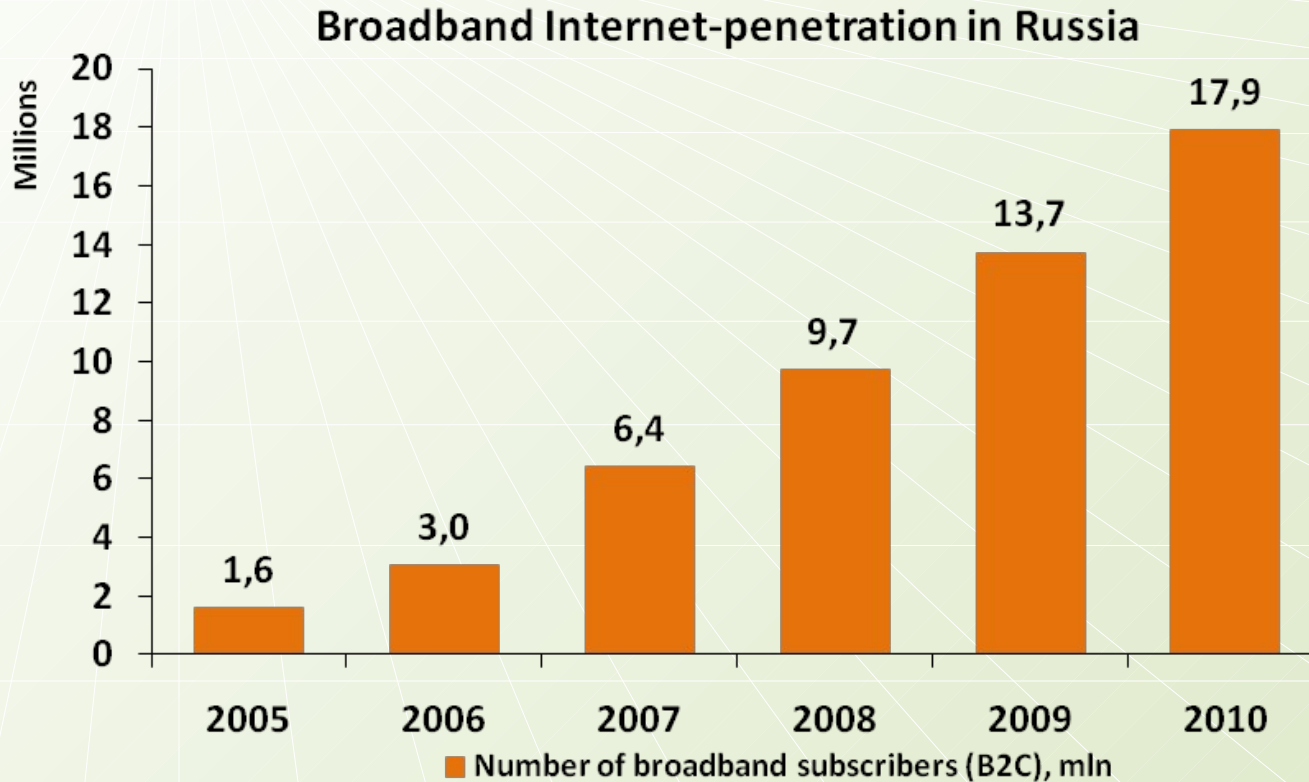
# Keynote: Growing Internet in Russia

**Andrei Kolesnikov,  
Coordination Center for TLD RU/РФ**

**ENOG 1/ RIPE NCC Regional Meeting,  
6<sup>th</sup> June 2011, Moscow, Russia.**



# Internet penetration in Russia



Source: iKS-Consulting

**More than a third of Russian households are already connected to broadband networks**

**Broadband penetration = 34%. Number of subscribers = 17.9 mln**

**Growth by 5 years = 11x**

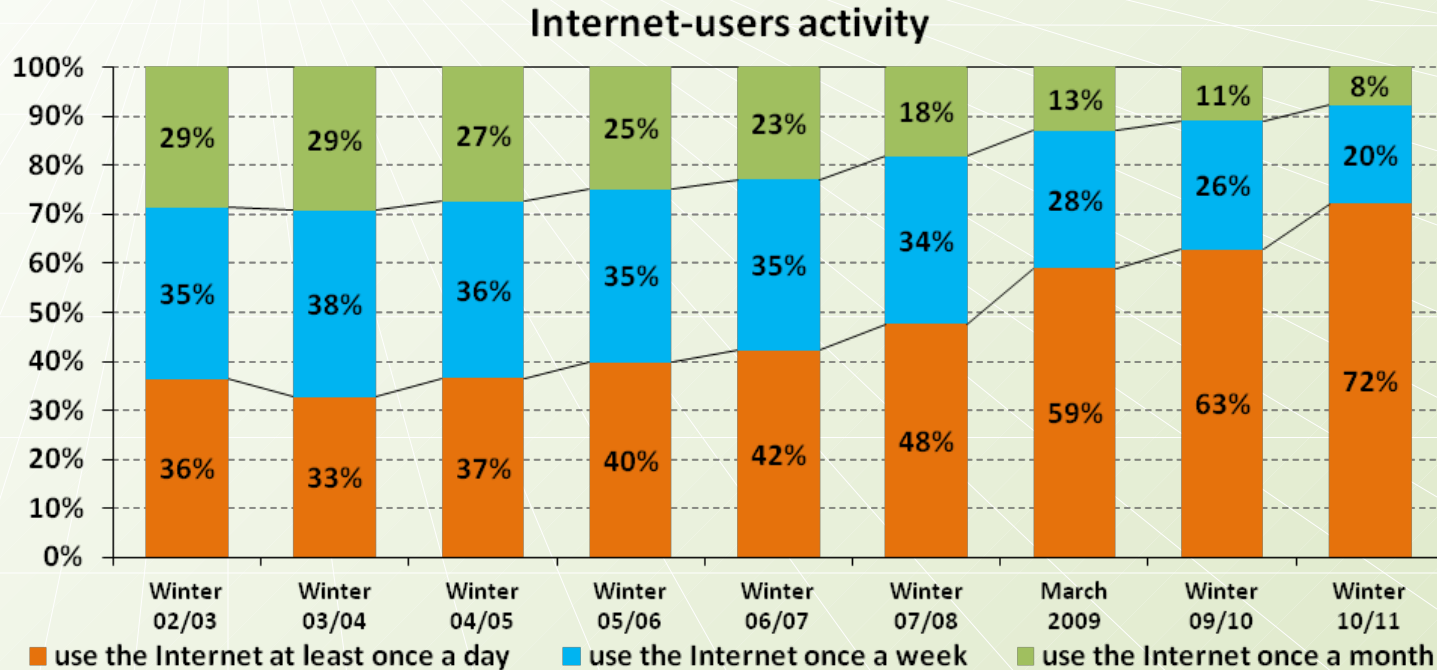


# Internet-users in Russia

- ❖ **56.8 mln** of the Russian population (12+) use the Internet at least **once a month**. Annual growth rate – 2 times.
- ❖ **40.7 mln** of the Russian population (12+) use the Internet at least **once a day**
- ❖ **The main audience** of the Internet in Russia - the users **up to 24 years** (penetration = **81%**)
- ❖ **By 2014** the number of Russian Internet audience will be **80 million** people



# Internet-users activity



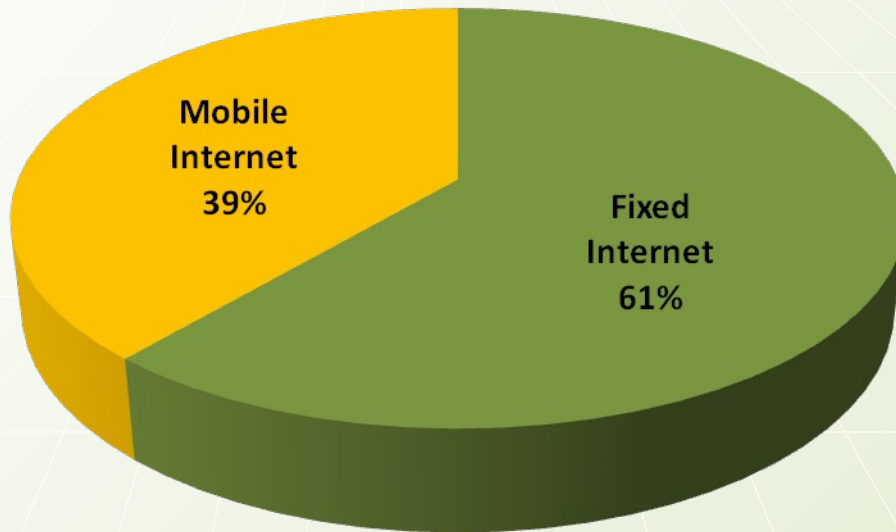
Source: FOM: Public Opinion Foundation

**Internet is becoming one of the basic needs of Russian society.**  
**By now 72% of users visit the Internet every day**  
**Only 8% go online less than once a week**

# Mobile Internet



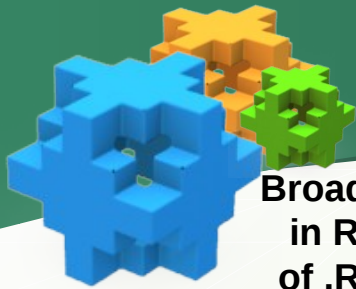
Internet-users (12+)



- ❖ **22 mln** of the Russian population older than 12 years surf the Internet via mobile phones or any other mobile devices at least **once a month**
- ❖ **10.5 mln** of the Russian population (12+) surf the Internet via mobile phones or any other mobile devices at least **once a day**
- ❖ **The main audience** of the mobile Web in Russia - the users **up to 24 years** (penetration = **47%**)

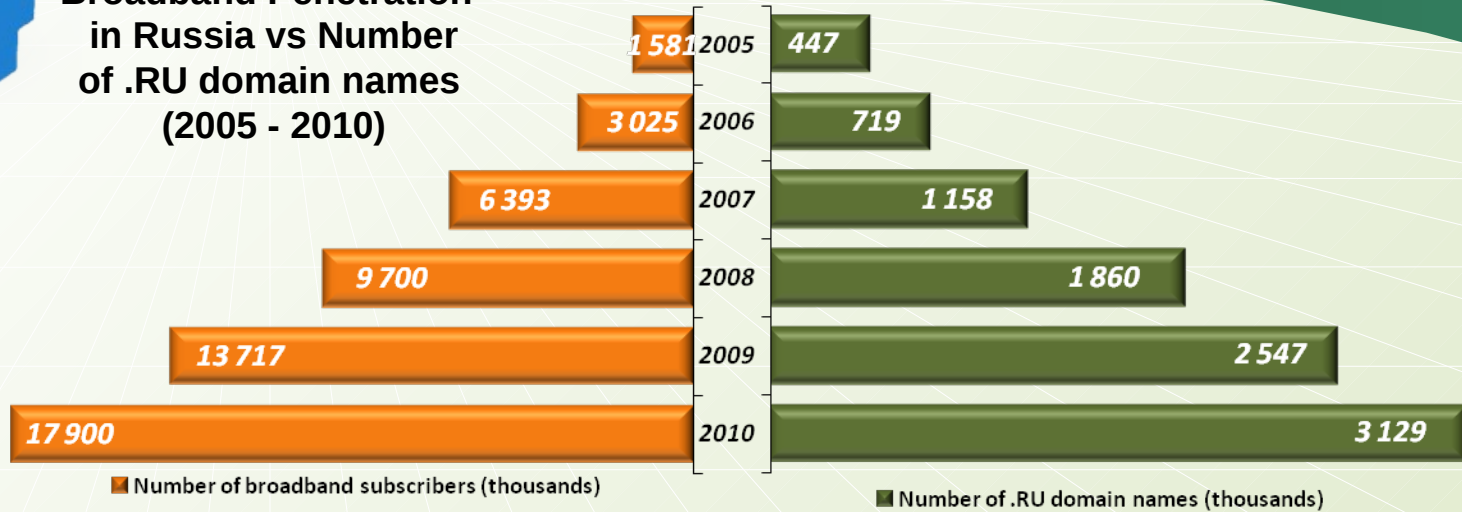
Source: FOM: Public Opinion Foundation





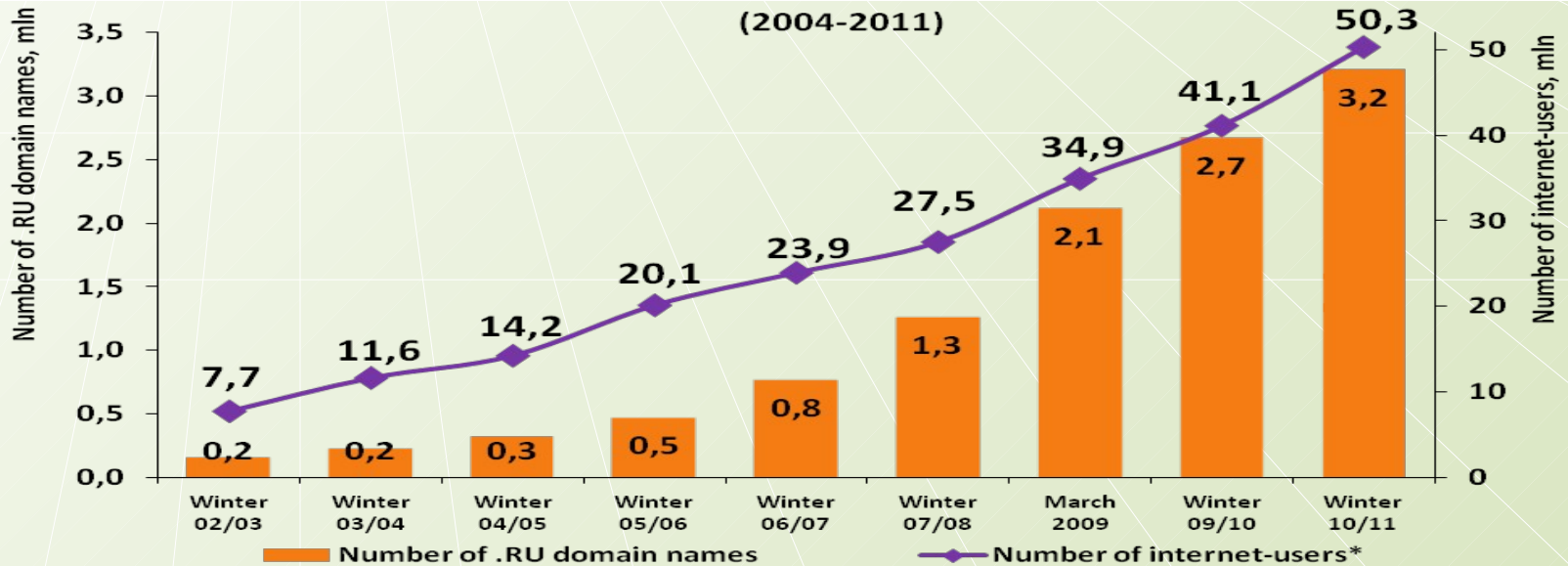
# Internet users & Domain names

**Broadband Penetration\*  
in Russia vs Number  
of .RU domain names  
(2005 - 2010)**



\* only B2C market  
(Source: iKS-Consulting)

**Number of internet-users\* in Russia vs Number of .RU domain names  
(2004-2011)**



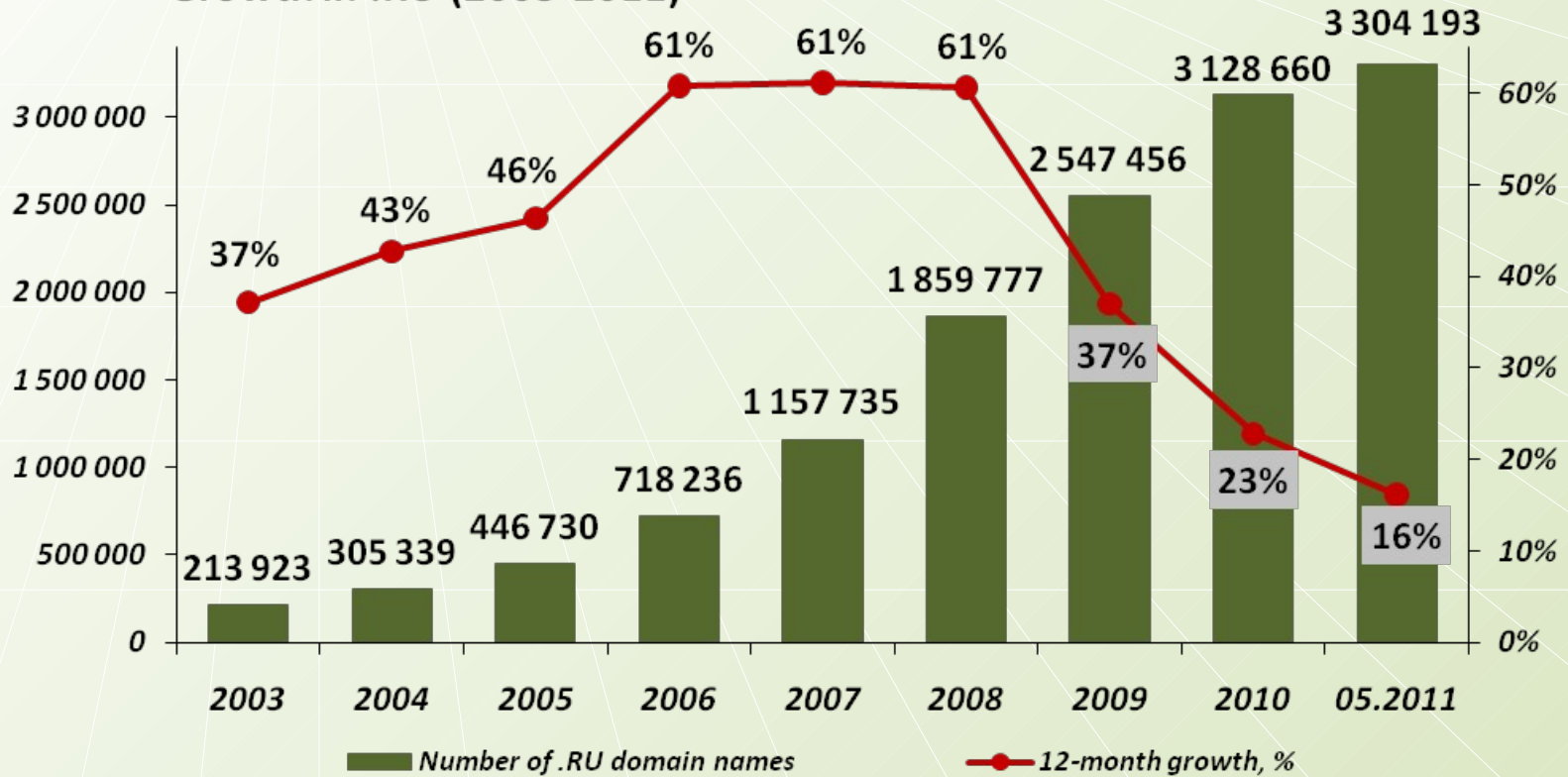
\*among population aged 18+ who tried Internet during last 1 month (Source: FOM: Public Opinion Foundation)



# Growth in .RU

On June 5<sup>th</sup> 2011  
the number of domain names in **.RU** hits **3,309,767**

Growth in .RU (2003-2011)

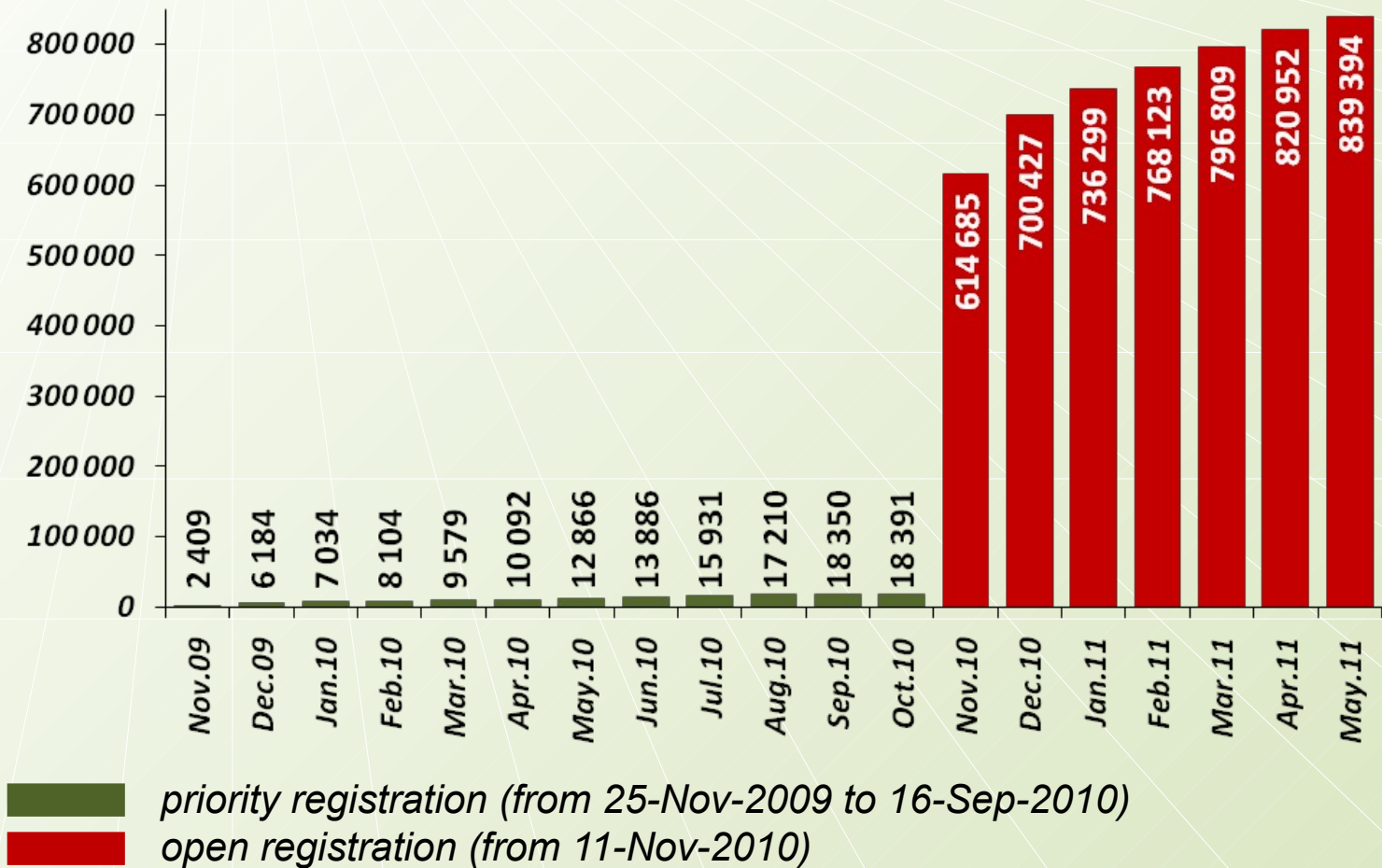




# Growth in .PΦ

On June 5<sup>th</sup> 2011  
the number of domain names in .PΦ hits **841,554**

Growth in .PΦ (Nov. 2009 - May 2011)

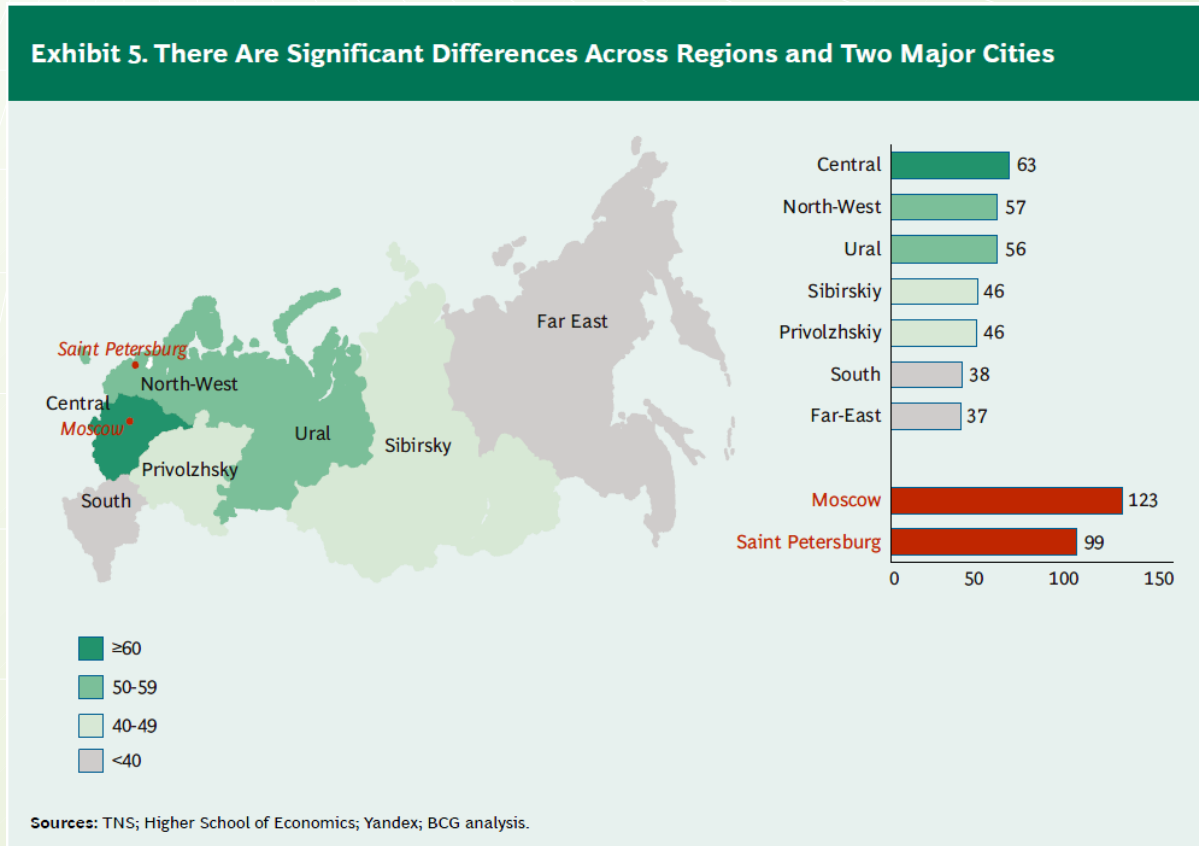






# Regional e-Intensity Index

The Internet coverage in Russia is uneven and the digital divide is a concern. Internet penetration and expenditure varies significantly between federal districts, large cities and small towns.



*\*Internet Intensity Index is formed as a weighted mean of three sub-indices: enablement, engagement and expenditure*

*According to the Report "Russia Online" (The Boston Consulting Group)*



# Internet Economy in GDP

**The Internet's contribution to Russia's GDP is still small when compared with other countries: 1.6% against 5.8% of Denmark (one of leading Internet economies)**

## **Development Factors:**

- ❖ **Regional Internet penetration:** Improved Internet access throughout the country will lead to both e-commerce growth from a broader Internet audience and to growth of spending on Internet access by individuals
- ❖ **E-commerce development:** Very important to overcome a number of barriers such as: high complexity, cost of delivery, lack of consumer confidence to both online stores and payment
- ❖ **Investment:** Companies benefit from investment in high-tech advances through productivity gains, more efficient communication with partners
- ❖ **Government:** Public e-services can increase the efficiency with which the government operates as well as decreasing the time and effort involved when individuals and businesses interact with the government



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Thank You !

