

Yandex



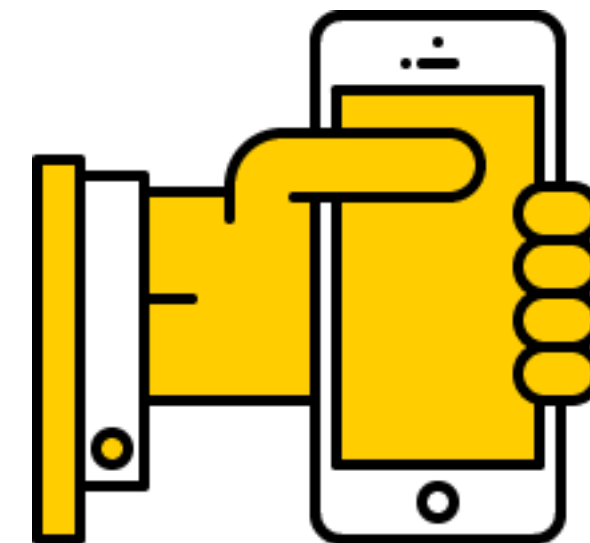
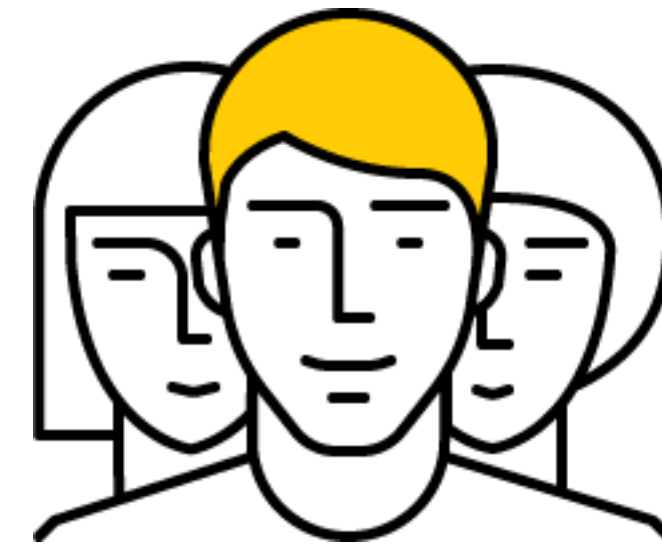
Yandex.Mail for ccTLD and IDN

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TLDCON 2016. Georgia, Tbilisi

Yandex.Mail overview

- Over 300 M users
- 25 M MAU desktop users*
- 4 M MAU mobile users*
- ~ 200 M incoming emails daily



*according to TNS Russia

Good news

Yandex.Mail provides receipt and delivery for Cyrillic, Turkish alphabets and now for any other languages 😊

✓ вопросы@мояпочта.рф

✓ კითხვები@ჩემოთოთქმის.გე



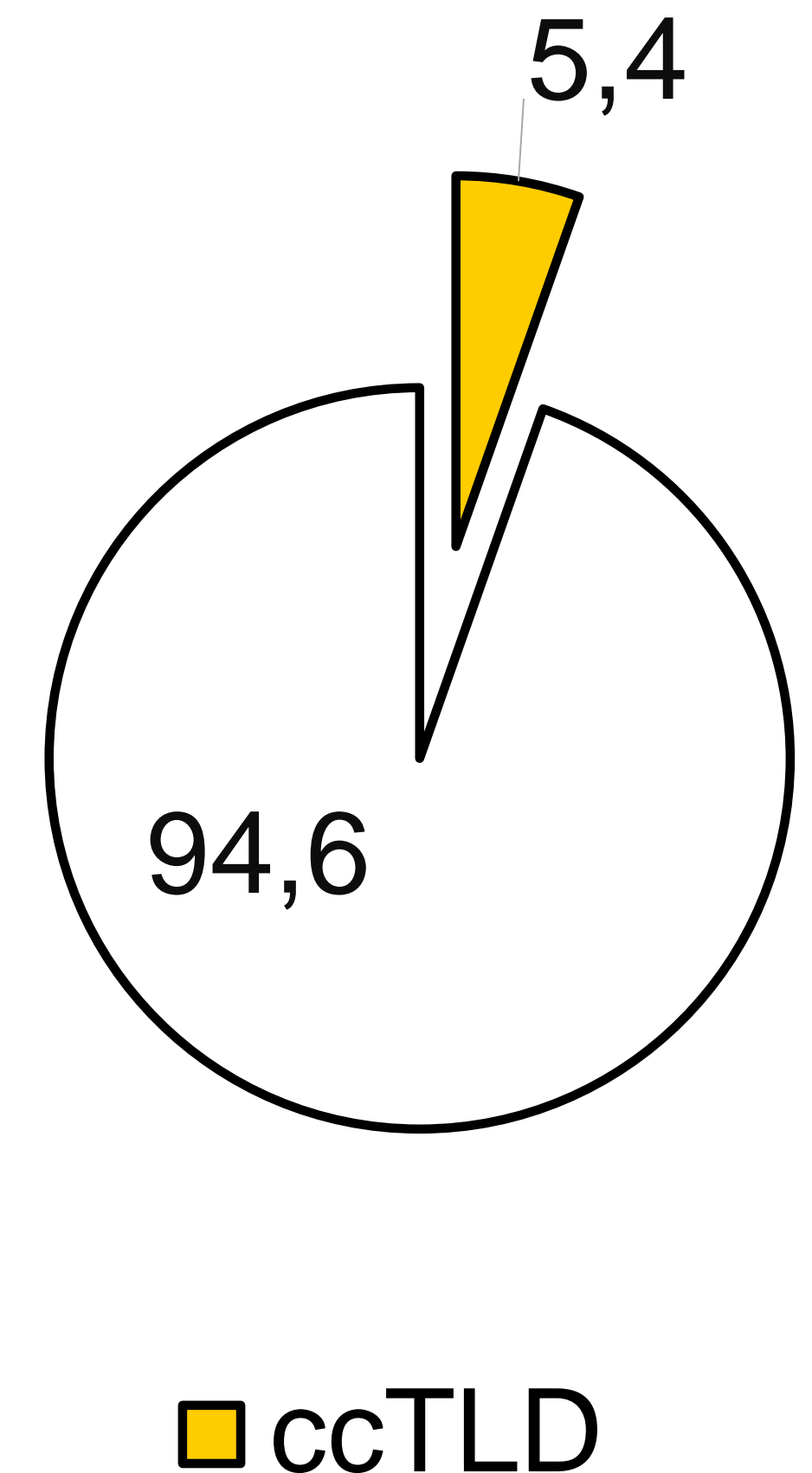
Account registration

Now ready for localized domain-part, not for local-part:

- **questions@мояпочта.рф** **OK!**
- **вопросы@мояпочта.рф** **Sorry, not yet..**

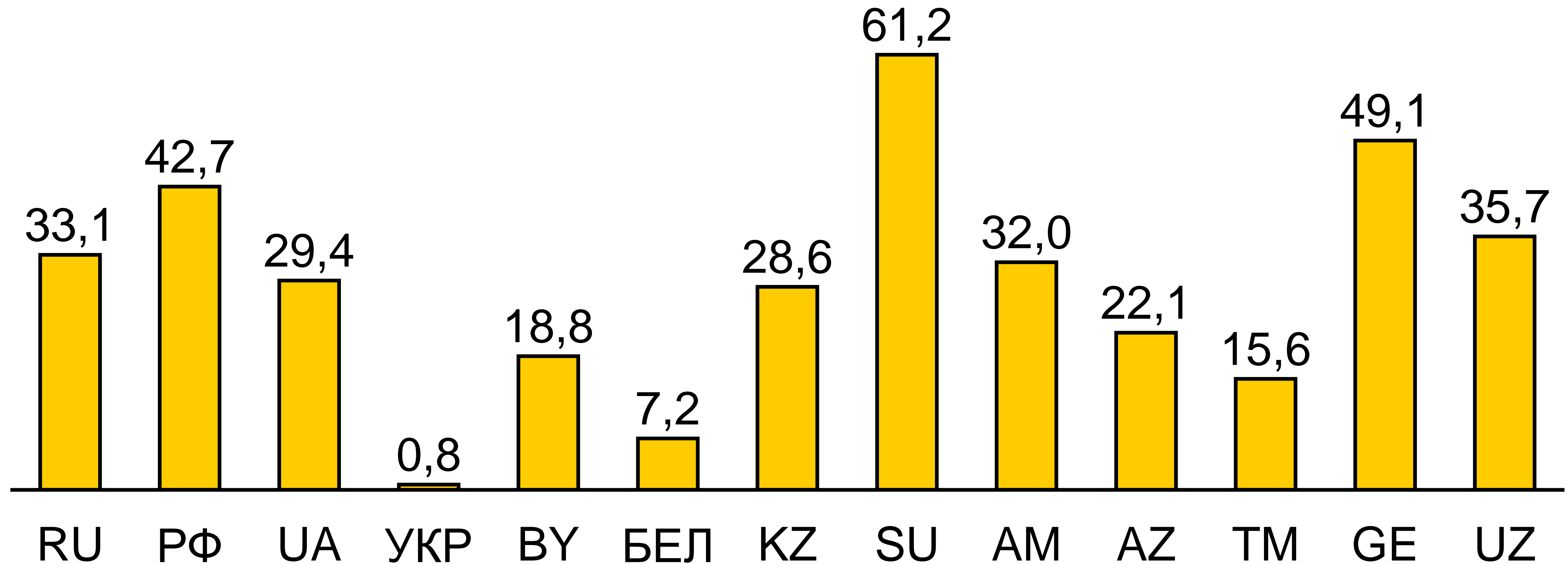
Incoming mail share ccTLD and IDN

- Over 1 billion emails weekly
- 58 M emails from ua, by, su, am, az, tm, ge, uz, kz
- 350 K emails from рф, укр, бел



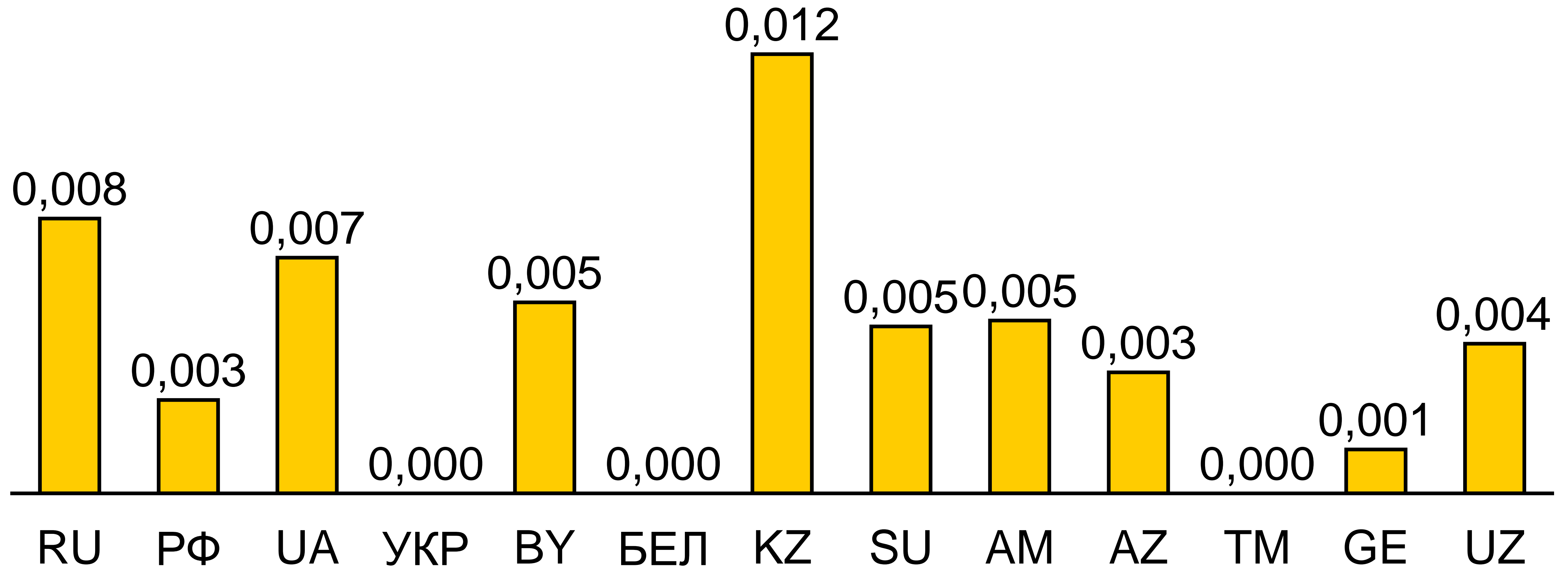
*according to 24.08-31.08 period

Incoming mail spam share ccTLD



*according to 24.08-31.08 period

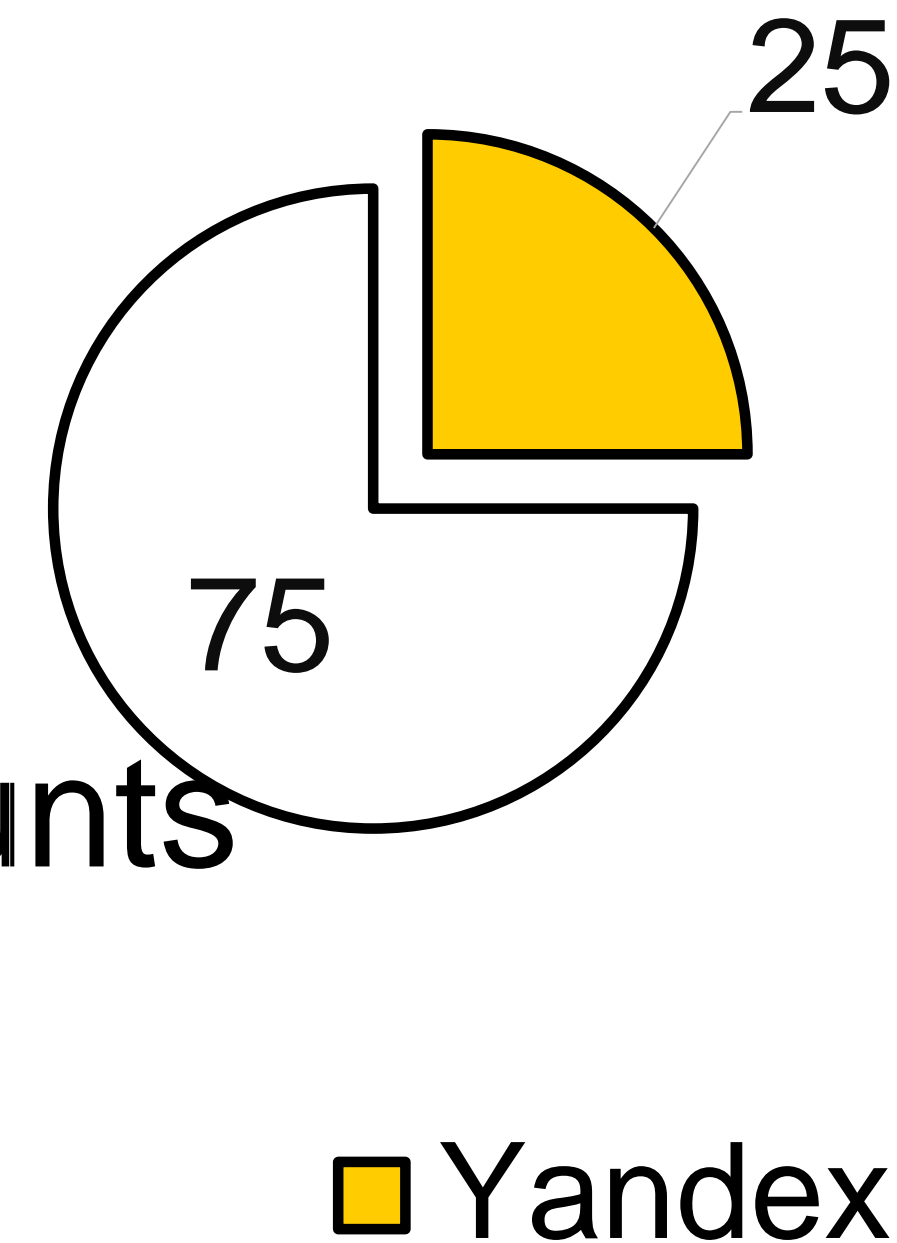
Incoming mail virus share ccTLD



*according to 24.08-31.08 period

Mail for domain - pdd.yandex.com

- 25% market share at RU*
- Over 700 K domains and 12,7 M accounts
- by, ua, kz, su, am, az, ge, uz ~4,3 M accounts
- рф, бел, укр ~33 K accounts



*according to domains from famous hosting provider

Problematic issues

- Fully localized email address
- ccTLD and IDN reputation
- Homoglyphs and phishing
- Interface localization

Thank you for attention

Contacts

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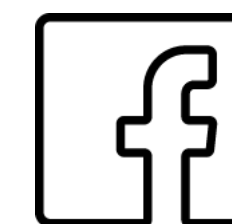
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