International Domain Name – a community joint effort

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content

- Background on Internationalized Domain Name
- Value of Internationalized Domain Name
- Community effort on Internationalized Domain Name
- The role of APTLD played in IDN
Background on Internationalized Domain Name

Value of Internationalized Domain Name

Community effort on Internationalized Domain Name

The role of APTLD played in IDN
What is IDN

• IDN is using your native languages other than ASCII on internet address space.
Survey in China on users surfing habits

- Chinese content only: 75%
- English content only: 2%
- Both: 23%
Background on IDN

• There’s a pressing need for IDN from non-English world especially in Asia
content

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Language barrier is one of the bottlenecks for non-native English users to fully access the Internet. IDN makes it possible for non-English speakers to use their native language to connect to Internet. That will help to boost the penetration rate, especially in developing countries.

IDN is an Eye-catching brand identity. It will make local enterprises and foreign enterprises who want to localize their brands easily to promote, and make their website marketing more efficient and accurate.
• When business has to give up well-known native brand and create a completely new name in ASCII code, it would discount brand value. A meaningful and easy to remember IDN is helpful to establish a good image for the enterprises or organizations.

• It doesn't have letters and numbers confusion in IDN, it will reduce the fake domains and prevent phishing efficiently.
Over 90% non-English internet users think IDN is easy to create, memorize and transcribe.

Whether for local or foreign enterprises, IDN is an important part of corporate brand.

This is my name, my language and my internet.

IDN could be used to promote native culture and languages.

Easy to memorize

Easy to use

Brand recognition

Culture Heritage
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The role of APTLD played in IDN
Community effort on IDN

- The origins of IDN is indeed in Asia Pacific region
- Back to 1998, Chinese community started R&D on IDN
- Meanwhile Arabic community started IDN R&D in 2000
- Chinese Domain Name Consortium (CDNC) was formed in May 2000 (CNNIC, TWNIC, HKIRC, MONIC)
• both CNNIC and TWNIC launched test bed in beginning of the 2000’s
• RFC3743 “Joint Engineering Team (JET) Guidelines for Internationalized Domain Names (IDN) Registration and Administration for Chinese, Japanese and Korean” was issued by IETF in April 2004..
• Arabic Domain Name Consortium was founded in 2005
• HKIRC started its priority and pre-registration for second-level CDN in December 2006
• RFC 4713 (CDN registration guideline) was published in Oct 2006 in IETF
• Community advocated Fast-Track process for IDN ccTLD in Oct 2007, APTLD is a major advocate
• ICANN formed IDNC WG on Fast Track Process for IDN ccTLDs to work on policy formulation late 2007
• ICANN approved the "IDN ccTLD fast track Implementation Plan" in Oct 2009
• ICANN opened application in Nov 2009
IDN ccTLDs Delegated

- United Arab Emirates
- Saudi Arabia
- Russian Federation
- Egypt
- China
- Hong Kong
- Taiwan
- Sri Lanka
- Thailand
- Jordan
- Palestinian Territory
- Iran
IDN ccTLDs still in process

String Evaluation Completed but not yet in the root:

- Singapore
- India
- Korea
- Qatar
- Syrian Arab Republic
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The role of APTLD played in IDN
Who is APTLD

• To promote skills development and information exchange related to Internet domain names amongst members

• To provide a forum to discuss policy matters affecting Internet domain name related entities

• To act as an interface with Internet coordination bodies and other bodies involved in the Internet domain name operation
APTLD role in IDN

- AP region most affected
- APTLD has been a major advocate on IDN
- APTLD has participated all the ICANN policy development process
- Closely following ongoing development: e.g. IDN ccPDP (country code TLD policy development process) WG, Joint(ccnso and gnso) IDN WG
Thanks!

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