

# 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**

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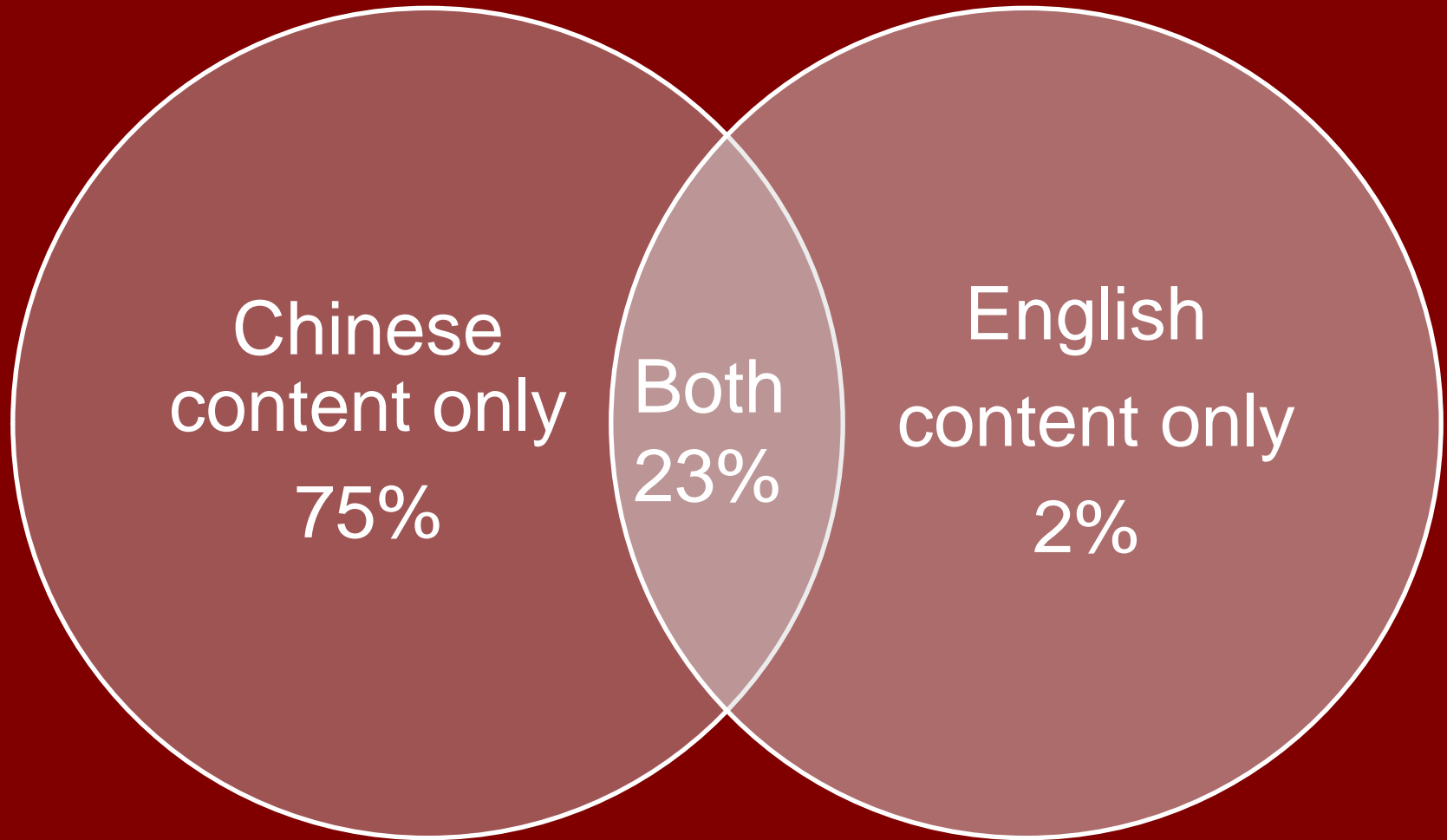
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# What is IDN

- IDN is using your native languages other than ASCII on internet address space.

# Survey in China on users surfing habits



# Background on IDN

- There's a pressing need for IDN from non-English world especially in Asia

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## Value to use

- 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.

## Commercial value

- 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



## Value of brand

- 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.

## Security value

- 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

**Easy to memorize**

- This is my name, my language and my internet

**Easy to use**

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

**Brand recognition**

**Culture Heritage**

• IDN could be used to promote native culture and languages

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# 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 .ae
- Saudi Arabia .sa
- Russian Federation .рф
- Egypt .eg
- China .中国 / .中國
- Hong Kong .香港
- Taiwan .台湾 / .台灣
- Sri Lanka .lk /
- Thailand .th
- Jordan .jo
- 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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# 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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