

IDN Informational Session

prepared for the GNSO Council Meeting

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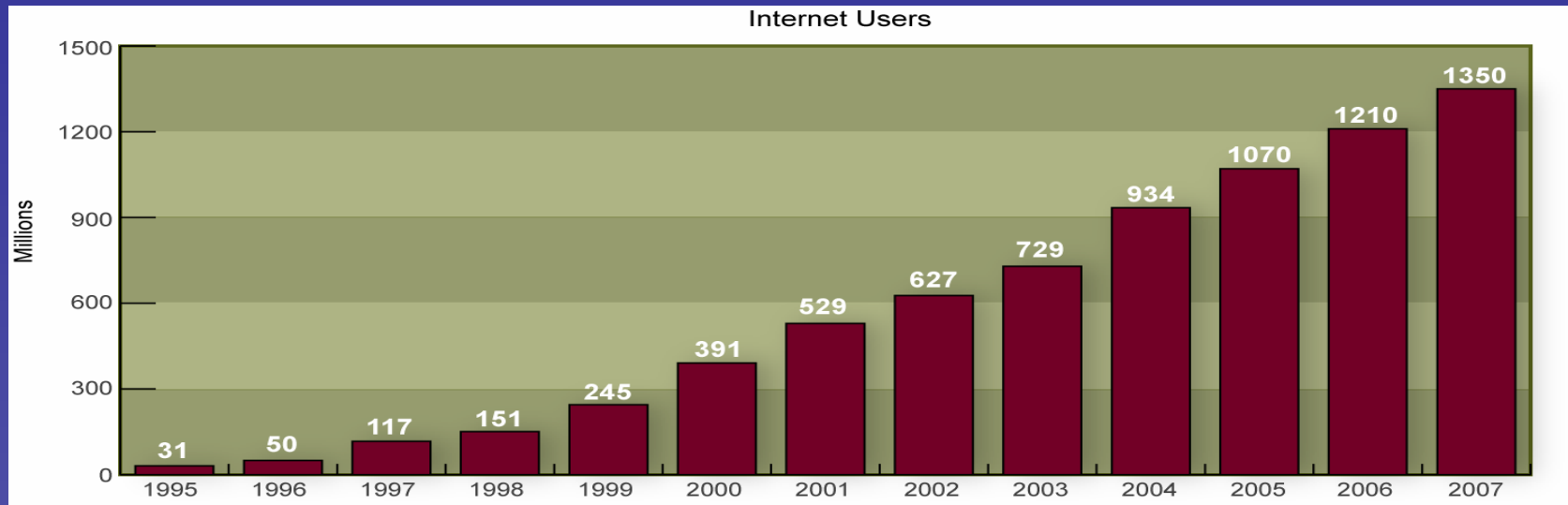
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Agenda

- IDN Basics
- Role of President's Advisory Committee for IDNs
- IDN Guidelines and Revision
- Timeline for Technical Test of IDN Top Level Labels

Internet Usage Growth



- Growth is coming from non-English speaking communities
 - China, Korea and Japan
 - Spanish and Portuguese communities

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IDN Benefits

- Permits users to represent themselves in their native script/language
 - Increase online user satisfaction
 - Preserves cultures
- Businesses can reach target audiences more effectively
 - Easy-to-recall, meaningful domain names in customers' language
 - Protect investment in brands
 - No need to transliterate brands into English-based characters for the Web
 - Strengthen brand awareness

IDN Issues

- DNS resolves ASCII only
- IDNs are still a confusing experience
 - Guideline and Standard evolution
 - Only second level registrations
 - No Internationalized mail
 - No top-level-domain
 - No complete URL support
 - Inconsistent behavior across tlds
 - Applications provide different experiences
 - Administration tools not available

Role of the President's Advisory Committee for IDNs

- The committee is tasked with:
 - listing technical barriers and opportunities in development of IDNs
 - analyzing challenges relating to IDN implementation issues and solutions
 - using technical, political and linguistic expertise to assist in enabling informed policy decisions

Activities of the President's Advisory Committee for IDNs

- IANA Repository IDN TLD Practices
- IDN Guidelines
- Technical Test of IDN Top Level Labels
 - Project Timeline (posted)
 - Project Objectives (underway)
 - Discussions to address and inform related policy issues (underway – pending formal GNSO process)

IDN Guidelines

- Continuously evolving compilation reflecting experiences of TLD registries in supporting IDN
- Not a formal component of the IDN protocols
- Intended to be seen as a useful statement of IDN common sense, implementable and implemented by all registries on all levels
- Revisions are prepared by a working group designated by participating ccTLD and gTLD registries, reviewed by the PAC, posted for public commentary, further revised as needed, and endorsed by the Board.

Technical Test of IDN Top Level Labels

- Project Timeline -- (posted)
- Project Objectives -- (underway)
- Discussions to address and inform related policy issues -- (underway, pending GNSO process)

Technical Test Timeline

- go to
<http://www.icann.org/announcements/announcement-14mar06.htm>

Technical Test Objectives

- Currently being developed
- Objectives involves topics such as:
 - selection criteria for applicants
 - life time for test labels
 - definition of test labels
 - test results and evaluation

Technical Test Approaches

- NS-records - permit the insertion an internationalized label (in punycode) in the root zone:

<domain>.<tld> does not necessarily resolve to the same Internet address as <domain>.<idn-tld>

- DNAMES – as defined in RFC 2672 DNAMES is the equivalent mapping of one domain into another:

<domain>.<tld> resolves to the same Internet address as <domain>.<idn-tld>