Internationalized Domain Names

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Brief History

• There are presently **21** gTLDs in the root zone
• There were eight that predate ICANN:
  
  .com  .edu  .gov  .int  .mil  .net  .org  .arpa
• Seven were added in a round starting in 2000:
  
  .aero  .biz  .coop  .info  .museum  .name  .pro
• Six were added in a round starting in 2004:
  
  .asia  .cat  .jobs  .mobi  .tel  .travel *(soon to be added - .post)*
  
  – experience in past rounds used in program for new gTLDs

• ccTLDs are currently allocated per reference to the ISO3166-1 list
  (e.g. .cn for China, .gr for Greece)

  – IDN ccTLDs being added via IDN ccTLD Fast Track Process
IDN ccTLD Fast Track Process

• Introducing limited number of IDN ccTLDs
  – on ISO-3166 list (or EC)
  – official language not based on Latin (extended)
    • ISO 639 (UN manual) listed or Government doc
  – technical string criteria (IDNA and Guidelines)
    • 2 char min + IDN tables + not confusingly similar
  – meaningfulness of string
    • long or short version in UN manual
      – if not in UN manual then documentation required
  • can be acronym
  • usability issue with strings longer than 3 chars
<table>
<thead>
<tr>
<th>Country</th>
<th>Language</th>
<th>Domain Name Examples</th>
</tr>
</thead>
<tbody>
<tr>
<td>China</td>
<td>中国 and 中國</td>
<td><a href="http://%D8%B3%D8%AC%D9%84.%D8%A7%D9%84%D8%B3%D8%B9%D9%88%D8%AF%D9%8A%D8%A9">http://سجل.السعودية</a></td>
</tr>
<tr>
<td>Egypt</td>
<td>مصر</td>
<td><a href="http://%D0%BF%D1%80%D0%B5%D0%B7%D0%B8%D0%B4%D0%B5%D0%BD%D1%82.%D1%80%D1%84/">http://президент.рф/</a></td>
</tr>
<tr>
<td>Hong Kong</td>
<td>香港</td>
<td><a href="http://%D9%85%D8%AD%D9%85%D8%AF-%D8%A8%D9%86-%D8%B1%D8%A7%D8%B4%D8%AF.%D8%A7%D9%85%D8%A7%D8%B1%D8%A7%D8%AA">http://محمد-بن-راشد.امارات</a></td>
</tr>
<tr>
<td>Jordan</td>
<td>الاردن</td>
<td>موقع.وزارة-الاتصالات.مصر</td>
</tr>
<tr>
<td>Palestine</td>
<td>فلسطين</td>
<td>سجل.السعودية</td>
</tr>
<tr>
<td>Russia</td>
<td>рф</td>
<td>台灣 and 台湾</td>
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<tr>
<td>Saudi Arabia</td>
<td>السعودية</td>
<td>تونس</td>
</tr>
<tr>
<td>Sri Lanka</td>
<td>සීලංකා and ඉරුත්තනකතක</td>
<td>ةامارات</td>
</tr>
<tr>
<td>Taiwan</td>
<td>台灣 and 台湾</td>
<td>تونس</td>
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<tr>
<td>Thailand</td>
<td>ไทย</td>
<td>ةامارات</td>
</tr>
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<td>Tunisia</td>
<td>تونس</td>
<td>ةامارات</td>
</tr>
</tbody>
</table>
IDN ccTLD Status and Timing

• Process launched 16 November 2010
  – 33 requests from countries/territories
  – 22 languages
  – 15 strings (12 countries/territories) live in DNS root zone
  – additionally, strings approved for:
    • Qatar, Singapore, and Syria
  – review planned for Q4-2010
    • to ensure continued end-user compatibility
Improving the Namespace

• **What it means for users?**
  -- user choice and opportunity
  -- new ways of branding and online corporate identity
  -- new ways end users find and produce information on-line (localization)
  -- direct navigation & search engine optimization
  -- increase in creativity, innovation, and competition

• **Security provisions, protections, and update needs**
  -- continued confusability prevention/uniqueness principle
  -- technical requirements to continue preventing phishing
  -- systems and applications (need updates for usability)
  -- variant IDN TLDs needed for full user experience
  -- IDN Guidelines revision needed for new IDNA protocol support
Thank You

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References:
http://www.icann.org/en/topics/idn
http://blog.icann.org/category/idns