

A stylized world map composed of a grid of small dots, rendered in a light blue color against a dark grey background. The map shows the outlines of continents and is centered behind the main text.

# IDN Variant TLD Program Webinar

27 June 2013

# Webinar Information

- + **US numbers:** +1 877 941 8269 (toll-free) or +1 480 629 9799 (toll)
- + **Conference ID:** 4627265 or IDN Variant TLD Webinar
- + **Additional numbers available at:**  
<http://www.icann.org/en/resources/idn/variant-tlds/presentations>
- + **Recordings and slides available after the webinar at:**  
<http://www.icann.org/en/resources/idn/variant-tlds/presentations>
- + **Q&A session:**
  - + Taking place after the presentations
  - + See Notes pod for conference instructions
  - + Phone questions will be given priority
  - + Questions in the 'Questions & Comments' pod will be addressed as time permits

# Webinar Information (continued)

## + Questions & Comments pod:

- + Located at the bottom of the presentation screen
- + You will only see your comments
- + You cannot see what anyone else is writing
- + We will filter out duplicate questions
- + Questions received on the phone will be given priority
- + If you experience problems with Adobe Connect or the Call please tell us in the Questions & Comments pod

# Webinar Agenda

- + **Program Overview and Timeline**
- + **Overview of Phase 4 projects**
- + **Project 2.2: Implementation of the IDN LGR Procedure**
- + **Project 7: Input from the User Experience Study**
- + **Next Steps**
- + **Discussion and Questions**

# About the IDN Variant TLD Program

## + Why this program?

- + Long standing request from a number of IDN user communities
- + Initiated by a decision of the ICANN Board of Directors in 2010  
<http://www.icann.org/en/minutes/resolutions-25sep10-en.htm#2.5>
- + As of today, no variant TLD strings can be delegated until variant management solutions are developed and implemented

## + What is Program's goal?

- + Define and implement the rules and processes that must be in place to enable the allocation, delegation and management of IDN Variant TLDs in the Domain Name System Root Zone

## + Who is involved?

- + ICANN staff, expert consultants and community volunteers

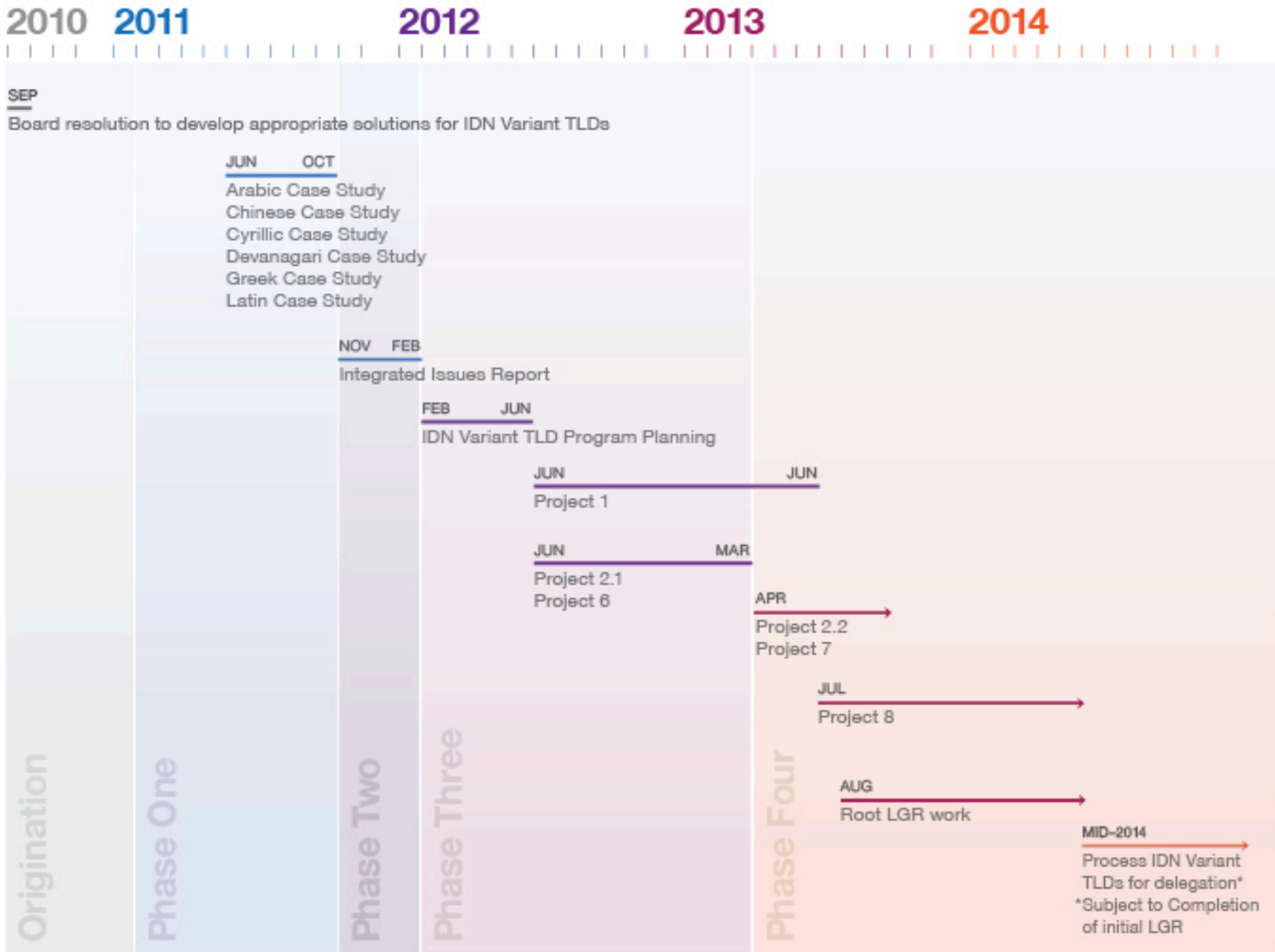
# What is an IDN Variant TLD?

- + **There is still no universally accepted definition of IDN Variant TLDs**
- + **A variant TLD can be defined as one that may look like or be considered exchangeable with another TLD by a user of the related writing system**
- + **For example, a string in traditional Chinese commonly has an equivalent simplified:**

**顶级域名** - simplified Chinese

**頂級域名** - traditional Chinese

# Overview of IDN Variant TLD Program



# Phase 4 initiated

+ ICANN Board resolution on 11 April 2013 to:

+ Direct staff to Implement the

Procedure to Develop and Maintain the Label Generation Rules for the DNS Root Zone in Respect of IDNA Labels

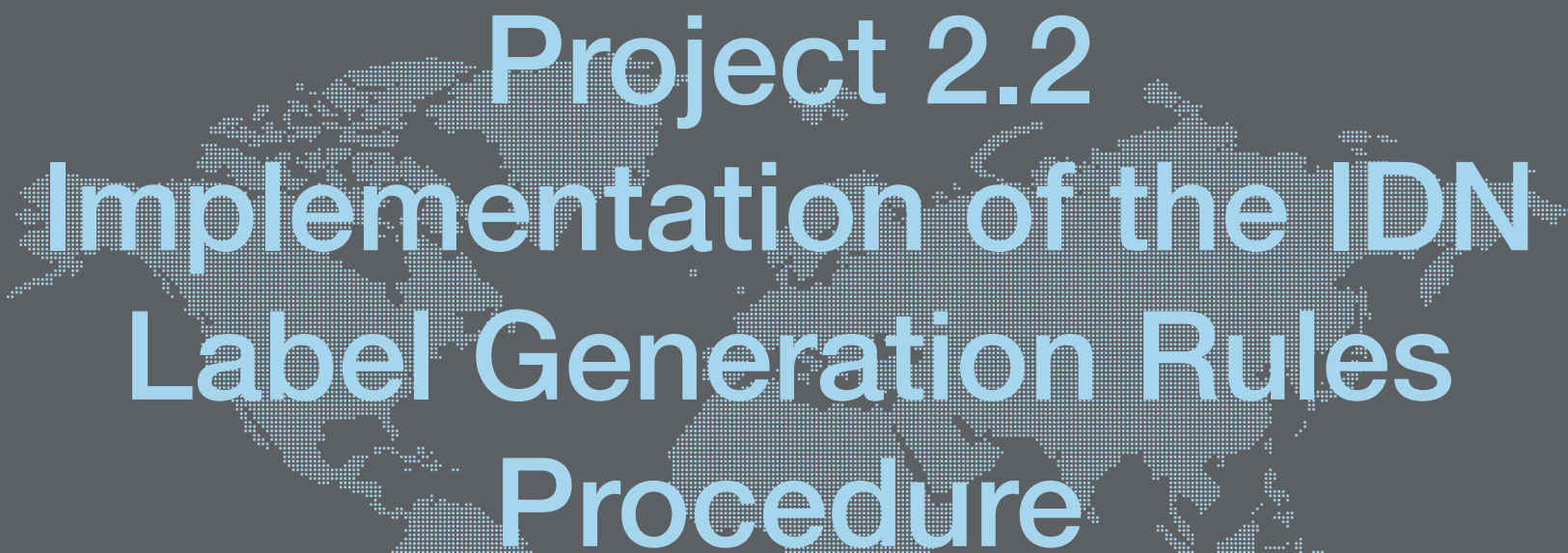
+ Invite interested Supporting Organizations and Advisory Committees to provide staff with any input and guidance they may have to be factored into implementation of the Recommendations from the

Report on User Experience Implications of Active Variant TLDs



# Phase 4 – Implementation Projects

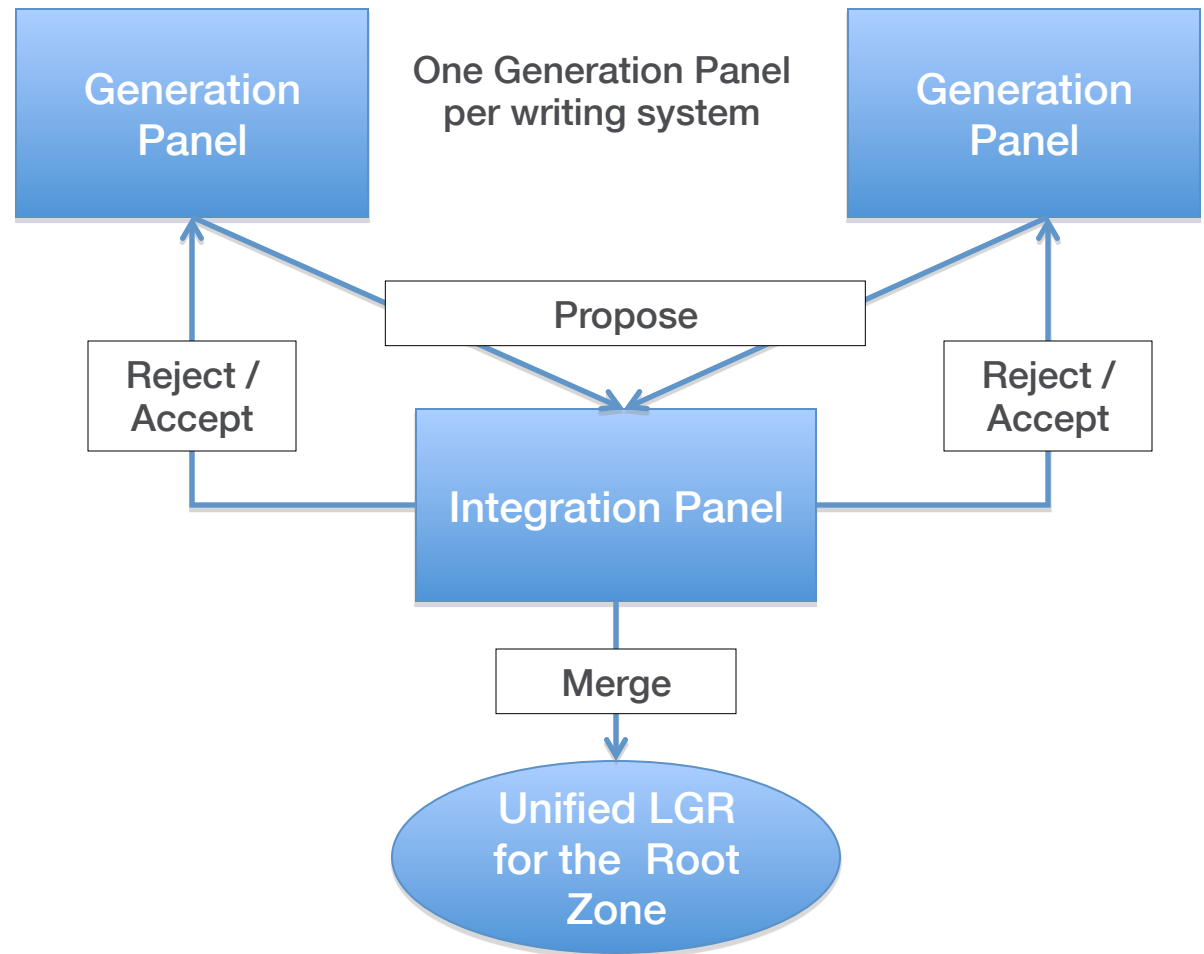
- + **Program’s last phase includes the following projects:**
  - + **Project 2.2**: Implementation of the IDN Root Zone LGR Procedure, representing the actual development of the Label Generation Rules for IDNA Labels for the Root Zone
  - + **Project 7**: Identify which ICANN systems and processes must be updated to incorporate the Label Generation Rules in the respective evaluation processes and account for recommendations from the Report on User Experience Implications of Active Variant TLDs study
  - + **Project 8**: Following the completion of Project 7, update ICANN processes and systems to implement the changes identified in project 7 to support IDN variant TLDs
  - + **Project 1**: Finalize the LGR tool format specification

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# Project 2.2 Implementation of the IDN Label Generation Rules Procedure

# What is the IDN Root Zone LGR Procedure?

- + Populate the code point repertoire and the Label Generation Rules for IDNA labels for the root zone
- + Provide Utility and Coverage for additional scripts and languages while minimizing the risk to root zone as shared resource
- + Automate the application of IDN Root LGR



# The IDN Root Zone LGR Procedure Output

- + **Overall Repertoire for the Root**
- + **Divided into sub-repertoires by script**
  - + sub-repertoires may overlap
  - + sub-repertoires are identified by “tags”
  - + IDN label applications will be tagged to select sub-repertoire
- + **IDN labels will be constrained to be:**
  - + wholly within the tagged script sub-repertoire
  - + structurally well formed as whole label (crucial for complex scripts)
- + **Labels in some writing systems may have variants**
  - + Variants are defined globally, not by sub-repertoire
  - + Disposition of variants depends on the sub-repertoire
- + **Variants can be:**
  - + Blocked (may never be activated)
  - + Allocatable (not all allocatable variants should necessarily ever be activated)
- + **Machine readable format for automatic processing**

# Example of the IDN LGR output

+ The following is an example of what the IDN LGR will provide

- |   |   |
|---|---|
| <ul style="list-style-type: none"><li>Applied for label is in Chinese: 大發</li><li>IDN-TAG (zh)</li><li>Applied for String:<br/>[U+5927大; U+767C發]<br/><b>(A):</b><br/>[U+5927 大;U+53D1 发] →大发<br/><br/><b>(B):</b><br/>[U+5927 大; U+5F42 𪛇]<br/>[U+5927 大; U+9AEA 髮]<br/>[U+5927 大; U+9AEE 𪛈]</li></ul> | <ul style="list-style-type: none"><li>Applied for label is in Japanese: 大發</li><li>IDN-TAG (ja)</li><li>Applied for String:<br/>[U+5927大; U+767C 發]<br/><b>(A):</b><br/>(none)<br/><br/><b>(B):</b><br/>[U+5927 大; U+9AEA 髮]<br/>[U+5927 大; U+9AEE 髮]<br/>[U+5927 大; U+53D1 发]<br/>[U+5927 大; U+5F42 𪛇]</li></ul> |
|---|---|

Variants and their dispositions: **A: allocatable** **B: blocked**

# How will the IDN LGR for the Root Zone enable IDN Variant TLDs?

## + Completion of the IDN LGR work is a prerequisite before IDN Variant delegation, why?

- + Need an automated way to determine variants and derive their dispositions from the Root Zone LGR IDN tables
- + Results are specific to the script of the application, even where repertoires overlap
- + Every applied for IDN TLD (ccTLDs and gTLDs) will be checked by the IDN LGR for the Root. This will determine if the label itself is valid per the IDN LGR as well as the corresponding variants
- + As initially indicated by the [25 September 2010 Board resolution](#), IDN variant TLD delegation requires that appropriate variant management solutions be developed and implemented

# Call for SME's for Integration Panel

- + Call for Subject Matter Experts for the IDN Root Zone LGR Integration Panel and Advisors to All Panels:  
<http://www.icann.org/en/news/announcements/announcement-3-06jun13-en.htm>
- + Call closes on 27 June 2013 (today)
- + Panel members expected to be identified by 26 July 2013
- + Integration Panel expected to have a first meeting in August/September

# Call for Generation Panels

- + **Projected to be published by the ICANN Durban meeting**
- + **Guidelines:**
  - + Writing system communities can expect to form Generation Panels at various times during the 3rd Quarter of 2013
  - + Initially, Generation Panels formation is expected to cover scripts of existing applications from IDN ccTLD Fast Track and new gTLD programs
  - + Writing system communities interested in having their script included in the Root Zone LGR should start organizing within their community to form a Generation Panel

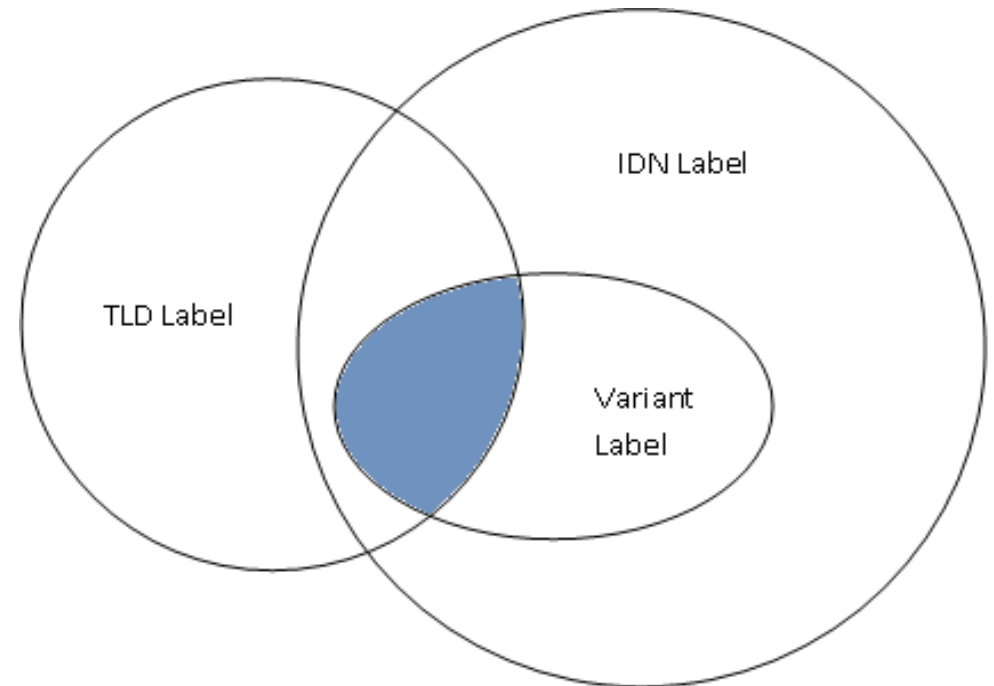




**Project 7**  
**Input from the User**  
**Experience Implications**  
**of Active Variant TLDs**  
**Study**

# Scope of User Experience Study

- + **Focus on TLD label issues but also consider FQDN implications**
- + **Take into account existing variant implementations**
- + **Balance user expectations with conservative, consistent, and secure implementations**



# Project process

**Study existing  
variant  
implementations**

**Identify usability  
challenges based on  
user role**

**Provide actionable  
recommendations  
specific to  
stakeholders**

- + **10 existing variant (SLD and TLD) implementations studied**
- + **31 challenges identified across three user groups:**
  - + End users
  - + Registration users/managers
  - + Technical community
- + **25 recommendations made to four stakeholder groups:**
  - + ICANN
  - + Registries
  - + Registrars
  - + Technical Community

# Findings based on current variant practices

- + There already exist limitations in the number of active variants permitted
- + Registrants have varying degree of choice on which variants to activate
- + Registration software is custom-built
- + A need for a unified LGR supported across scripts and levels of domain names

# Principles for Active IDN Variants TLDs



- + **Minimality:** Variants must be implemented with the least changes necessary in the DNS
- + **Security:** Variants must minimize the risk introduced by IDNs
- + **Equivalency:** Variants must direct users to related content and managed by the same entity
- + **Predictability:** Variants should behave and function as users expect in their language and script environments
- + **Consistency:** Variants should behave similarly within and across TLDs and supporting technology
- + **Manageability:** Variants should be straightforward to visualize and administer with supporting technology
- + **Ease of Use:** Variants should be easy to understand and use for new and existing Internet users

# Overview of Recommendations

Audience	Must	Should	May
ICANN	8	3	0
Registries	1	5	0
Registrars	3	1	1
Technical Community	0	3	0

## + Recommendations follow standards terminology as follows:

- + **MUST:** A requirement. To be contractually enforced
- + **SHOULD:** There may exist valid reasons not to implement elements of this recommendation, but the full implications must be understood and carefully weighed before choosing a different course
- + **MAY:** A suggestion intended to improve usability

# MUST Recommendations to ICANN

- + **6.1.1: Implement a well-defined and conservative variant TLD allocation process:**
  - + Approval of variant TLD must not be automatic
  - + Variant TLD application must clearly demonstrate necessity
  - + TLD variant(s) must be allocated to same entity
  - + All requirements for a TLD application also apply to the variant TLD application

# MUST Recommendations to ICANN

- + 6.1.2: Maintain LGR repository and make it available to users and programmatically processable
- + 6.1.3: Develop minimal, simple and consistent IDN LGR for the root zone
- + 6.1.4: Develop, to the extent possible, a minimal, simple and consistent life cycle for the variant TLD sets (across languages and scripts)
- + 6.1.5: Define guidelines to evaluate the competence and readiness of the registry to manage variants



# MUST Recommendations to ICANN

- + 6.1.8: Require any accredited registrar that supports IDNs with TLD and/or SLD variants to support variants across its registration platform
- + 6.1.10: Convene relevant experts involved in domain name disputes to determine any new issues introduced by variants and update existing dispute resolution processes accordingly
- + 6.1.11: Define technical requirements and engage with standards organizations, such as the IETF, to determine how IDN variants should be consistently implemented

# Recommendations to Registries

- + **6.2.4: Registry must make its updated LGR available to ICANN and the community**
  - + To address this need to unambiguously determine a complete variant set, the second-level LGR of the registry should be uploaded to the ICANN LGR repository.
- + Registry that supports variants *should* apply the LGR developed for the root across lower-level domains. Deviations from the LGR should be publicly documented and justified.

# Recommendation to Registrars

- + 6.3.1: Registrar must update its practice to address requirements specific to the registration of IDN variants**
  - + Allocate variants of a domain name to the same registrant.
  - + Disclose any fees related to the processing and activation of variants.
  - + Work with ICANN to develop materials (in appropriate languages) to help registrants understand variants and the associated registration process.
  - + Any service which packages multiple non-variant domains together, such as ASCII domain with IDN and IDN variant domains, must make it clear to the registrants that such an offering is a value-added service.
- + 6.3.3: Registrar must support IDN variants across its registration platform**
- + 6.3.4: Registrar must support registry policies and associated services for collecting and managing registration data of IDN variants**

# Implementing recommendations

**ICANN solicits input from interested Supporting Organizations and Advisory Committees to provide any input and guidance they have to be factored into implementation**

**ICANN updates policies and contracts with registries that wish to support variants. ICANN develops tools to support implementation of unified LGR.**

**Registries update policies and contracts with registrars that wish to support variants. Registries implement unified LGR.**

**Registrars leverage common code (unified LGR) and software to implement updated policies.**

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# Next Steps

# Input of SO's and AC's

+ Per the ICANN Board [resolution](#) on 11 April 2013:

- + Staff sent letters to Supporting Organizations and Advisor Committees asking for any input and guidance they may have to be factored into implementation of the Recommendations from the [Report on User Experience Implications of Active Variant TLDs](#)
- + Input is due by 1 July 2013
- + If received on time, staff will analyze the input and provide a summary of input during the ICANN Durban meeting

# Looking ahead...

- + Project 2.2 - Implement the IDN LGR Procedure**
  - + Constitute the Integration Panel
  - + Publish call for Generation Panels
- + Project 7 – Update ICANN’s systems and processes**
  - + Focus on identifying the updates needed to be implemented in ICANN processes and systems
  - + Incorporate input from the community on the User Experience Study
- + Where relevant, the project may also identify issues not discussed in the IDN variant program to date. This information will be synthesized and communicated before taking further action.

# Thank You & Questions?

US Toll-free: + 1 877 941 8269

US Toll: +1 480 629 9799

Conference ID: 4627265 or IDN Variant TLD Webinar

International numbers:

<http://www.icann.org/en/resources/idn/variant-tlds/presentations>

- Dial \*1 to queue up for questions
- Dial \*2 to exit the question queue

\* Phone questions given priority

\* Questions submitted in the 'Questions & Comments' pod answered as time permits

\* Recordings and slides available after the webinar at:

<http://www.icann.org/en/resources/idn/variant-tlds/presentations>





# Useful links

\* Examining the User Experience Implications of Active Variant TLDs

<http://www.icann.org/en/resources/idn/variant-tlds/active-ux-21mar13-en.pdf>

\* Procedure to Develop and Maintain the Label Generation Rules for the Root Zone in Respect of IDNA Labels

<http://www.icann.org/en/resources/idn/variant-tlds/lgr-procedure-20mar13-en.pdf>

\* Call for Subject Matter Experts for the IDN Root Zone LGR Integration Panel and Advisors to All Panels

<http://www.icann.org/en/news/announcements/announcement-3-06jun13-en.htm>

