

# **IDN Policies & Social Development in Asia**

**ASIA**



**.Asia:**  
**the 1st gTLD**  
(generic Top-Level Domain)  
**from Asia, for Asia**

# HUXIYI

北京德微酒吧

## Bar Rules

### 酒吧条例

1 No drugs and fights inside

禁止毒品及打架闹事

2 Don't shit in our toilet but U can pee

本店卫生间禁止“大事”

3 No wasting your drink at the bar

严禁浪费现象：你的酒水饮料干光

4 No Da Zhe but you can have a free drink on the house

没有折扣，在你已经爱上我们的时候，酒吧请你喝酒

5 No outside food or drinks allowed

禁止携带非本店食品和饮料入内

## Business Hour

### 营业时间

Asia



(女) 其實我都不想當九位  
(男) 無奈情歌通街洗腦偏偏戀上咗 難道平  
(合) 無奈情歌通街洗腦偏偏戀上咗

囧囧囧囧囧囧囧囧 We wanna make a change  
其實我 囧囧囧囧囧囧囧囧 我哋嚟做d咩  
你有壓力 我有壓力 囧囧囧囧囧囧囧囧  
其實我 囧囧囧囧囧囧囧囧 我哋嚟做d咩

(普) 背靠祖國 面向世界 We wanna mak  
其實我C-O-M-P-L-A-I-N 我哋嚟做d咩  
愛你至鬧你 愛你至話你 We wanna make  
其實我C-O-M-P-L-A-I-N 我哋嚟做d咩

# 台(臺)灣: “TAI”-”WAN”



台灣中油股份有限公司  
Taiwan CPC

與你生活在一起



台灣大哥大

Taiwan Mobile

009

全球首次启用中文域名  
终于  
中国人可以用中文上网

当然  
查美术高考信息也少不了用中文  
请直接输入...

<http://中国美术高考.中国>

<http://北京美术高考.中国>

# What do we have today

- gTLD: multi-language / script in one name space
  - com/net/org/info:10~30+ languages / support
- ccTLD: simpler name space
  - cn / tw: simplified + traditional variant
  - jp: Katakana, Hiragana, Kanji (CJK unified ideography)
  - kr: Hanguel
  - eu: Latin extended, Cyrillic, Greek
- IANA: <http://www.iana.org/domains/idn-tables/>

# General Considerations

- Limitations of technical standards
  - Linguistic considerations
  - Variants of characters (e.g. Traditional & Simplified Chinese: 亞洲 vs. 亚洲)
  - Confusable characters (e.g. Cyrillic / Greek vs. Latin: AB vs. AB vs. AB)
- gTLD Challenges (vs. ccTLD)
  - Global / generic in nature
  - Multiple languages and scripts to consider
  - Overlapping character repertoire between languages
  - Costs of IDN gTLDs

# Multiple Languages

- Overlapping Character Repertoire
- Example: Chinese & Japanese
  - Simplified Chinese: 科学.asia
  - Traditional Chinese: 科學.asia
  - Japanese: 科学.asia
- Should consider launching together
  - Fairness
  - Confusion
  - Competition

# Multiple Script Variations Accepted

- Example: Traditional Chinese & Simplified Chinese
  - Applied for String: 网域名稱.asia
  - Preferred Simplified Chinese Variant: 网域名称.asia
  - Preferred Traditional Chinese Variant: 網域名稱.asia
- Should consider merging language tables
  - I.e. Include both Preferred Simplified Chinese AND Preferred Traditional Chinese variants

# Trademark / IPR Considerations

- Sunrise process
  - Priority of IPR Claims
  - Multiple phase vs. Single phase
- Contention Resolution
  - First-come-first-serve / random / auction / other
- Match considerations for Trademarks
  - Language / Script / Variations
  - Priorities
- Verification process

# Existing ASCII Domains

- **Special Consideration (or Not)**
  - Registrant Expectations (fairness)
  - User Expectations (confusion)
  - May or may not justify special considerations
- **Existing Sunrise domains**
  - Already submitted TM data
  - Priority consideration
  - Language / Variation considerations
- **Existing Transliterations**
  - Intended for IDN registrations

# Single vs. Portfolio of IDN gTLDs

- **Dedicated / Single IDN gTLD**
  - Could be focused on particular language community
  - Should consider future expansion nevertheless
- **Portfolio of IDN gTLDs**
  - Matching / Equivalent to existing/new ASCII gTLD
  - Matching / Equivalent to other IDN gTLDs

# Choice of TLD String

- Example

- Simp Chinese: .经济
- Trad Chinese: .經濟
- Japanese Kanji: .經濟
- English (rough translation): **.economics / .eco**

- Example 2

- English (ascii): **.Asia**
- Simp Chinese: .亚洲
- Trad Chinese: .亞洲
- Japanese Kana: .アジア

- Should consider ICANN application

# Launching IDN.Asia

- Sunrise Policies Posted Dec 2009
  - Multi-phased launch process
- Estimated Timeline:
  - Q1-2010: Finalization of Sunrise/Launch Policies
  - Q2/Q3-2010: Finalization of Language Policies
  - Q3-2010: Pioneer Phase
  - Q4-2010 : Sunrise
  - Q1-2011: Landrush
  - Q2-2011: Go Live

# Languages to be included in Launch

- CJK: Chinese, Japanese, Korean
- Arabic: including Arabic/Persian/Urdu, etc.
- Indic Languages
- Language Policy Considerations
  - ccTLD Language Policies may be different than gTLD
  - E.g. Arabic script languages, Chinese & Japanese
- Variant Management Considerations
  - Reserved / Blocked / Automatically Delegated
- <http://www.idn.asia>



keepclicking.asia



Ching Chiao  
[chiao@registry.asia](mailto:chiao@registry.asia)  
twitter: @chiao