

# Introduction of IDN ccTLD & gTLDs



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# TLD historical background

- 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 has been factored into current new gTLD planning
- 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

# What can we expect?

- IDN ccTLDs complementing existing ccTLDs
- IDN gTLDs to address community needs
- Geographic gTLDs
  
- Increase in creativity, innovation and choice
- Increase in competition in the domain space
- New ways of branding and establishing corporate identity on the Internet

# How are users affected?

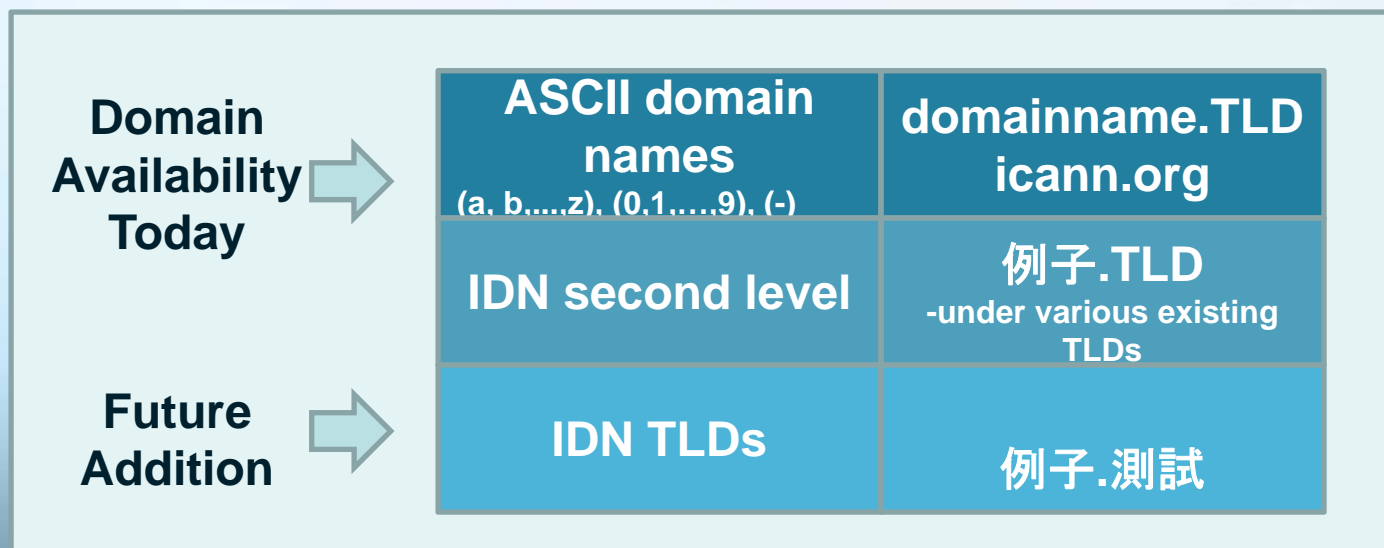
- `<domain>.<tld> = <domain>.<IDN-tld> ?`
  - sunrise or other preregistration rights
- Why can't I register the IDN I want?
  - invalid per the protocol
  - not supported by TLD
  - variant to an existing domain
- Are IDNs splitting the Internet?
  - I don't understand the language
  - I can't type Arabic/other characters on my keyboard
  - other hardware and software problems

# Registrant activities

- Decision on language groups target
  - existing sales number/inquires or new market
- Domain name “in IDN”
  - translate or select new name/branding
  - develop local content if not available done
- TLD options ([www.iana.org](http://www.iana.org) database)
- Find registrar or registration rules
  - check if domain name is available
- Usability communication with end-users

# IDNs so far...

- IDNs have existed as second level since 2003
  - under web protocol standards (revision - IETF)
  - some email clients (standard underway - IETF)
- Focus on IDN TLDs
  - IDN .test TLDs since Sept 2007 (<http://idn.icann.org>)
  - IDN ccTLD Fast Track Process & New gTLDs



# IDN TLD Processes

## Launched: IDN ccTLDs Fast Track Process

- to introduce a limited number of IDN ccTLDs
- non-Latin scripts only, matching ISO3166 list
- must match country/territory names

## In Policy Development: IDN ccTLDs – Long Term

- full policy that caters for all
- follows the ccNSO Policy Development Process

## In Implementation: New gTLDs

- includes internationalized domains
- IDN technical requirements same as Fast Track
- focus on non-ASCII squatting & confusingly similarity solutions
- no launch date specified

# IDN ccTLDs on the way

- Fast Track Process launched 16 Nov 2010
  - 19 countries/territories
  - 11 languages
  - 12 strings completed String Evaluation
    - قطر, فلسطين, 香港, 中國, 中国, ڤڤ, امارات, مصر, السعودية, تونس, ไทย, 台湾, 台灣, இலங்கை, ལོ་ལྔ་པ་
    - Saudi-Arabia, Egypt, United Arab Emirates, Russia, China, Hong Kong, Palestine, Qatar, Sri Lanka, Taiwan, Thailand, Tunisia
    - some pending Process for Synchronized IDN ccTLDs
  - String Delegation can take few-several months

# IDN ccTLD Fast Track Experiences



- Annual review of the process
  - ensure process works well for participants
  - updates subject to ICANN Board review
- Staff experiences provided ccNSO IDN PDP
  - transparency vs. confidential nature of request
  - community support
  - identification of IDN ccTLD manager
  - variants
  - disputes and controversial strings
  - confusingly similar strings
  - <sup>9</sup> – management of spam/ineligible requests

# Ongoing work: Sync IDN ccTLDs

- Proposed Implementation Plan
  - public comments through 17 April
  - webinars scheduled 15 April 01:00/14:00 UTC
    - Clarifying Q&A posted
- Rationale and intent:
  - **very limited/interim process for IDN ccTLDs**
  - min two official language/scripts
  - the IDN ccTLDs are considered equivalent
  - solves a significant problem
  - domains resolve to the same address
    - **“non-DNS-technical” function, procedural only**

# Ongoing work: IDN variants

- Not a new topic – relates to confusability
- Increased problem with increased # of chars
  - ASCII: 37/26 chars in domain names
  - IDNs → approx. 100.000 characters available
- Some problems solved in the IDN Guidelines
  - Preventing mixing of scripts unless a linguistic need
  - Require IDN Tables and public registration rules
- More work on the way defining and testing variant management options, incl:
  - IETF DNSEXT work on sameness
  - DNAME, BNAME, Sync IDN ccTLDs

# Thank You

Internationalization of the internet means that  
the internet is equally accessible from all  
languages and scripts

<http://www.icann.org/en/topics/idn/>

<http://www.icann.org/en/topics/idn/fast-track/>

<http://icann.org/en/learning/webinars.htm>