Why IDN-Environment Now!

October 25, 2003
JPRS (Japan Registry Service)

http://日本レジストリサービス.jp/
IDN Demands in Japan
Phased introduction

• Sunrise period
  – 22/Feb/2001 - 23/Mar/2001
  – Existing 3rd level domain names
  – Trademarks, registered names, university names, personal names in full
  – In case of competition, registrants were determined by draw

• Concurrent registration period
  – 02/Apr/2001 - 23/Apr/2001
  – All applications which arrived in this period were regarded as arrived at the same time, not in the order received
  – In case of competition, registrants were determined by draw

• First-come-first-served basis registration period
  – 07/May/2001 - (now)
## Results of sunrise period registration

- **Registration Applications in sunrise period**

<table>
<thead>
<tr>
<th>Category</th>
<th>ASCII</th>
<th>Japanese</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trademarks</td>
<td>8,300</td>
<td>11,900</td>
<td>20,100</td>
</tr>
<tr>
<td>Registered names</td>
<td>0</td>
<td>12,400</td>
<td>12,400</td>
</tr>
<tr>
<td>Personal names</td>
<td>200</td>
<td>600</td>
<td>800</td>
</tr>
<tr>
<td>academic</td>
<td>0</td>
<td>400</td>
<td>400</td>
</tr>
<tr>
<td><strong>Total number of applications</strong></td>
<td>8,500</td>
<td>25,400</td>
<td>33,800</td>
</tr>
<tr>
<td>Number of domain names registered</td>
<td>6,500</td>
<td>22,600</td>
<td>29,100</td>
</tr>
</tbody>
</table>
### Results of concurrent registration

- **Concurrent Registration Applications**

<table>
<thead>
<tr>
<th>Category</th>
<th>ASCII</th>
<th>Japanese</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Number of applications</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Multiple applications</td>
<td>32,500</td>
<td>41,700</td>
<td>74,200</td>
</tr>
<tr>
<td>Single applications</td>
<td>22,600</td>
<td>23,400</td>
<td>46,000</td>
</tr>
<tr>
<td>Total</td>
<td>55,100</td>
<td>65,200</td>
<td>120,300</td>
</tr>
</tbody>
</table>

| Number of domain names          |       |          |       |
| Multiple applications           | 4,600 | 5,200    | 9,800 |
| Single applications             | 22,600| 23,400   | 46,000|
| Total                           | 27,200| 28,600   | 55,800|
### Number of domain names as of 1/Aug/2003

<table>
<thead>
<tr>
<th></th>
<th>ASCII</th>
<th>Japanese</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditional</td>
<td>302,000</td>
<td>-</td>
<td>302,000</td>
</tr>
<tr>
<td>General-use</td>
<td>179,000</td>
<td>46,000</td>
<td>225,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>481,000</td>
<td>46,000</td>
<td>527,000</td>
</tr>
</tbody>
</table>

For Japanese Domain names, more than 5,000 websites of major companies, such as Hitachi(日立.jp), Casio(カシオ.jp), Bridgestone(ブリヂストン.jp), and Sega(セガ.jp), are active.
Number of general-use JP domain names
Number of IDNs in the world

- .com
- .net
- .org
- .jp

(Glacial period)

2-3 years

Q1,2004

We are here
IDN Environment Effort
Deployment activities

A. Promotion of IDN Environment
1. idnkit: IDN-aware application development kit (open source)
2. IDN wrapper (binary package of idnkit for Windows) which intercepts communications and converts domain names into punycode
3. IE + RealNames (were not real domain names but gave us a flavor)
4. i-Nav for IDN.jp

B. Other applications
1. Introduction on JPRS/JDNA Web-sites
   (1) Introduction of IDN-aware applications (Netscape, Opera, …)
   (2) Guidance of how to use them

C. Web-site redirection
1. Japanese Domain Name=>page with ASCII Domain Name Oct. 2002, Service to registrants through JP domain name resellers
Web redirection

Short Japanese domain names can be used in place of long ASCII domain names
Weak IDN Environment

- 3 elements have not grown so far
  - Chicken and egg problem
  - Seems to be a “Negative feedback”
Experience in IDN Environment

• Plug-in distribution
  – Have tried to distribute through
    • Domain name Resellers
    • Famous software download sites
    • Banners on famous search engine sites
  – Haven’t been successful
    • Internet users, especially consumers, are not familiar with downloading and installing them ⇒ should be pre-installed when users buy PCs

• Pre-installation
  – Have tried to persuade PC manufacturers and sellers, but …. 
  – Haven’t been successful
    • No good solution for
      – Who covers the cost?
      – Auto-updating is technically necessary but pre-installs do not like change of the software after pre-installation
      – Who is responsible for answering users’ questions and claims?
Stimulating IDN Environment

• IDN
  – Not an artificially created demand
  – Real demand to emerge
    • “東芝” vs “Toshiba”
    • Visual, easy to memorize for native speakers
    • Unambiguous representation
      – “東芝” is sometimes written as Tohshiba, Toushiba, Tosiba, Tousiba, …in ASCII in Japan

• How to promote
  – National level
    • JDNA (Japanese Domain Name Association)
      – user education
      – research
  – International level
    • browsers and e-mail software
      – encouraging browser and e-mail software vendors by
        » Showing many TLDs support IDN registration
        » Propelling additional related standardization such as URI format and e-mail address format including non-ASCII string
      – IDNConnect
        » Multiple implementations
        » Interoperability
Summary
Summary

- Big demands: steep growth expected
  - Evidence
    - # of Registrations at the launch of IDN.com, .net, .org
    - # of Registrations at the launch of IDN.jp
  - Emerging in 6 months
    - Many TLDs are about to launch IDN registration service
    - # of IDNs will explode in less than 1 year
- IDN environment: 2 streams required
  - In a few months
    - Browsers and e-mail software to become IDN-aware
      - Native browsers and e-mail software are dominant applications on the Internet *
      - Especially for consumers (= IDN users)
  - In a few years
    - All the applications to become IDN-aware

* under research in Japan: to be reported in November