Why IDN-Environment Now!

October 25, 2003
JPRS (Japan Registry Service)

http://   **.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

JPRS

- **Registration Applications in sunrise period**

Category	ASCII	Japanese	Total
Trademarks	**8,300**	**11,900**	**20,100**
Registered names	**0**	**12,400**	**12,400**
Personal names	**200**	**600**	**800**
academic	**0**	**400**	**400**
Total number of applications	**8,500**	**25,400**	**33,800**
Number of domain names registered	**6,500**	**22,600**	**29,100**

Results of concurrent registration

- **Concurrent Registration Applications**

Category		ASCII	Japanese	Total
Number of applications	**Multiple applications**	32,500	41,700	74,200
	Single applications	22,600	23,400	46,000
	Total	55,100	65,200	120,300
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

	ASCII	Japanese	Total
Traditional	302,000	-	302,000
General-use	179,000	46,000	225,000
Total	481,000	46,000	527,000

For Japanese Domain names, more than 5,000 websites of major companies, such as Hitachi(.jp) , Casio(
     .jp), Bridgestone(.jp) and Sega(.jp), are active

Number of general-use JP domain names
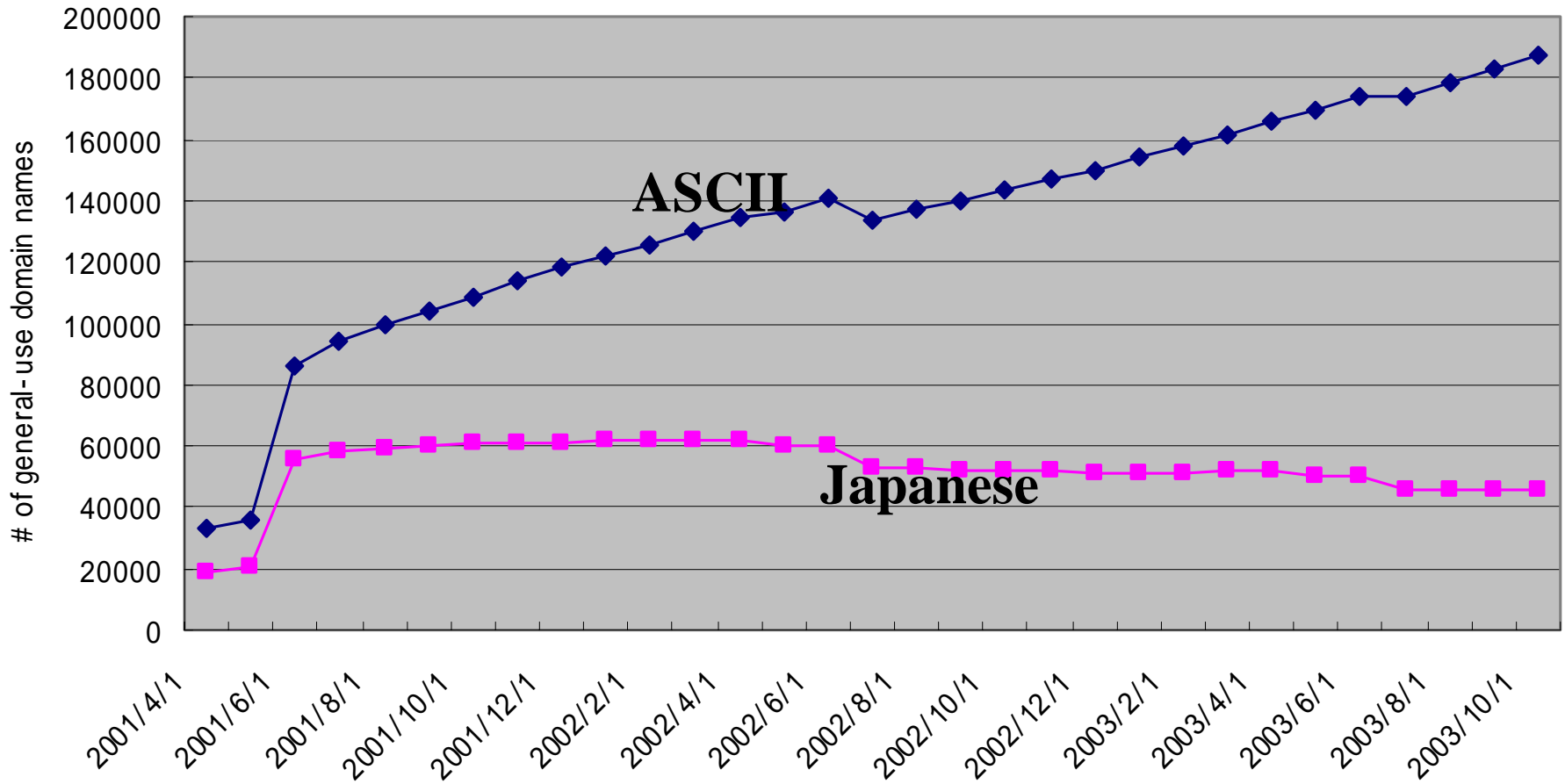
Number of IDNs in the world

# of IDNs

.com
.net
.org
.jp
…..

.cn,
.kr
…

.org,
European
ccTLDs,
…

(Glacial period)

2-3 years

Q1,2004

We are here

time
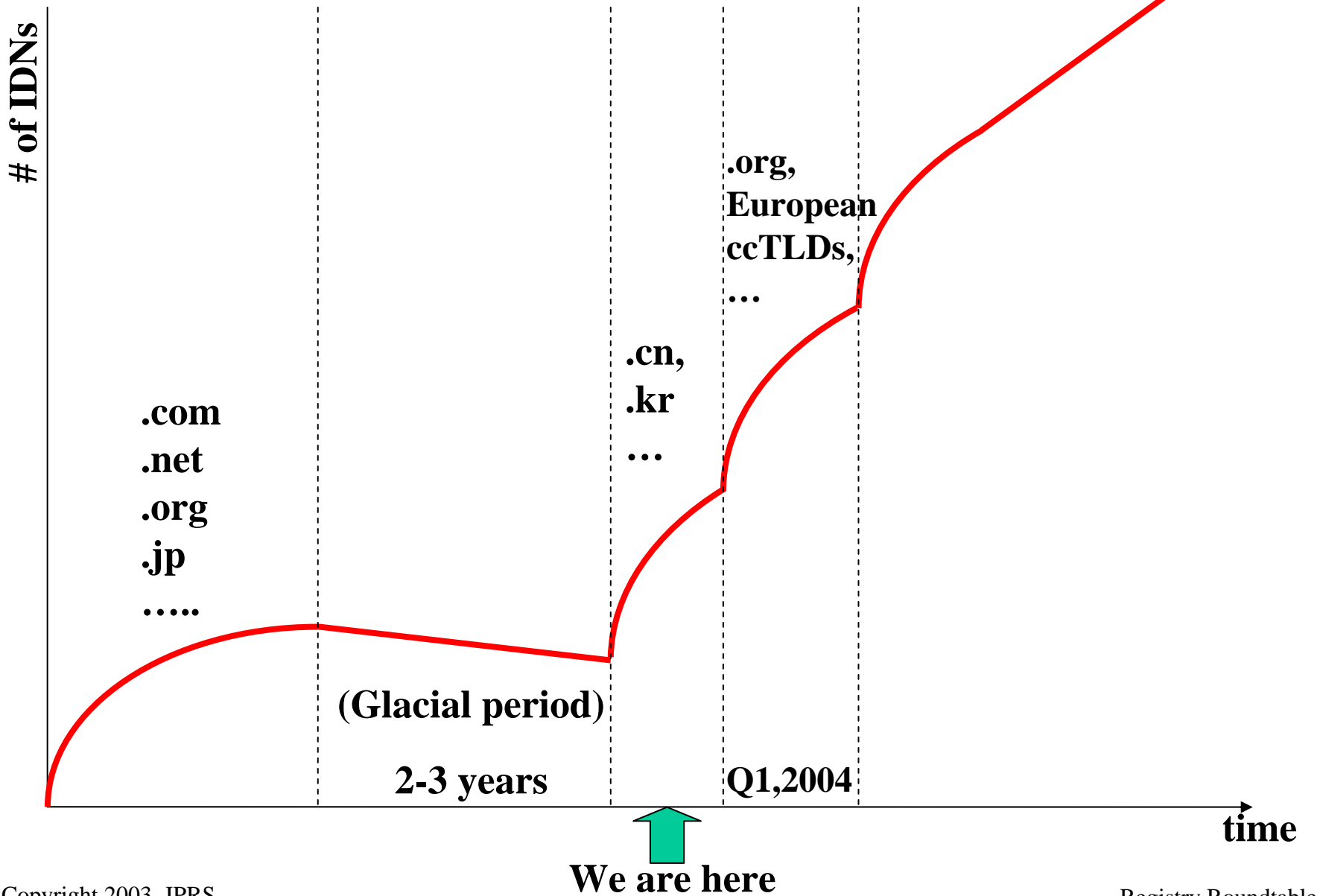
IDN Environment Effort

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, …)
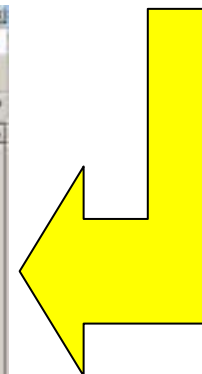(2)   Guidance of how to use them

C. Web-site redirection

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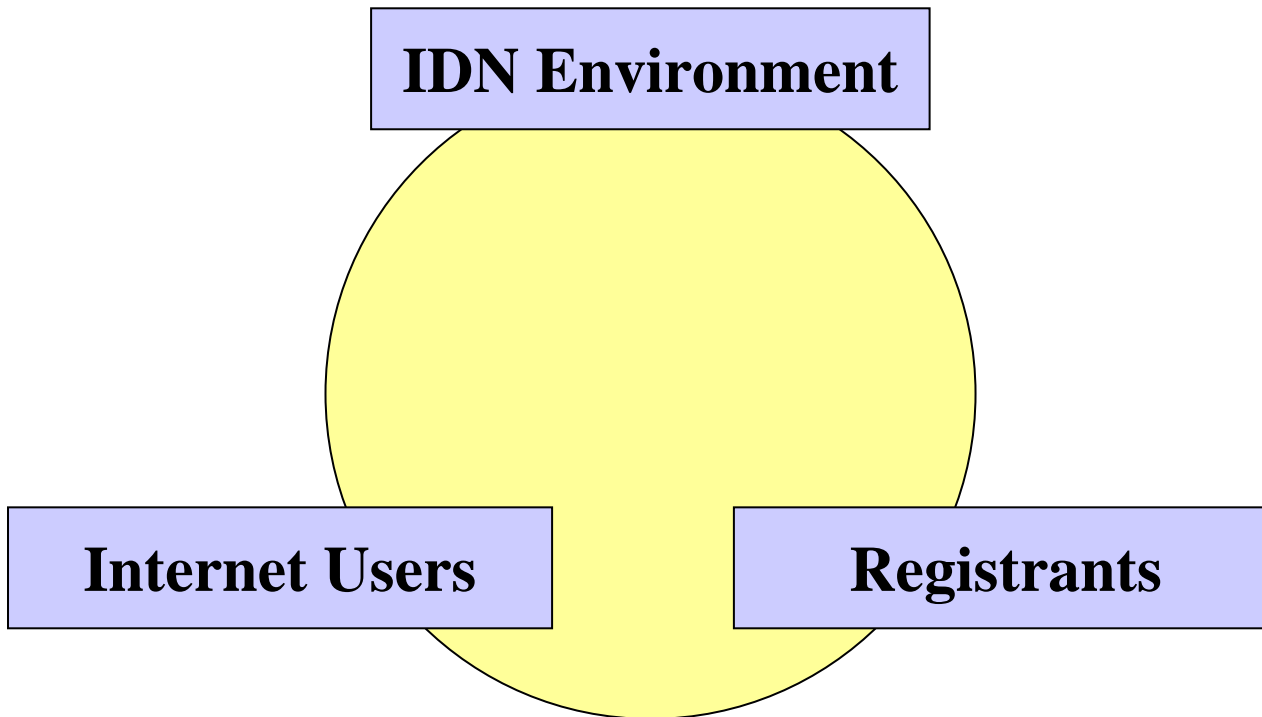
Web redirection

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

Weak IDN Environment

IDN Environment

Internet Users   **Registrants**

- **3 elements have not grown so far**
  - **Chicken and egg problem**
  - **Seems to be a "Negative feedback"**

- **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-installers 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**
    - " " vs "Toshiba"
    - Visual, easy to memorize for native speakers
    - Unambiguous representation
      - " "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