IDN Update

Pat Kane

Director, Business Operations and Policy

VeriSign Naming Services

Pkane@verisign.com

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Internet Usage Growth

Internet Users

(Millions)

Year	Value
1995	31
1996	50
1997	117
1998	151
1999	245
2000	391
2001	529
2002	627
2003	729
2004	934
2005	1070
2006	1210
2007	1350
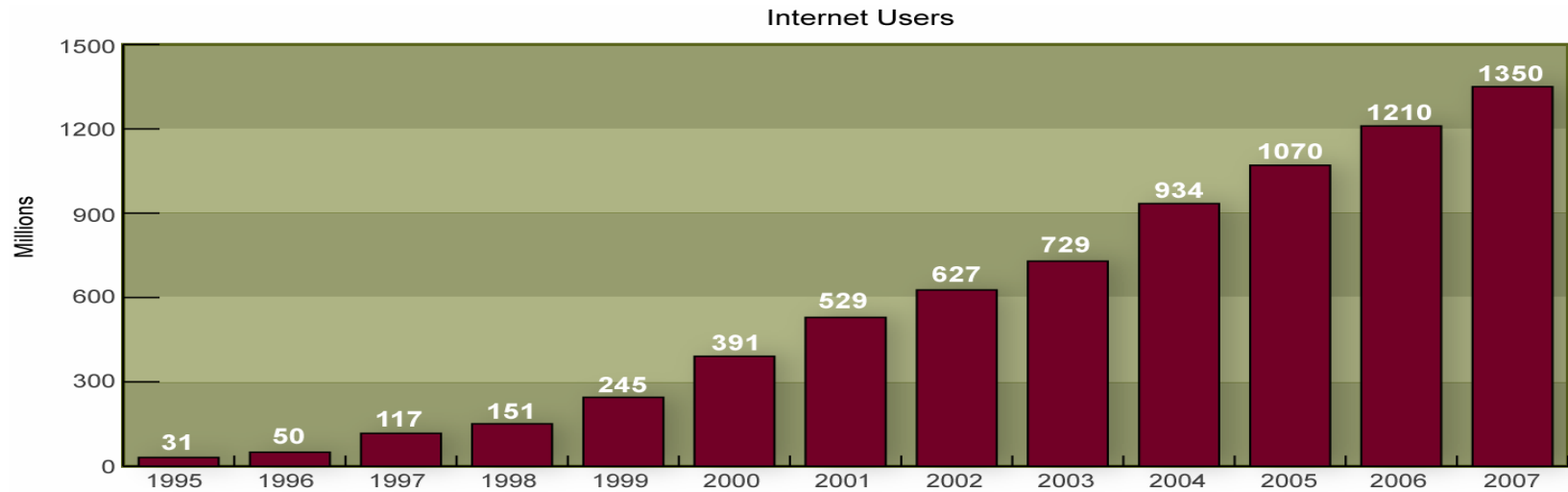
Growth is coming from non-English speaking communities

+ China, Korea and Japan

+ Spanish and Portuguese communities

+ Along with German, Largest IDN bases within com and net

Growing secondary market for IDNs

IDN Benefits

Permits users to represent themselves in their native script/language

+ Increase online user satisfaction

+ Preserves cultures

Businesses can reach target audiences more effectively

+ Easy-to-recall, meaningful domain names in customers' language

+ Protect investment in brands

– No need to transliterate brands into English-based characters for the Web

– Strengthen brand awareness

IDN Issues

DNS resolves ASCII only

IDNs are still a confusing experience

- \+ Guideline and Standard evolution
- \+ Only second level registrations
    - – No Internationalized mail
    - – No top-level-domain
    - – No complete URL support
- \+ Inconsistent behavior across tlds
- \+ Applications provide different experiences
   - – Administration tools not available

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Chinese Input Methods

How to input a Chinese IDN

▪ **STEP 1 -** Enter the pronunciation of the first character, which sounds like "*zhong*," using either alphabets (Simplified) or Zhuyin symbols (Traditional).

A Sample Zhuyin Keyboard

(Each key has an Zhuyin and an alphabet.)

▪ **STEP 2 -** Select a character form a list of candidate characters phonetically matching the raw input.
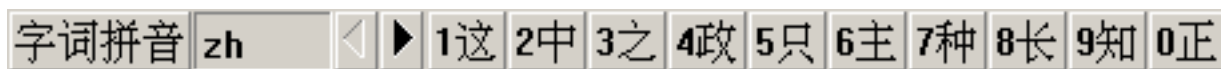
▪ **STEP 3 -** Repeat STEP 1 through 3 for every additional Chinese character.

▪ **STEP 4 -** Switch the input mode to "ASCII" and append a TLD (e.g., "*.com*")

Purpose of IDN Guidelines

Continuously evolving complilation reflecting experiences of TLD registries in supporting IDN

Not a formal component of the IDN protocols

Intended to be seen as a useful statement of IDN common sense, implementable and implemented by all registries on all levels

Revisions are prepared by a working group designated by participating ccTLD and gTLD registries, reviewed by the PAC, posted for public commentary, further revised as needed, and endorsed by the Board.

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The Guidelines

Follow the RFCs

Employ an inclusion based approach

Associate a registration with a single script

- If necessary combine with language
- Registries to publish registration characters, mappings and rule sets
- Single script registrations except where appropriate
- Publicly available rules

Limitation of permissible code points to exclude symbols, icons, etc.

Registrations to be defined by Unicode and ACE

Registries will work collaboratively on IDN registration policies

Post rules to the IANA

Document sources for rules

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Questions