IDN Update

Pat Kane
Director, Business Operations and Policy
VeriSign Naming Services
Pkane@verisign.com
Internet Usage Growth

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
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).

- **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”)

A Sample Zhuyin Keyboard

(Each key has an Zhuyin and an alphabet.)

```
zh
```

```
zh
```

```
zh
```

```
zh
```
Purpose of IDN Guidelines

Continuously evolving compilation 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.
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