


A horizontal blue banner with a grid pattern. On the left side, there is a glowing blue globe. Below the globe, there are several lines of binary code (0s and 1s) that appear to be receding into the distance.

Introducing IDNs for your TLD & TLD Acceptance Issues

A large, faded world map in the background of the lower half of the slide, showing the continents of North America, South America, Europe, Africa, and Asia.

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Afilias

22 June 2009

Afilias Global Registry Services

- Provides a world class technical solution
- Scale/Knowledge/Experience of 14 million+ registrations
- Registration services in 10 IDN scripts





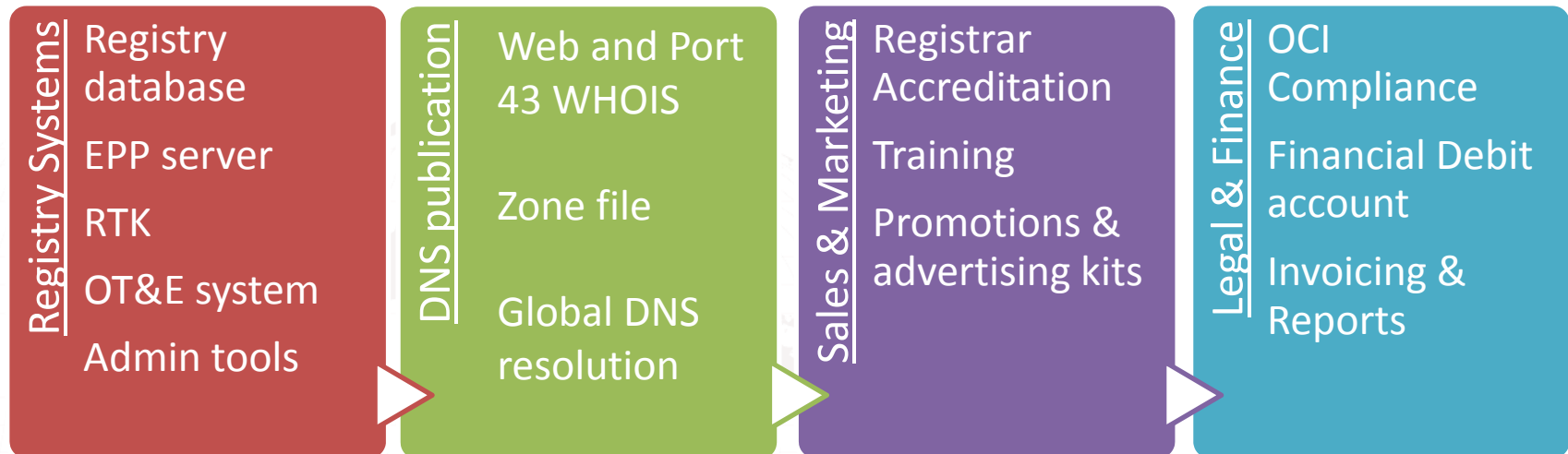
Agenda

- IDNs as part of registry services
 - Script targeting
 - Policy decisions
 - Offering IDNs as a registrar
 - Managing the IDN launch
- TLD Acceptance Issues
 - Problem definition
 - Approach to resolve TLD acceptance

IDNs as part of a registry

- IDNs add to the services registries must offer:
 - Special EPP extensions to submit IDN scrip tag
 - WHOIS additions
 - New OT&E testing environment
 - Punycode tutorials & converters
 - New reporting and invoicing

Basic Registry Services





Selecting scripts

- Determine what international markets fit your TLD
 - Select key languages where there is demand
 - Select countries that have known IDN tables/scripts
 - Ensure you have a language authority to consult
 - Ensure you have buy-in from the language setting authority for the country
 - Resolve any conflicts with existing scripts and colliding names
 - Ensure you have registrars that can offer those scripts



Policy implications

- Completing language tables
 - Understand whether there will be collisions in your table
- First rights
 - Does Apple have rights to Apple in Chinese?
- Premium names
 - Are you preserving a premium names list in each script?
 - Is so what will you do with them?
- Sunrise
 - Will you offer trademark owners pre-registration?
 - Will you lock names for a quiet period to prevent abuse?



Offering IDNs as a registrar

- Market demand
 - Ensure registrars have non-english speaking clients that have interest in IDN scripts
- Shelf space
 - Plan dedicated Web site space to explain IDNs and how they work
 - Decide whether to integrate them into existing domain search/whois lookup and namespinner or if you will keep these separate
- Scripts
 - Determine what scripts you can offer to your customers



Managing the IDN launch

- TLD operators should decide on a model for IDN script introduction
 - Full scale launches
 - Trademark and Premium registration periods
 - Competing name request resolution
 - OT&E testing and tutorials for registrars
 - Sales & Marketing materials
 - Lite launches
 - Open availability



TLD Acceptance Issues

What do you do if your TLD is open and available, but Internet users cannot access it?

What if your registrants host their web site on your TLD, but their customers are unable to use it?

What happens when your ISP “automatically” blocks access to your entire TLD?





What can go wrong?

What can go wrong:

- Web sites that require registrations do not accept your TLD extension
- Legal and other contract terms do not recognize your TLD extension
- Emails don't reach destinations
- Web browsers automatically reject your TLD
- Operating systems do not allow your name to be used online
- Security applications block access to your TLD from computers
- Anti-spam software marks your TLD as “not-trusted”



What can you do to improve TLD acceptance?


- Technical work
- Public Relations work
- ICANN outreach
- Connect with ISPs, Network Service providers
- Single biggest factor: Usage of your TLD by real users
- Takes years!



Registry has a significant role in promoting acceptance of the TLD

A horizontal banner with a dark blue background. On the left, there is a glowing blue globe showing the Americas. A stream of white binary code (0s and 1s) flows from the globe towards the right. The word "Questions?" is written in white, sans-serif font in the center of the banner.

Questions?

A large, faint, light-colored world map is centered in the lower half of the slide. It shows the continents of North America, South America, Africa, Europe, Asia, and Australia.

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