

CNNIC

中国互联网络信息中心
CHINA INTERNET NETWORK INFORMATION CENTER

Serving the Needs of the Community — IDN and Alternatives

October, 2007

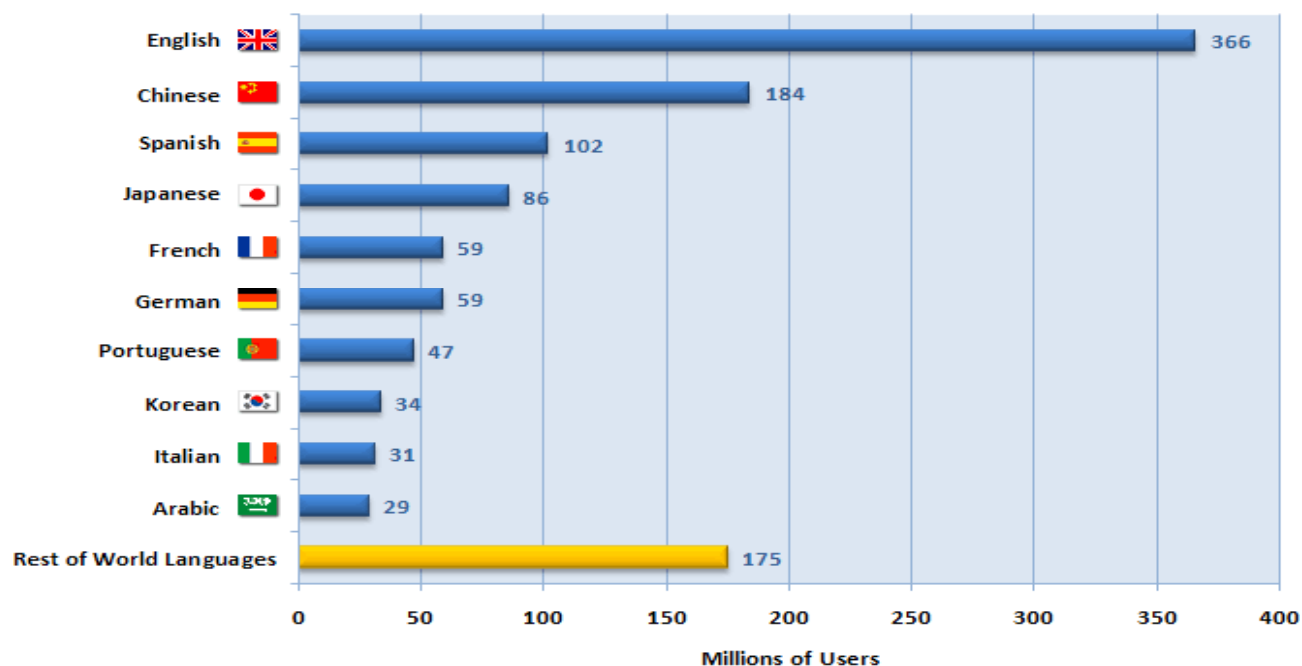
Content

- The needs for localized Internet access
 - Global
 - China
- Solutions
 - IDN
 - Alternative – Internet keyword

The Needs — Global

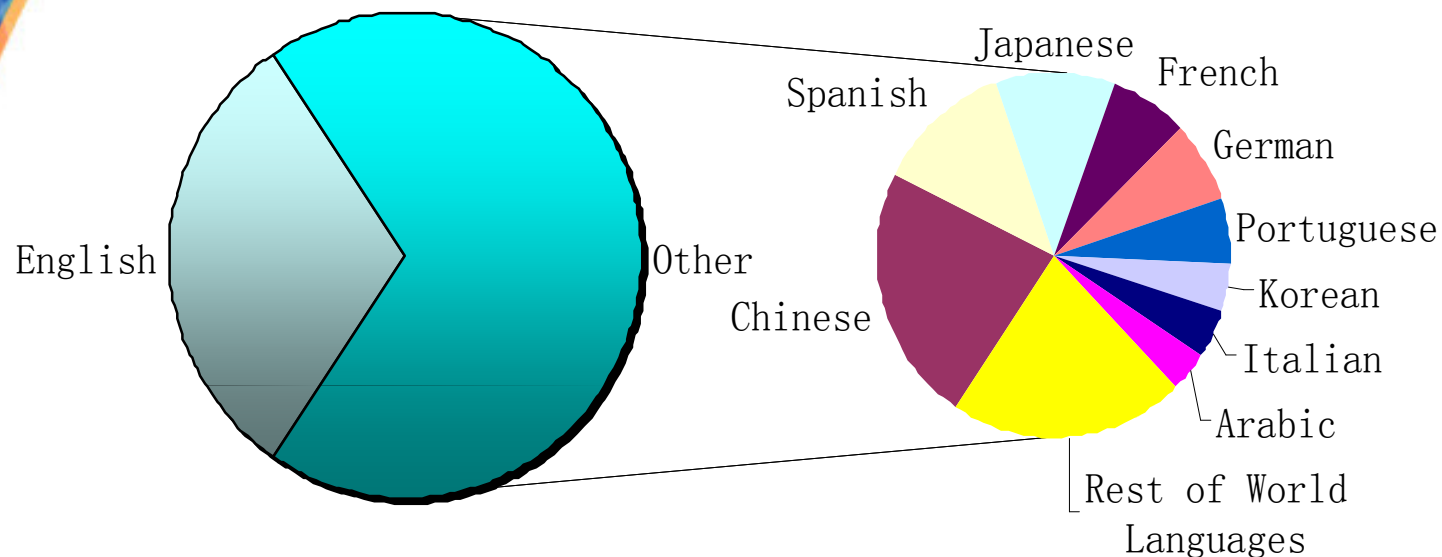
INTERNET WORLD USERS BY LANGUAGE

10 Top Internet Languages



- While English is still the major language on the Internet, other languages are representing a greater proportion.

The Needs — Global



✚ As of June 30, 2007, non-English Internet users account for 70% of the world Internet user population.

The Needs — China

- According to CNNIC's statistics, among the 162 millions Internet users
 - 99.8% access Chinese websites
 - Over 70% of the users are Chinese only Internet users.
- As observed, in 2006, the release of IE7 start to support IDN has caused the IDN registration growth speed to double.
- Users voiced their needs for a full localized Internet surfing experiences since 2000.

Content

- The needs for localized Internet access
 - Global
 - China
- Solutions
 - IDN
 - Alternative – Internet keyword

IDN

- Internationalize the domain name system — is the solution for localized access. Thus, IDN is developed.
- IDN development
 - Global
 - non-commercial launches — 1998, starting from AP regions.
 - Commercial launches — Dec. 1999, also starting from AP.
 - In China
 - R&D — 1998
 - Trial launches — Jan. 2000

IDN

- Flavors
 - IDN.ASCII (ext. IDN.cn)
 - IDN.IDN
- Standards
 - Mar. 2003, RFC 3490, 3491 and 3492;
 - Apr. 2004, RFC 3743 (CJK);
 - Oct. 2006, RFC 4713 (CDN registration guideline).
- Realization Methods
 - Plug-in (especially when the browser doesn't support IDN)
 - DNS Patching (not Recommended)

An important note: through the hard efforts of the CDNC, the Chinese language community has set a standard of equalization for Chinese simplified and traditional scripts.

IDN's Advantages

- The fundamental technology solutions to:
 - Bridging the digital divide, and
 - Preserve and promote linguistic and cultural diversity

Because it's not only bringing a more localized and favorable interface to the user when type in the website's name, but also support applications built upon the DNS technologies.

Alternatives: Internet Keyword

- Internet Keyword:
 - A new technique for accessing network resources, is a convenient way to realize the visitation of the browser by mapping an Internet Keyword to a URL.
- Examples:

By mapping a keyword an Internet URL, can realize
'中科院' → 'http://www.CAS.cn' or
'通用网址' → 'http://www.cnnic.cn/index/0C/index.htm'
- Realization methods:
 - Browser plug-in
 - DNS patching

Alternatives: Internet Keyword

- Global implementation of KW
 - Realname, US
 - Netpia and DigitalNames, Korea
 - CNNIC and 3721, China

CNNIC is so far the leading provider in China

- Related organization
 - NLIC (Native Language Internet Consortium)

Alternatives: Internet Keyword

- KW implementation in China
 - CNNIC is the leading provider in China,
 - Enabled using browser plug-ins
 - If a keyword is not registered, it will perform a search via major search engines in China.
 - The registration and management style is very similar to domain name

Example of
a registered
keyword:



Alternatives: Internet Keyword

Example of a not registered keyword:

通用网址结果页面 - Windows Internet Explorer

没注册

通用网址

通用网址 “没注册” 未注册

联商网 >> 会员注册
您的注册帐户信息将经过联商网的审核,请在确认注册前阅读本站协议 第一章 总则...第四条 申请加入联商...
<http://www.linkshop.com.cn/club/reg...> - 24k - 2007年10月1日 - 网页快照

网友注册 ZOL 通行证 中关村在线
成为中关村在线注册用户,具有论坛、二手市场、评论等的访问权限;可以参加ZOL组织的各种有奖活动。 会员登录 登...
<http://service.zol.com.cn/user/regi...> - 21k - 2007年10月18日 - 网页快照

凯迪社区-论坛注册
4、用户在本站注册笔名及发布信息之前,应仔细阅读本站发布的管理条例和规定。...1、保护用户隐私是本站的一项...
<http://club.cat898.com/newbbs/reg.a...> - 23k - 2007年10月18日 - 网页快照

论坛信息--汉风社区--武汉热线
礼品区 社区功能 帮助 汉风首页 论坛注册 注册协议 服务条款和声明...继续注册前请先阅读武汉热线论...
<http://club.wuhan.net.cn/reg.asp> - 6k - 2007年10月19日 - 网页快照

Powered by YAHOO!

网站热点

- 陈慧琳T.. 潘玮柏虚..
- 陈慧娴感.. 刘涛被证..
- 奥运门票 高考招生
- Real影音 手机数码
- 中关村在线 产品调研

特色搜索

- 在雅虎中搜索“没注册”
- 在搜狗中搜索“没注册”
- 在爱问中搜索“没注册”
- 在网易中搜索“没注册”
- 在中华网中搜索“没注册”
- 在搜房网中搜索“没注册”
- 在google中搜索“没注册”
- 在慧聪中搜索“没注册”

Alternatives: Internet Keyword

■ Mixed KW

- a value-added service in the basic form of "brand name: any retrieved word".
- main function is to help user reduce complex steps, save online time and improve efficiency to surf on Internet
- uses ":" as a separator to define the destination website and search keyword.
- Free to KW registrant to activate.

Example of a activate mixed keyword:



Alternatives: Internet Keyword

Example of a not activated mixed keyword:

— A search is performed and promoted users to activate it

http://name.cnnic.cn/cn.dll?code=aaabgmkdhlfcaaabgmkdhlfccacacacacafheecn

联想:天逸

文件(F) 编辑(E) 查看(V) 收藏夹(A) 工具(T) 帮助(H)

http://name.cnnic.cn/cn.dll?code=aaabgmkd...

复合通用网址 联想:天逸 新选项卡 (Ctrl+T) 转到 复合通用网址介绍

Sogou 搜狗 | 音乐 | 新闻 | 图片 | 说吧 | 地图 |

[天逸画廊,书法,国画,古玩,全部保真! >> 首页](#)
展销古今最具有收藏价值的书画艺术珍品. 名人名品如: 吴昌硕, 张大千, 齐白石, 徐悲鸿, 李可染, 李苦禅等. ... 郑重承诺 1 本画廊所有销售的书画作品均保证真迹. 2 对所购书画作品不...
<http://www.chinatyhl.com/> 133k 2007-10-14

[联想 天逸F40T5500W4512080BXW3b\(lenovo 天逸F40T5500W451...](#)
联想 天逸F40T5500W4512080BXW3b CPU类型: Intel 酷睿2双核 相关产品标签 联想 天逸F40T5500W4512080BXW3b 相关资讯 联想 天逸F40T...
<http://detail.zol.com.cn/notebook/index91113.shtml> 82k 2007-10-15

Alternatives: Internet Keyword

- Benefit of KWs
 - More intuitive to the users without the “Dot”
 - Can map to a specific webpage deep into a website
- Limitation of KWs
 - It's a mapping technique, currently doesn't support applications like email and virtual host
 - Works only when there is an established URL

CNNIC's Position

- While the alternative will provide tremendous value to user, **IDN is the fundamental solution.**
- Half IDN in the form of IDN.ASCII is a handicapped solution, **IDN in the top level space is required.**
- Due to the fulfillment of users' needs has been delayed, CNNIC urge the industry to actively move ahead and **supports APTLD's fast-track position.**
- CNNIC has provided feedback to ccNSO to **support the implementation of a fast-track/interim solution for IDN ccTLDs**, and urge others to respond promptly to that request.



Thank You!