World Report on IDN Deployment 2013

APTLD Meeting, Oman 2014
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Introduction

- Collaboration between EURid and UNESCO since 2011, with the support of Verisign (2013)
- Data sample, 90% of the world’s domain names
  - 252 million domain names in the world
  - 5.2 million IDNs
- This presentation focuses on
  - IDN general context
  - IDN experiences by region
  - Links between IDNs and local language content
  - Conclusions
IDNs - some general observations
What factors contribute to IDN readiness?

<table>
<thead>
<tr>
<th>Country/ Language factors</th>
<th>TLD factors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Linguistic / cultural homogeneity</td>
<td>Strength of local registrar network</td>
</tr>
<tr>
<td>Presence of local Internet Exchange Points (IXP)</td>
<td>Registration policies</td>
</tr>
<tr>
<td>Broadband penetration</td>
<td>Low prices</td>
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<tr>
<td>Local language content</td>
<td>Strength of TLD brand</td>
</tr>
<tr>
<td>Size of population and online population</td>
<td></td>
</tr>
</tbody>
</table>
IDN readiness matrix

- **High**
  - .eg
  - Challenging technical environment
  - .ru

- **Low**
  - .sa
  - Low IDN rating
  - .ir
  - .qa

- **Favourable IDN rating**
  - .cn

- **Challenging language environment**
  - .ae

Country/language factors

Low | Technical factors | High
---|-------------------|---
IDNs by region
IDN registrations by region

Asia & the Pacific
35% of total
IDNs in Asia and the Pacific

- China: .中国/中國 declines by 30% (2010-2012)
  - Browser support improving
  - First fully standards compliant email sent in 2012
  - Allows ASCII characters to be registered
  - Registry active in advocacy and research

- Republic of Korea: .한국 declines by 56% (2011-2012)
  - Focus on increasing usage and user awareness
  - Registry active in advocacy and research
- Viet Nam
  - Give-away policy (2nd levels) from April 2011
  - 800,000 IDNs under .vn by Oct 2012
  - Only 10% in use, of which:
    - 74% are redirects
    - 25% web hosting template
- Rest of region:
  - .香港 (Hong Kong) 12,000 registrations
  - Japan awaiting gov approval for .日本
  - Taiwan of China bundling policy: 291,000 IDNs
IDN registrations by region

Arab States 1% of total
Strong % growth 2011-2012

Figure 18 – Arabic script IDNs 2011-2012

47% growth
IDNs in Arab States

- Egypt: 3,000 registrations in مصر. (Feb 2013). Landrush delayed 2 years - political unrest. Some major sites have adopted IDNs
- Qatar: registrations in قطر. still slow (300 by Dec 2012). Registry has developed mobile app
- UAE: امارات. has 2,000 registrations (Dec 2012). Registry reports low user awareness; difficult to deploy
- Islamic Republic of Iran: IDNs suspended under .ir pending approval of ایران
- Saudi Arabia: registrations in السعودية steady (1710)
IDNs in other regions

- Russian Federation
  - Registrations in .рф, 780,000 (Dec 2012)
  - Registry advocacy on universal acceptance issues
  - Registry reports that .рф domains are used in advertising, with redirects to ASCII domain.
- Europe
  - Well established at second level (Latin script)
- Latin America
  - Some registries are deploying, low numbers
IDNs and local language content
Usage of IDNs

- .eu IDNs: 56% (32% In use, 12% Redirect, 12% Unreachable)
- .com/.net IDNs: 46% (39% In use, 15% Redirect, 11% Unreachable)
- .PΦ IDNs: 41% (48% In use, 11% Redirect, 11% Unreachable)
**Website language: IDN script**

Near perfect correlation between language of website and IDN script

<table>
<thead>
<tr>
<th>Script, Domain</th>
<th>A (Number in script for language identified)</th>
<th>B (Total number of websites in identified language)</th>
<th>A as a percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chinese website / Han domain</td>
<td>40,843</td>
<td>41,093</td>
<td>99.9</td>
</tr>
<tr>
<td>Korean website / Hangul domain</td>
<td>39,317</td>
<td>39,328</td>
<td>100.0</td>
</tr>
<tr>
<td>Russian website / Cyrillic domain</td>
<td>4,452</td>
<td>4,469</td>
<td>99.6</td>
</tr>
<tr>
<td>Arabic website / Arabic domain</td>
<td>1,276</td>
<td>1,313</td>
<td>97.2</td>
</tr>
<tr>
<td>Persian website / Arabic domain</td>
<td>1,298</td>
<td>1,299</td>
<td>99.9</td>
</tr>
</tbody>
</table>

The Japanese language uses three scripts: Han, Katakana and Hiragana. When combined, the same correlation is observed.

<table>
<thead>
<tr>
<th>Script</th>
<th>Han</th>
<th>Katakana</th>
<th>Hiragana</th>
<th>A (Combined total Han, Katakana, and Hiragana)</th>
<th>B (Total of Japanese language websites)</th>
<th>A as a percentage of B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese website</td>
<td>109,251</td>
<td>21,619</td>
<td>5,040</td>
<td>135,910</td>
<td>135,922</td>
<td>99.9</td>
</tr>
</tbody>
</table>
IDNs redirect to local language

- **HAN**
  - Chinese: 64%
  - Japanese: 8%
  - English: 6%
  - Other: 8%

- **HANGUL**
  - Korean: 95%
  - Other: 5%

- **KATAKANA**
  - Japanese: 88%
  - English: 10%
  - Other: 2%
Destination of redirects

LATIN
- German: 42%
- English: 23%
- French: 6%
- Swedish: 5%
- Turkish: 3%
- Spanish: 6%
- Serbian: 8%
- Russian: 7%

CYRILLIC
- German: 46%
- English: 31%
- French: 7%
- Swedish: 9%
- Turkish: 7%
- Spanish: 7%
- Russian: 4%

ARABIC
- English: 38%
- Persian: 27%
- Arabic: 12%
- Danish: 6%
- Other: 8%
Conclusions
IDNs have an important role in supporting growth of multilingual content

Deployment of IDNs is increasing

Progress is needed on several fronts
  • Universal acceptance (later session)
  • End-user awareness

Looking ahead
  • 100 IDN gTLDs
  • Potential remains great

Advocacy, strengthened dialogue and cooperation
Thank you!