ARI Registry Services

Opportunities and Challenges for IDN ccTLDs and gTLDs

APTLD Muscat – 12 May 2014
Opportunities and Challenges for IDN ccTLDs and gTLDs

ccTLD IDNs

- 40 IDN TLDs delegated, but 25 only in use
  - 16 in Arabic scripts or extended, 6 in Chinese scripts, 5 in Cyrillic scripts
- A number of ccTLD accept IDNs at 2nd level within ASCII TLDs
  - Japan, Malaysia, Taiwan, and a number of European countries
- Top 5
  - 819,000 - .РФ [rf Russian Federation]
  - 275,000 - .中国 [China]
  - 169,500 - .台灣 [Taiwan]
  - 59,400 - .한국 [Korea]
  - 27,550 - .香港 [Hong Kong]

Statistics dated 07 May 2014
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New gTLDs and IDNs

- 256 New gTLD delegated since 23 October 2013
  - 178 Launched - .guru leading registrations with 55,103 domain names
- 26 IDN New gTLD delegated
  - 2 Arabic, 16 Chinese, 5 Cyrillic, 1 Devanagari, 1 Japanese, 1 Korean
- Top 5
  - 30,800 - .在线 [online in Chinese]
  - 14,600 - .中文网 [.Chinese network in Chinese]
  - 3,500 - .みんな [everyone in Japanese]
  - .web in Arabic. [شبكة - 1,900]
  - 820 - .онлайн [online in Cyrillic]

Statistics dated 07 May 2014
Challenge - IDN Domain Name Distribution

Distribution Channel

- Registry Operators are having difficulty promoting IDNs
  - Arguably depending on the market
- Registrars are not ready to sell them
  - Systems are not ready
  - Interfaces not available in relevant languages
  - Little incentive for Registrars to invest in IDNs
- Low demand
  - Registrants don’t see the [added] value
  - End users are limited
- Can you vertically integrate?
Opportunity - Marketing

- First rule – you have to do it!
  - Can’t rely on Registrars

- Second rule – It is about eye balls!
  - Registrants buy names if they have a value/use
  - End users need to see domains and interact with them
    - Foundation clients are important

- Third rule – you don’t have to spend money
  - Promotion of a brand.tld is a promotion of your TLD.
  - Showcase those using the names
INSIDE SYRIA
An in-depth look into the risks and challenges. Tuesday, 8pm.
يُفضل بزيارة أسماء شبك، لتسجيل تفاهمك، وتواصل مع جمهورك بالعربية على الإنترنت.
Opportunity – Focus on the new users

- Education is better than re-education
  - Low hanging fruit
  - How can you get in front of the “edge”?
- Need to be patient as internet pushes into the periphery
- Don’t take too long!
  - gTLD’s Registries knocking at the door
    - Generic
    - Geographic
Opportunity – Unify Approach

- Work together to develop standards
  - Standardize Registrar agreements and accreditation processes
  - Marketing/ Promotion standards
    - http:// vs www vs visit (and the IDN version)

- Share information
  - Attend APTLD and participate in sessions
  - Case studies
DRIVING INNOVATION AND THE EXPANSION OF THE INTERNET.