Serving the Needs of the Community — IDN and Alternatives

October, 2007
The needs for localized Internet access
  - Global
  - China

Solutions
  - IDN
  - Alternative – Internet keyword
While English is still the major language on the Internet, other languages are representing a greater proportion.
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
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  - China

- Solutions
  - IDN
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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);

- **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:
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:

![Example Image]
Alternatives: Internet Keyword

Example of a not activated mixed keyword:

—— A search is performed and promoted users to activate it
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!