EURid-UNESCO
World Report on
Internationalised Domain Names
Deployment 2012
Towards the 2013 edition

APrIGF, Seoul, 6 September 2013
“As the Internet has spread across the globe, the absence of support for non-Latin scripts became a notable deficiency”

Vint Cerf, World Report on IDN Deployment, Foreword
Agenda

- Adoption of IDNs
- Usage of IDNs
- Factors that impact IDN uptake at local level
- Conclusions
A short history of IDNs
1996
Martin Dürst proposes IDN
2000
IDNs deployed at second level
2002
Browser support for IDNs
2003
IDN standards established
2008
IDN technical standards revised
2008
Fast track process for IDN ccTLDs
2010
First IDN ccTLDs launched
2013 ICANN IDN ccTLDs process reviewed
Adoption of IDNs
Deployment is increasing

Deployment of IDNs by registry

- **2012**: 18 No, 5 Considering, 5 Preparing, 63 Yes
- **2011**: 13 No, 11 Considering, 6 Preparing, 41 Yes
- **2010**: 9 No, 4 Considering, 5 Preparing, 45 Yes
- **2009**: 10 No, 11 Considering, 6 Preparing, 30 Yes

Legend:
- **No**
- **Considering**
- **Preparing**
- **Yes**
How does the uptake of IDN registrations relate to your expectations? (0-5) 0 = below expectations, 5 = exceeds expectations

2012 (35 Responses)
- 0: 11
- 1: 32
- 2: 38
- 3: 11
- 4: 8

2011 (17 Responses)
- 0: 5
- 1: 11
- 2: 32
- 3: 32
- 4: 11
- 5: 11
How does the uptake of IDN registrations relate to your expectations?
(0-5) 0 = below expectations, 5 = exceeds expectations

2012 (23 Responses)

Percent (%)
End user awareness
Registry view

How would you rate end-user awareness of IDNs?
(0-5) 0 = non existent, 5 = excellent

2011 (18 Responses)
- 6 (0)
- 22 (1)
- 22 (2)
- 22 (3)
- 17 (4)
- 11 (5)

2012 (38 Responses)
- 8 (0)
- 16 (1)
- 18 (2)
- 37 (3)
- 21 (4)
- 0 (5)
How would you rate end-user awareness of IDNs?
(0-5) 0 = non existent, 5 = excellent

2012 (23 responses)
0: 22
1: 35
2: 30
3: 13
4: 0
5: 0
New gTLD may expand IDNs
New gTLD may expand IDNs

IDN gTLD applications by language/script

- Chinese: 60%
- Arabic: 12%
- Japanese (Han/Katakana/Hiragana): 10%
- Russian (Cyrillic): 8%
- Hindi (Devanagri): 3%
- Thai: 1%
- German (Latin): 2%
- Hangul: 4%
- Arabic: 12%
- Japanese (Han/Katakana/Hiragana): 10%
...but will they get lost in the mix?
Usage of IDNs
IDNs support local languages

- 95% of IDNs reflect national language(s) only
- 5% of IDNs are extended IDNs deployed
.eu IDNs evolution

Landrush opens 11 December 2009
47 000 .eu IDNs registered

.eu IDNs peak at 70 000

Landrush renewals processed total registered drops by 12 000
Strong link between local language and geographic location of the registrant:
- 46% of registration from Germany
- 75% of Greek script based IDNs, registrant located in Greece
- Over 85% of Cyrillic script based IDNs, registrant located in Bulgaria
.eu IDNs drop analysis

- Low end-user awareness of IDNs
- Variable user experience of IDNs in browsers, email and applications
- Correlation domain name growth and economic growth (Greece share IDNs from 9.7% down to 7.6%)
- Registrar price promotions and short-term marketing campaigns
.eu IDNs usage against other TLDs
Factors that impact IDNs uptake at local level
Country indicators

- Linguistic and cultural homogeneity
- Local Internet Exchange Points
- Broadband penetration
- Local language content
- Size of population (market)
ccTLD indicators

- Prices
- Liberal registration policies
- Brand of the ccTLD
- Strong network of local registrars
Inconsistent and unsatisfactory experience because:

- Limited support for IDNs by ISPs and domain name registrars
- Functionality of Internet browsers
- Lack of email functionality
- Lack of support for IDNs in popular applications and websites in the creation of user accounts
Conclusion
The road ahead

- Education at end user level and the dialogue and cooperation among Internet business players are and will remain the key elements to ensure the uptake of IDNs
- Supporting IDNs is one step to transform the Internet into a truly multilingual tool
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