Internationalized Domain Names: Challenges and Opportunities

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Presented by

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IDN 101

Internationalized Domain Names

café.org　　英文数字.中国　　日本.jp

A-Z　0-9　‘-’

Punycode algorithm: Unicode Label → ASCII Label

café.org = xn--caf-dma.org

英文数字.中国 = xn--p8sv8u7bx89m.xn--fiqs8s

日本.jp = xn--wgv71a.jp

Talking Points

IDN implementations have made progress; however, they continue to underperform compared to their potential

1. IDN usage
2. User perception
3. Insights from Asian businesses
4. Call to action

A Year from Rome

2013

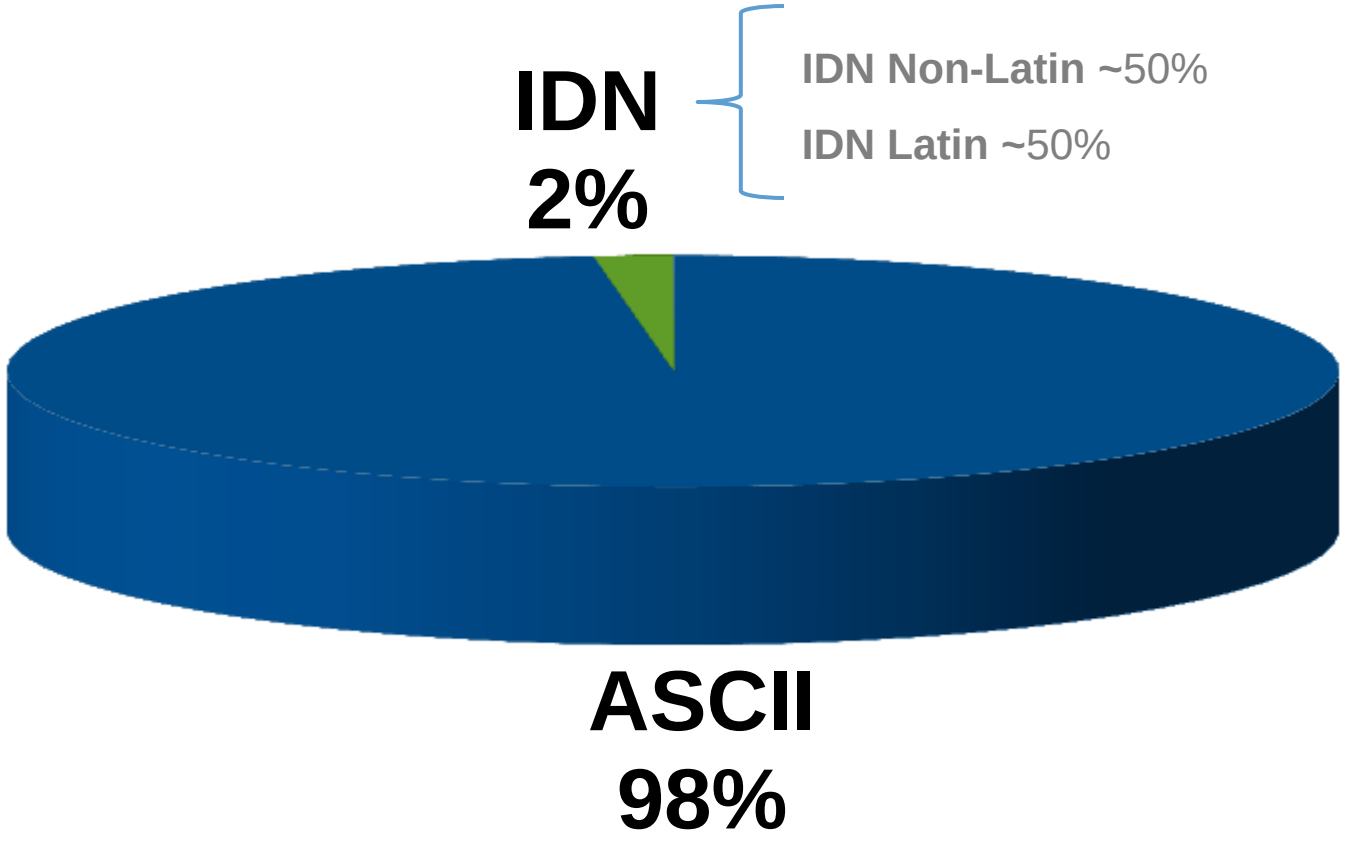
- 36 IDN ccTLDs
- Ecosystem dilemma. Who goes first?
- UNESCO and EURid published the Report on IDN Deployment
- .CO launched IDNs in Chinese, Japanese and Korean

2014

- Over 100 new gTLDs
- Including 25 new IDN gTLDs
- 16 Chinese TLDs and first Japanese IDN TLD
- Internal IDN software development contest

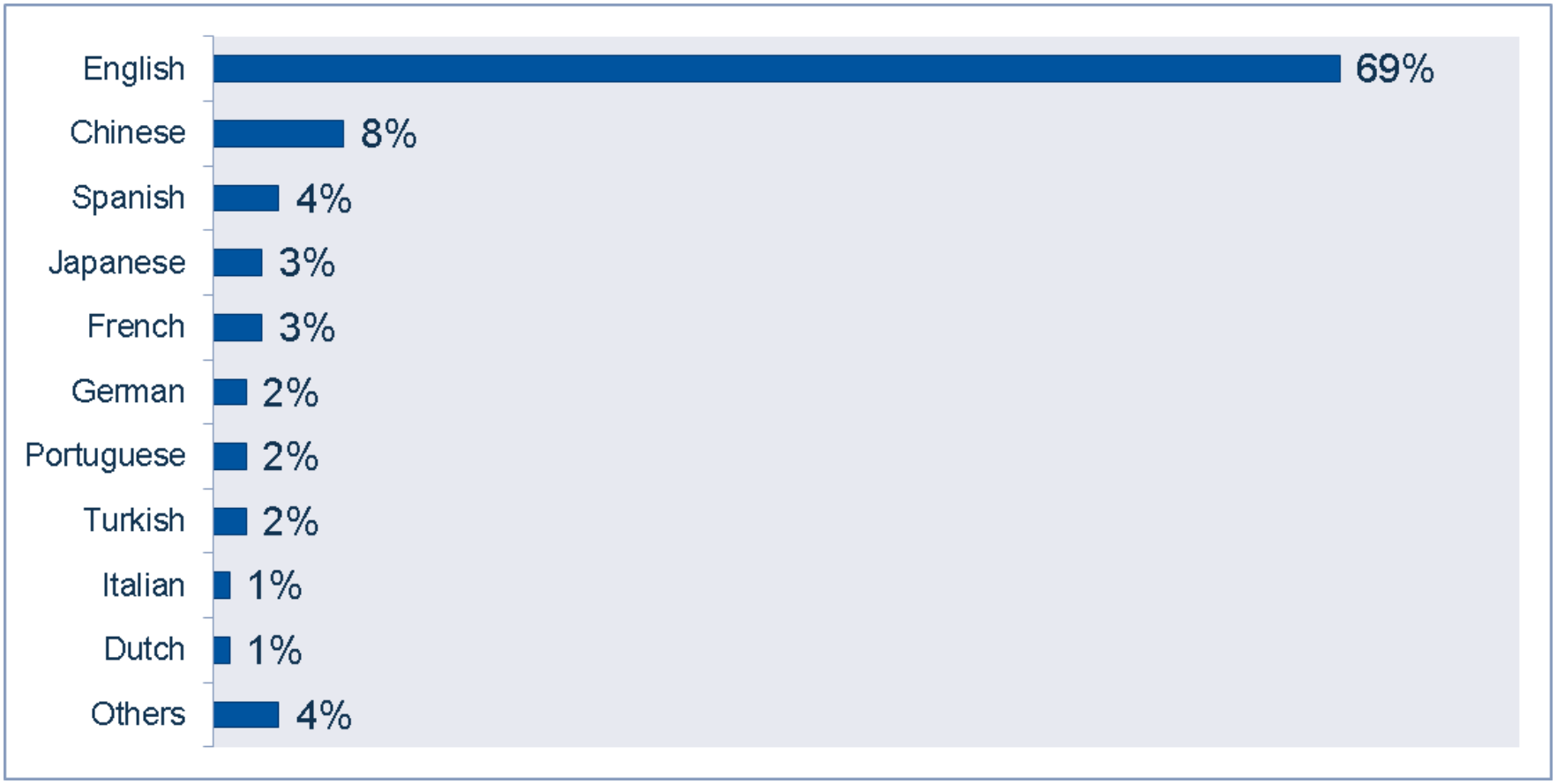
IDN Usage

IDNs versus ASCII Domain Names Worldwide



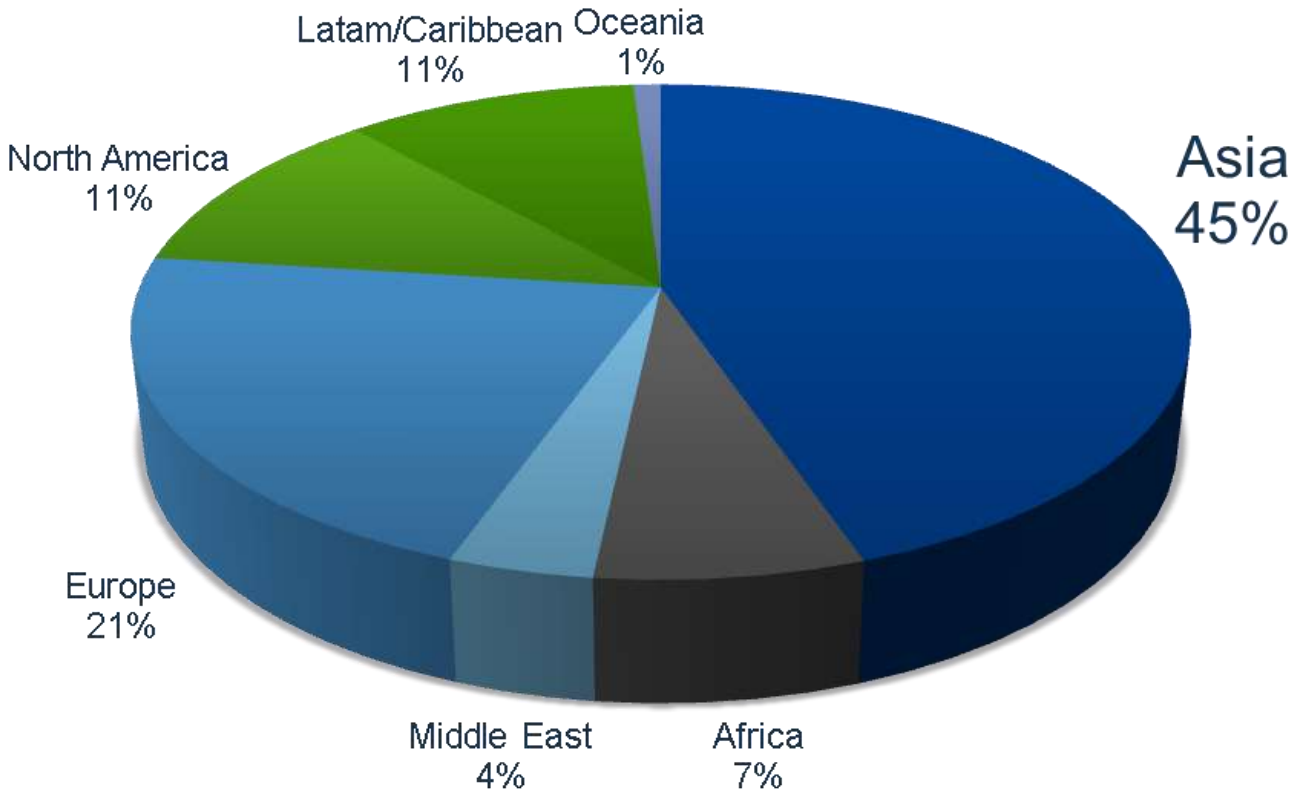
World Report on IDN Deployment, Unesco and EURid, 2013

Almost 70% of the Content is in English



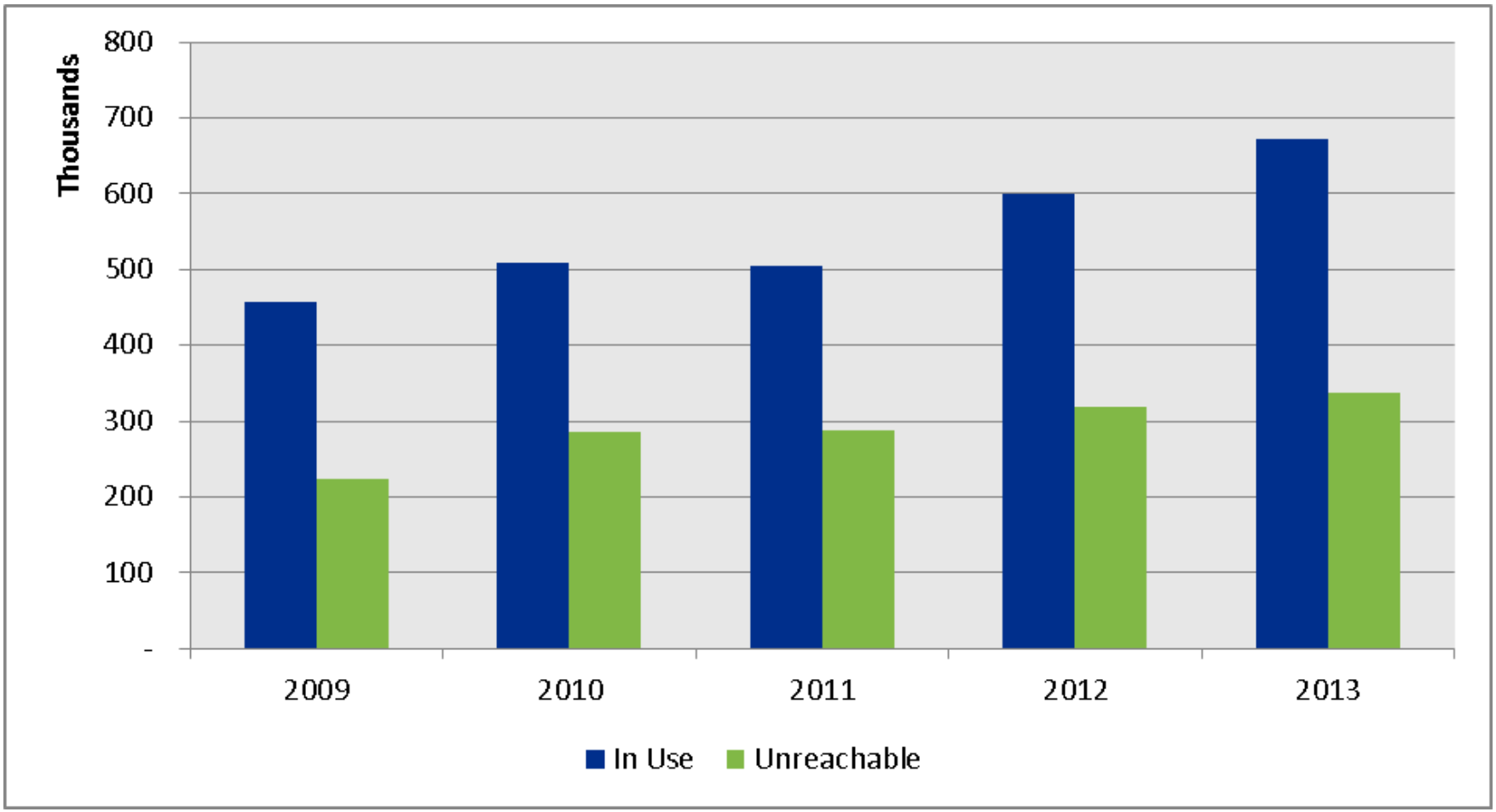
Source: Language analysis on .com websites, October 2013

50%+ of Internet population lives in non-Latin Language speaking countries



http://www.internetworldstats.com/stats.htm. Accessed April 15, 2014

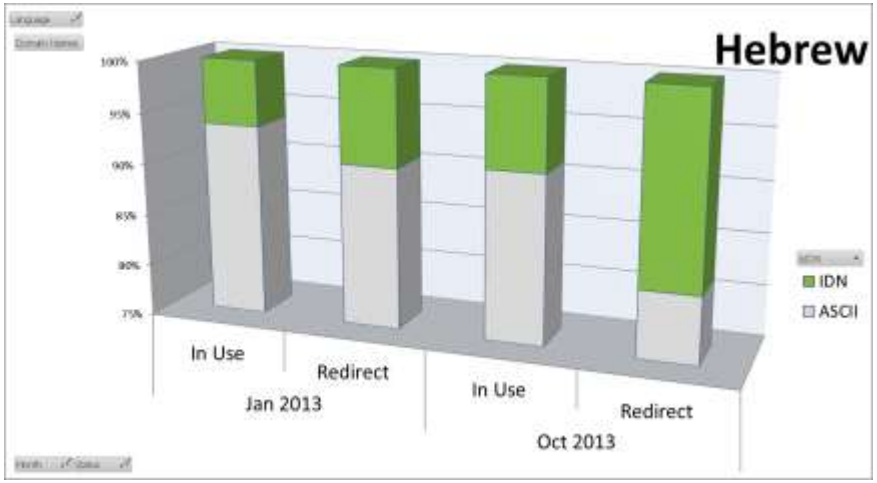
Growth in .com IDNs Used in Websites

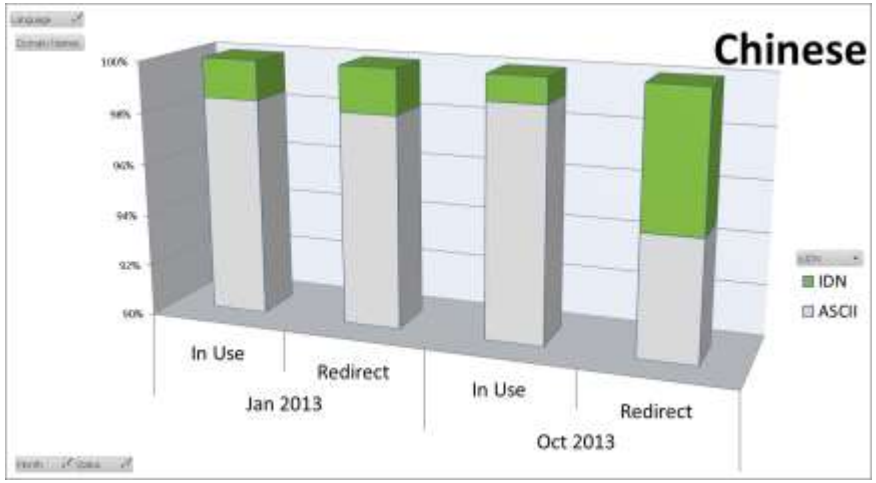


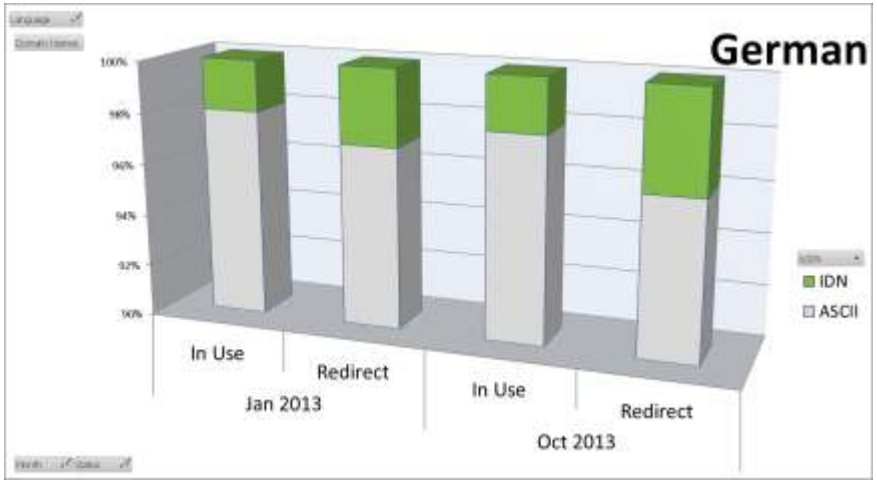
Source: Analysis on .com websites, October 2013

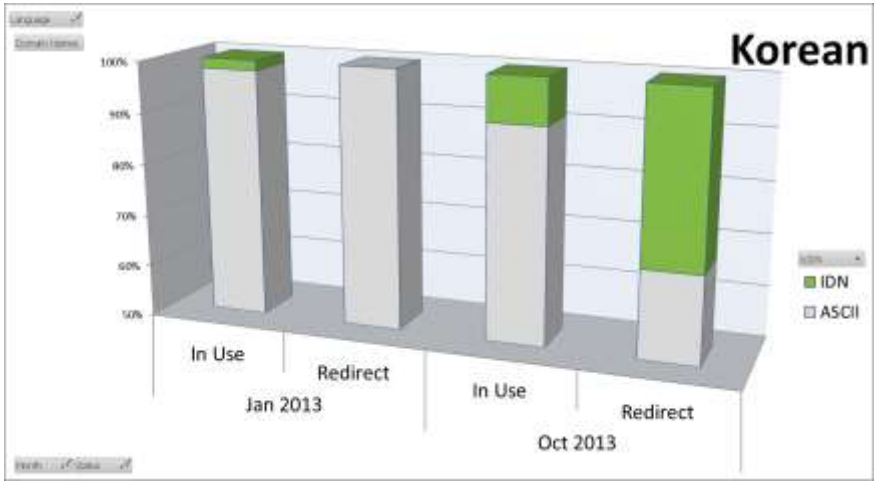
Content Language Analysis

Higher percentage usage of IDNs as redirect links









IDN Usage Highlights

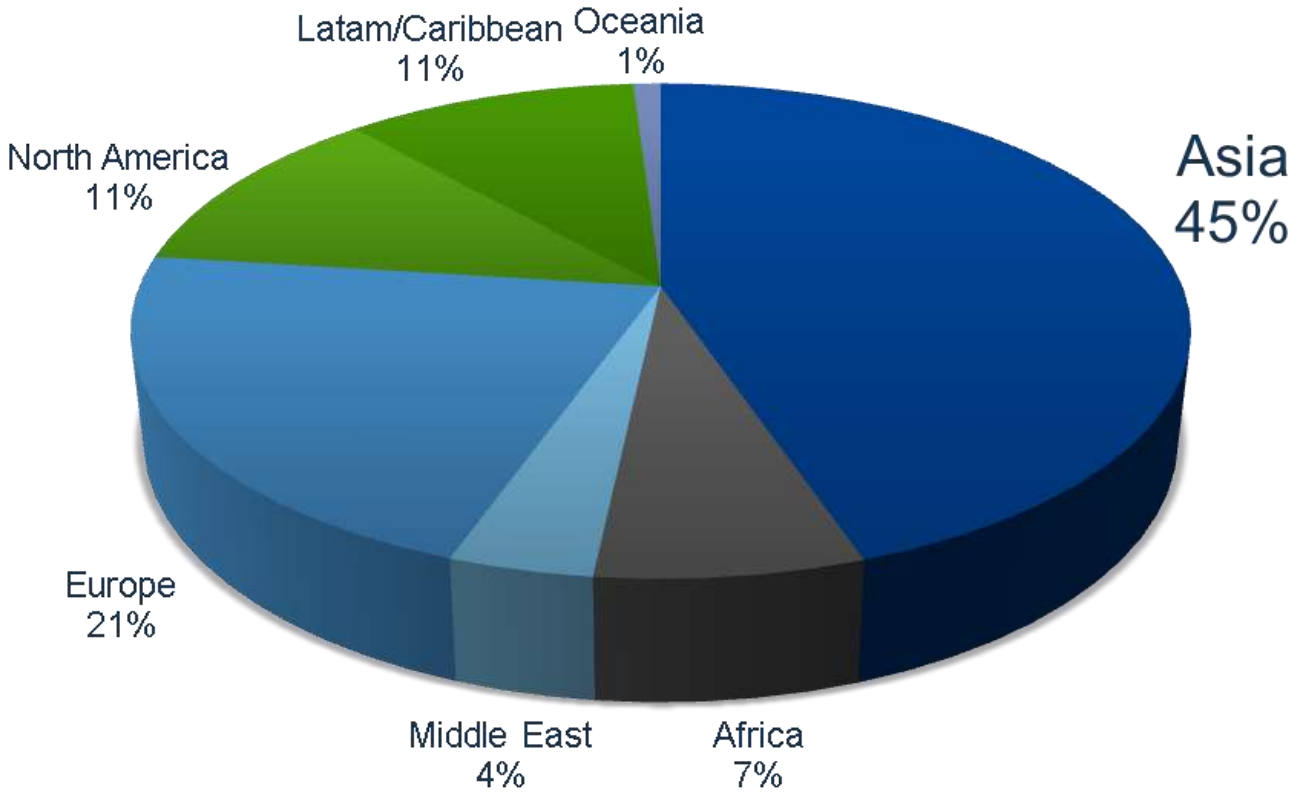
- More than **50%** of the population lives in **non-Latin speaking countries**
- **69%** of **.com websites** are in **English**
- Only **2%** of **domain names** worldwide **are IDNs**

User Perception

per·cep·tion

the way you think about or understand someone or something

Internet Users Distribution Worldwide



http://www.internetworldstats.com/stats.htm. Accessed April 15, 2014

Internationalized Domain Names in Applications

by the Internet Community

1.3 billion customer reviews

"I clicked on this link 福祥邓.cc and my browser transforms it into xn--jjz7c761f.cc. This is not where I wanted to go in the first place!"

Chinese user

Only **2%** of domain names worldwide are IDNs

"Is this domain name real? I've never heard about domain names in local language."

Thai user

The **5 most popular desktop browsers** have **strong support for IDNs** in their latest versions. In **mobile devices** there is **poor support** for IDNs

"I cannot use my IDN email to sign up to Facebook or Twitter!"

Russian user

0% of the world's most popular websites **allow IDN email addresses** as user accounts

How Well Applications Support IDNs

Internet browsers

Email clients

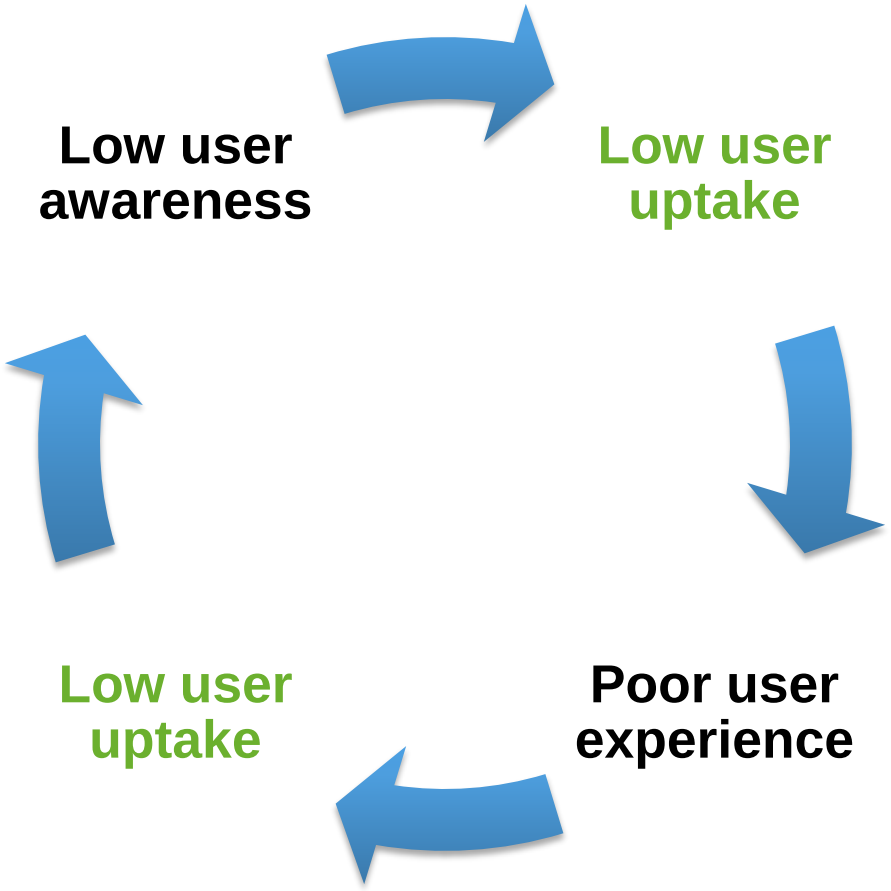
Search engines

Social media

Software tools

End user awareness

Negative Cycle



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Adapted from The Report on IDN Deployment 2013, The IDN negative cycle

User Perception Highlights

- **End user awareness** of IDNs **is low**
- With the exception of Internet browsers, **user experience in applications is poor**
- **Poor user experience is a barrier to greater IDN adoption**

2013 Insights from Asian Businesses

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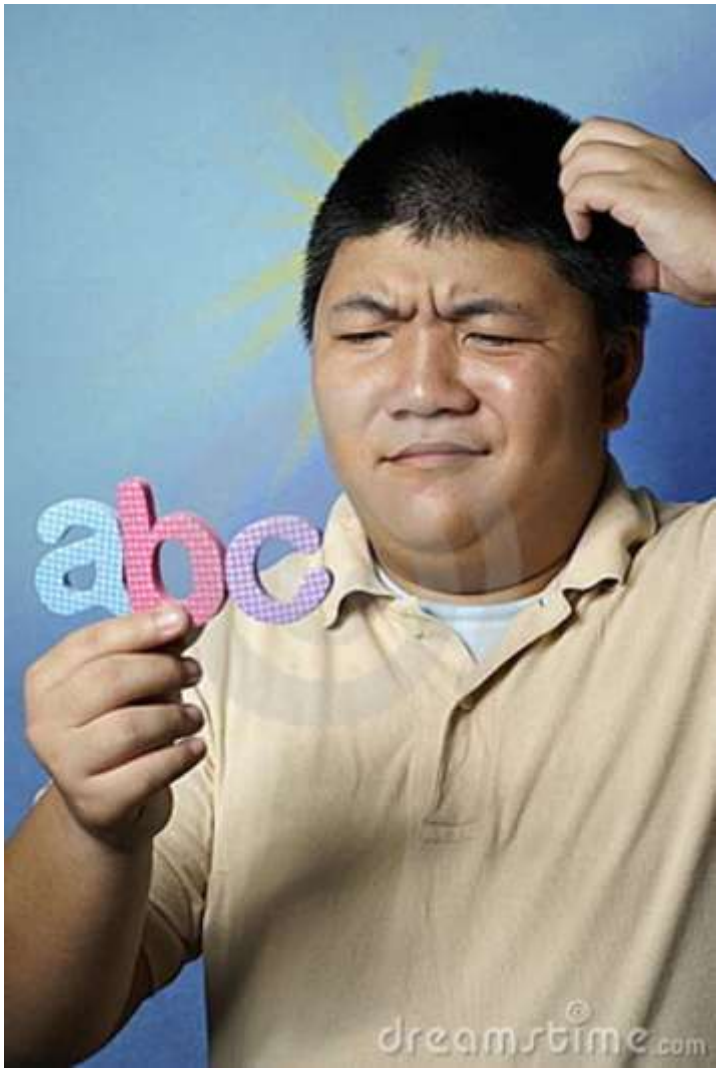
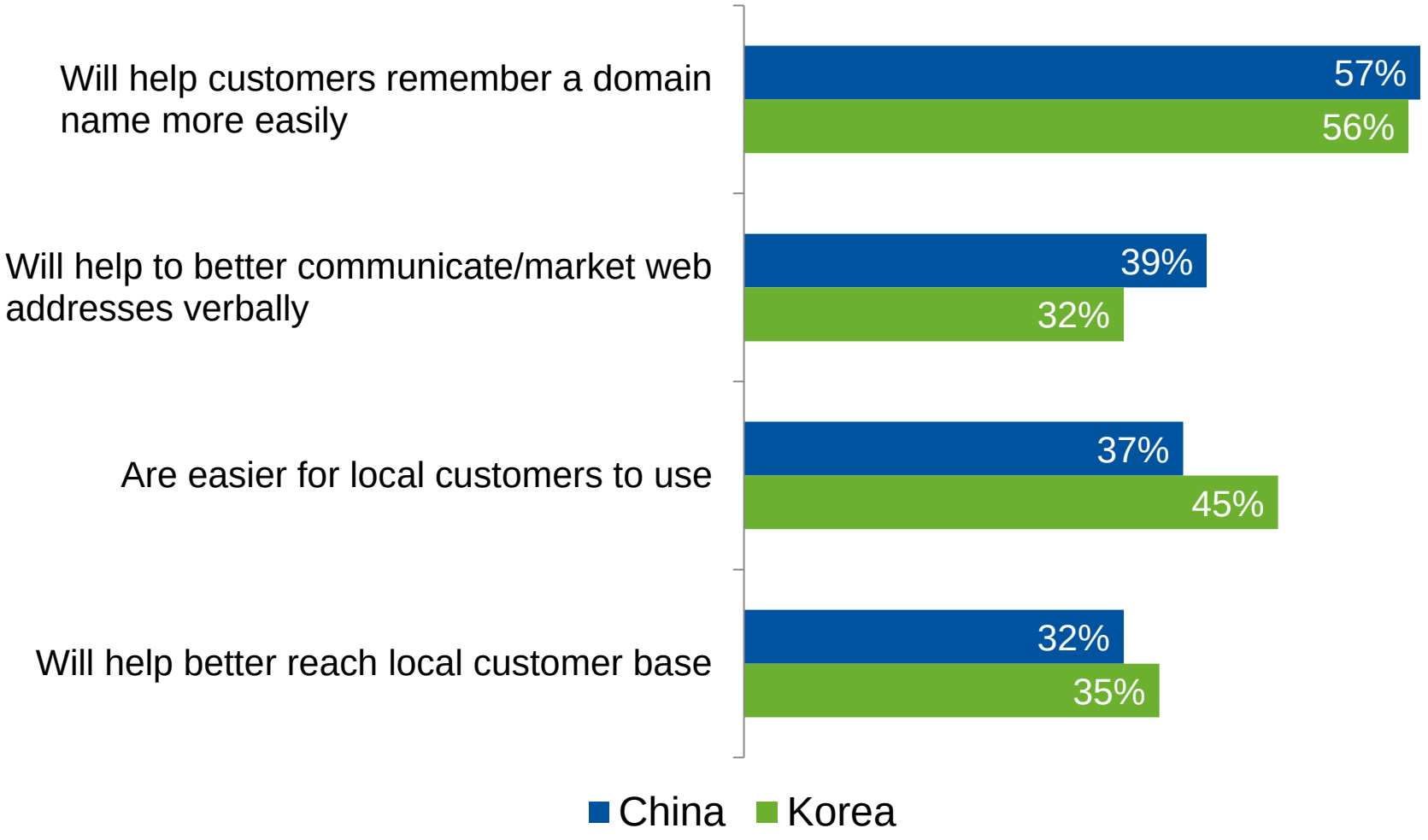

abc
dreamstime.com

Insights

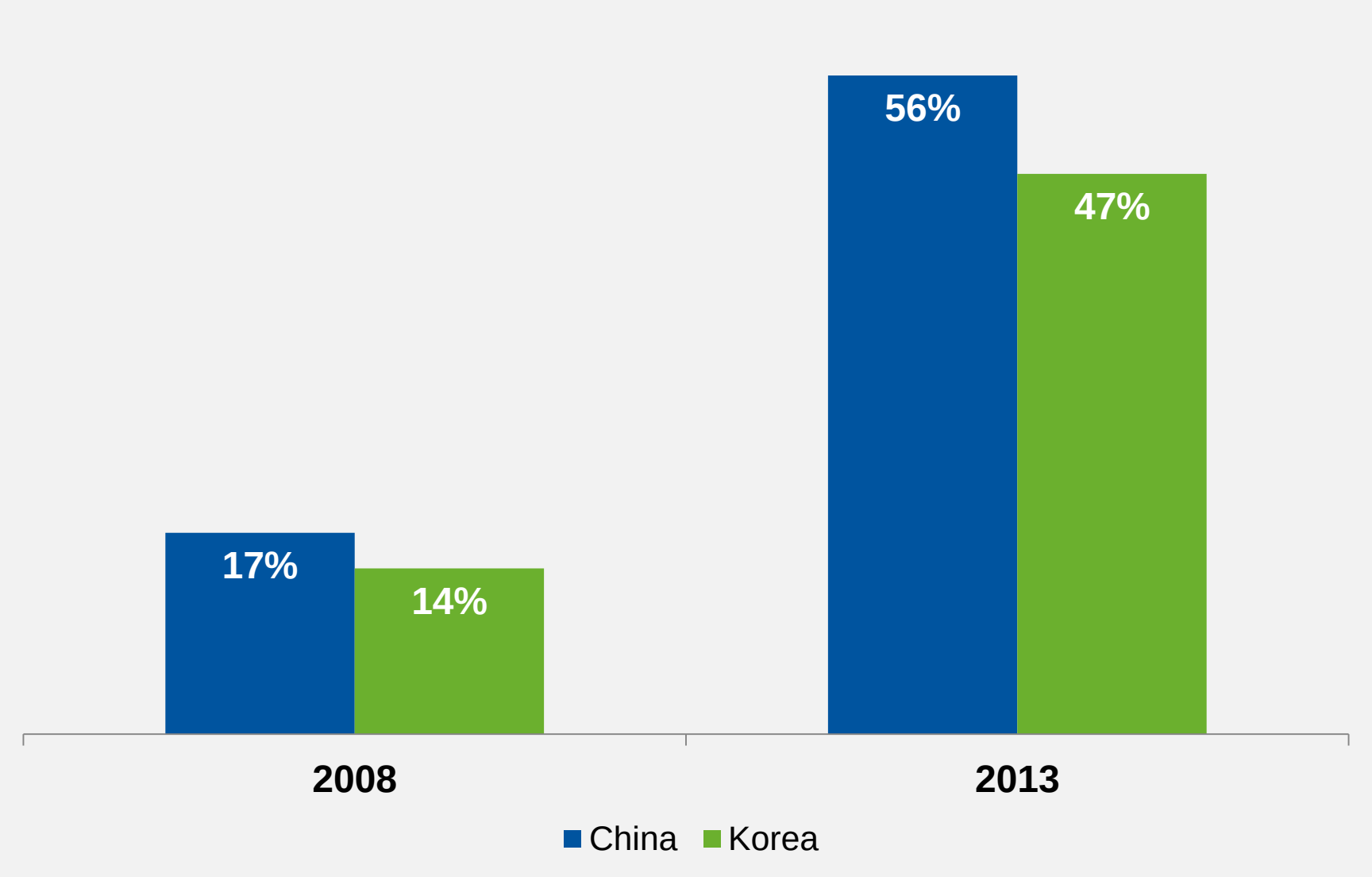
- Users expect domain names in ASCII
- But they search the Internet in local language
- Low to moderate awareness of IDNs
- Some are aware of usability issues

BUT …

Top Benefits of Local Domain Names



Likelihood to Register IDN.IDN Among SMBs



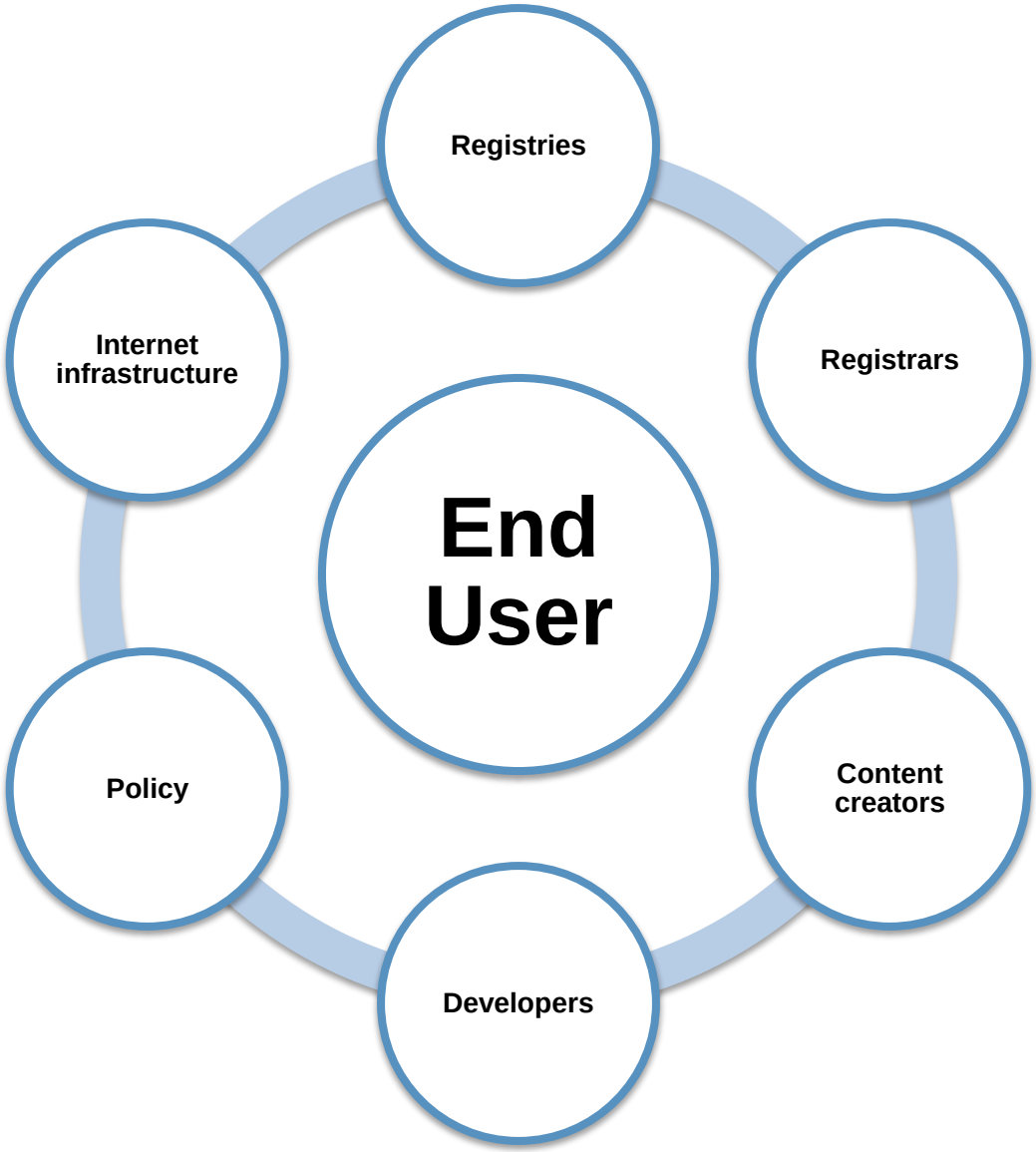
Likelihood to register IDN.IDN after educating the respondent. Top 2 Boxes on a scale 1 to 5, where 1 is extremely likely and 5 is not at all likely

Asia Insights Highlights

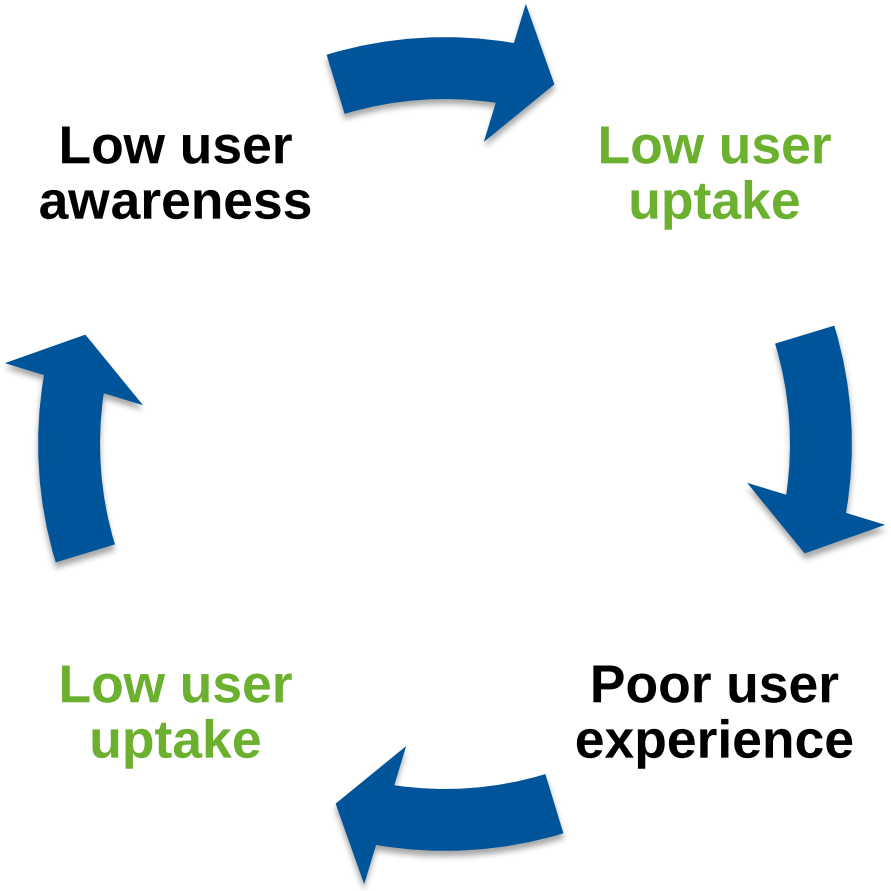
- Users expect domain names in ASCII
- Low adoption of IDNs, but there is a recognition of its benefits (i.e. easier to understand and share)

Call to Action

The Internet Community



Let’s Break the Negative Cycle



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Adapted from The Report on IDN Deployment 2013, The IDN negative cycle

"If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language that goes to his heart."

- Nelson Mandela

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