Korean Language Internet Names

Koan Cho
CEO and Founder
DigitalNames
Korean Language Internet Names

- 30 Million Internet Users in Korea (~100% saturation, 45 Million Pop.)
- 80% of users from 4 major ISPs (Hanaro, Thrunet, Dacom, Korea Telecom)
- There are 2 categories of Korean Internet names available, each from 2 different providers.
  - Korean Keywords (DigitalNames & Netopia)
  - Korean Domain Names (KRNIC & Korean Domain Name Consortium including Digital Names)
Korean Keywords - Demo

- Korean keyword demo with “네이버”

- “네이버” has been registered to point to http://naver.com
Korean Keywords - Demo

“네이버”, keyword is pointing “http://naver.com”
Korean Keywords - Demo
Korean Keywords from Digital Names

- The technology is patented (applied in 1998) and licensed to both keyword companies. I am inventor.
- DigitalNames (started in 2003) Keywords resolve about 40% of market (~12M)- IE plug-ins distributed and ISP patching with 2 big ISPs – Hanarao and Thrunet.
- Only sell thru Registrars in Korea. About 30 Registrars including 4 major ICANN – e.g. Whois, Yesnic etc.
- Strategic partners include – Microsoft Korea, Duam, Yahoo Korea, Nate (top 10 world portal) etc.
- About fifty thousand Keywords and growing, with 6M unique users traffic per day (each Keyword has to go through examination - corporation, trademarks were checked before registration).
Korean Domain Names

- Two types in Korea
- Type 1 – half Korean, half ASCII

“네이버.kr”
Korean Domain Names (Type-1)

- From KRNIC
- Marketed by 4 major ICANN-accredited registrars
- Resolvable by Mozilla, or plug-ins from Verisign, i-DNS.net, Netopia and DigitalNames.
- No ISP patched mechanism
- Uncomfortable to use – since 2 language-hybrid
Korean Domain Names

- Type 2 – 100% Korean

- 회사 (means “business”)
- 통신 (means “network”)
- 기관 (means “organization”)
Korean Domain Names (type-2)

- Marketed by 4 major ICANN-accredited registrars
- From a consortium of key Korean Internet address players – including 4 of the 5 major ICANN accredited registrars, one of the two Keyword players (DigitalNames) and a technology provider (i-DNS.net).
- Resolvable by plug-ins from i-DNS.net & DigitalNames.
- Two of 4 major ISPs patched – Hanaro and Thrunet
- Approaching 40% resolution base (12M users)
- Approx. 10K names registered
Korean Domain Names - Demo

- Full Korean Domain Name demo with “네이버.회사”

- “네이버.회사” has been registered to point to http://naver.com
Korean Domain Names - Demo

“네이버.회사”, domain name is pointing “http://naver.com”
Korean Domain Names - Demo
Korean Language Internet Names - Summary

- Very active Keyword market for many years
- More than 60% of internet users in Korea use Keywords everyday.
- People in Korea do not use ‘Korean.English’ IDN.
- Expect to grow ‘Korean.Korean’ IDN demand due to limitation of Keyword usage.