

Korean Language Internet Names



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DIGITALnames



Korean Language Internet Names

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

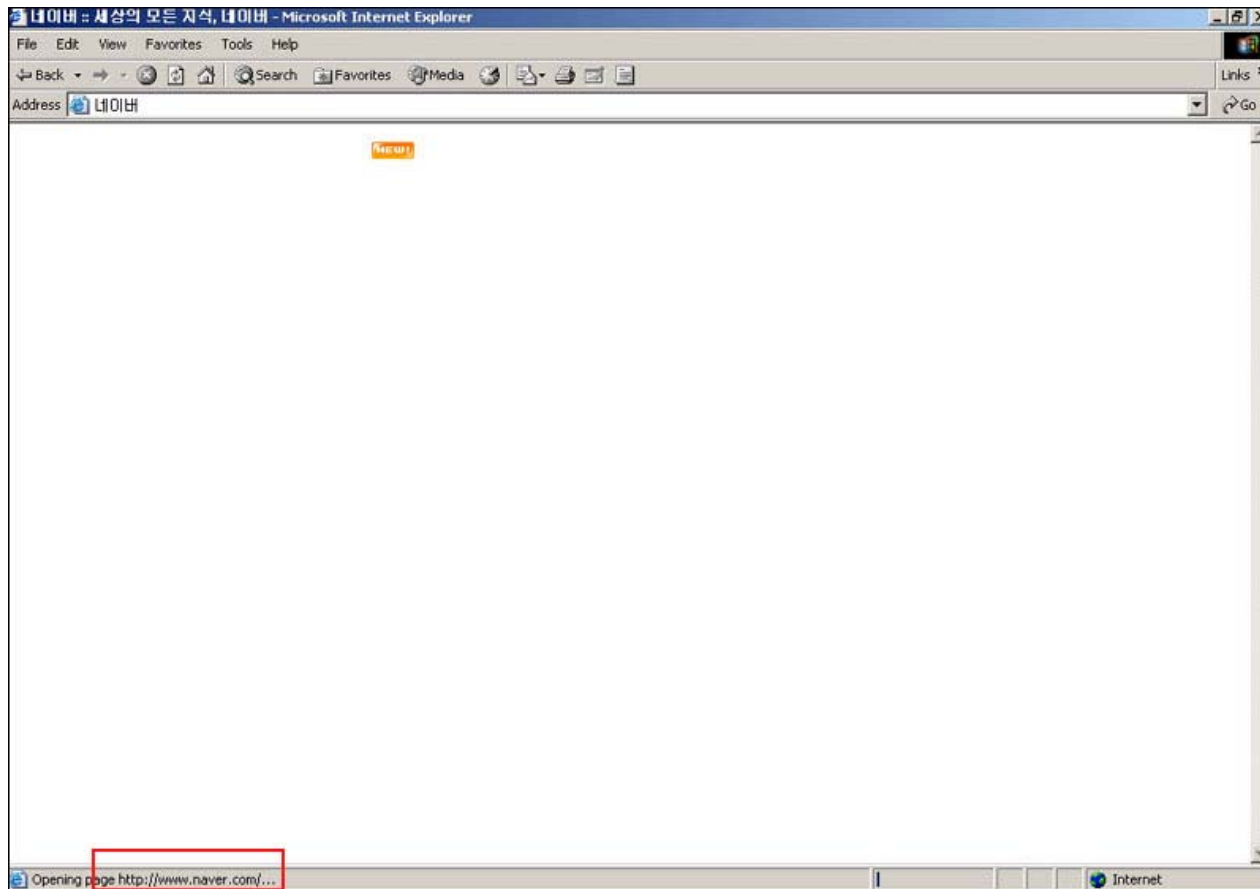


Korean Keywords - Demo

- 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

The screenshot shows the Naver homepage in a Microsoft Internet Explorer browser window. The address bar displays '네이버'. The main content area is dominated by a green search bar with the Naver logo and a search button. Below the search bar are several navigation tabs: '지식IN', '전문지식', '책', '지역', '사진', '백과', '뉴스', '내 PC', '이미지', and '쇼핑'. A search bar is also present on the right side of the page. The page is filled with various advertisements and service links, including '마이 포켓' (My Pocket), '지식IN' (Knowledge IN), and '뉴스 홈' (News Home). A featured article is visible in the center, titled '그가 사랑하는 철부지 카바레 가수 염정아' (The singer Yumjeong-ah, who loves her immature cabaret singer). The page also includes a '지식IN' section with various categories like '지역', '백과', and '뉴스'. The overall layout is typical of a search engine homepage from that era, with a focus on providing quick access to various online services and information.



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.q. 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, Netpia 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

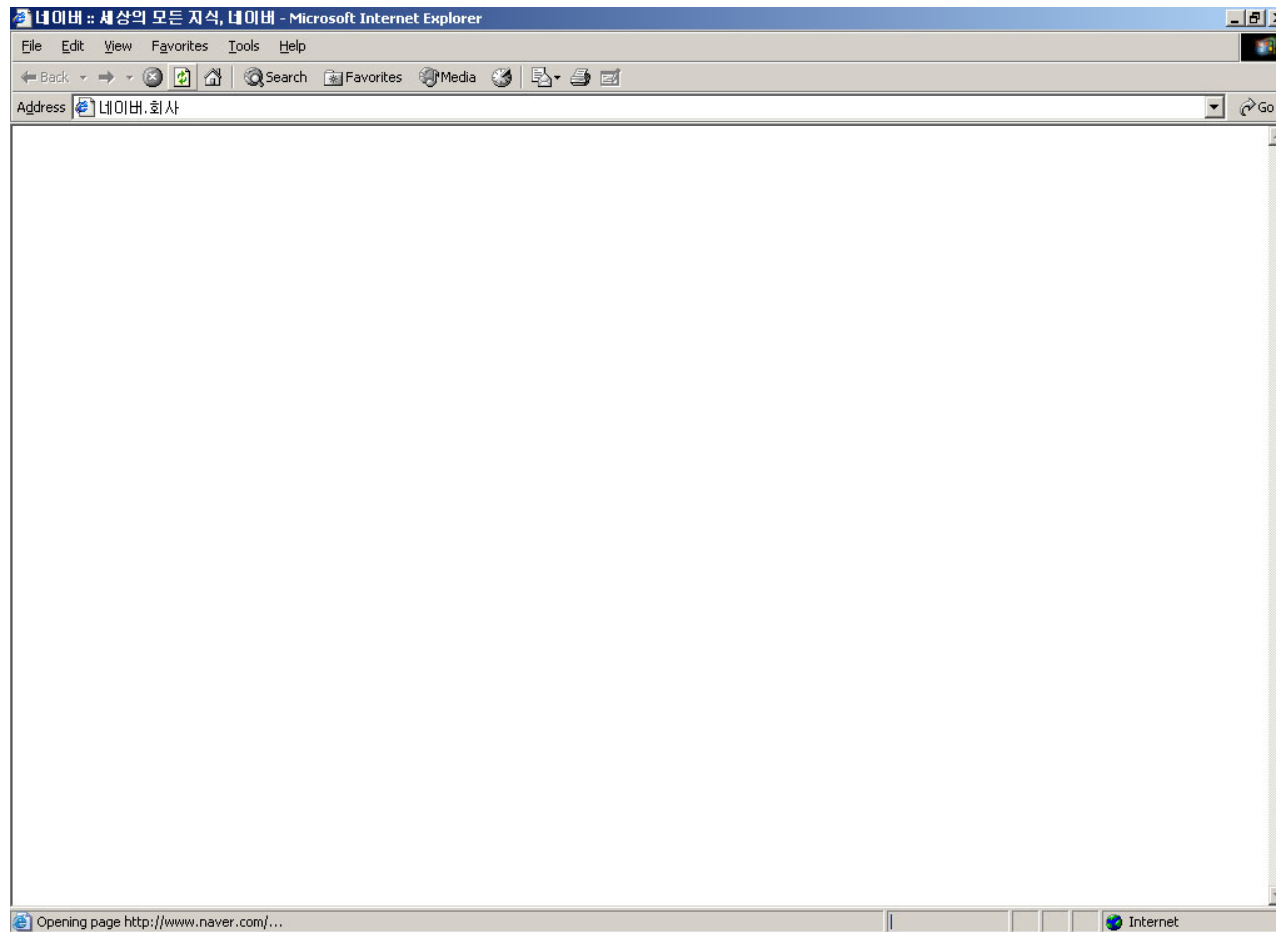


Korean Domain Names - Demo

- 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

네이버 :: 세상의 모든 지식, 네이버 - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address 네이버.회사

메일 카페 블로그 지식iN 쇼핑

NAVER 네이버 지식캠페인 주니버 한게임 아크로드

통합검색 지식iN 전문자료 책 사진 지역 뉴스 쇼핑 사이트 이미지 내 PC

지금 참여하세요 자세히 보기

네이버 서비스 더보기

- 검색 디렉토리 인물 지역 책
- 이마기 블로그 블링크 붐 포도
- 금융 증권 부동산 채테크 대출
- 생활 미즈생각 요리 여행 월드
- 정보 취업 자동차 자료실 일본
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- 휴대폰 컬러링 벨 문자 네이버폰
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- 주니버 속제 동물농장 게임 유아
- 게임 아크로드 권호 플래시

뉴스 홈 4. 30 [일] 가자! 독일로 스포츠 재테크 날씨 편성표

- 與 '사한범 양보 불가' 입장 정리...당첨 갈등 '우려'
- "남의 것 기증받았으니 나도.." 뇌사 30대, 7명에 장기기증
- 이효리, 라이브로 지상파 '컴백' | 헬시 리그 우승, 박지성 '폴타임'

블로그 블로그가 더 재밌어지는 링크, 블링크 베타 오픈

지식검색으로 UP!

- 데스크포스 - 원래는 군사 용어였는데?
- 성공적인 인생을 살기 위한 여섯가지 'n'?
- 역대 월드컵 출전국들 랭킹 - 한국은 몇위?
- 좋은 글을 쓰기 위해선 어떻게 해야할까?

지식쇼핑 홈 애플 | 빈폴 | 에니콜

- 공동구매 · 특가구매 · 옥션 · 동대문
- 해외쇼핑 · 제로마진 · 백화점 · 친구

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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.