



# Turkish NLIA Experience

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# Where east meets the west

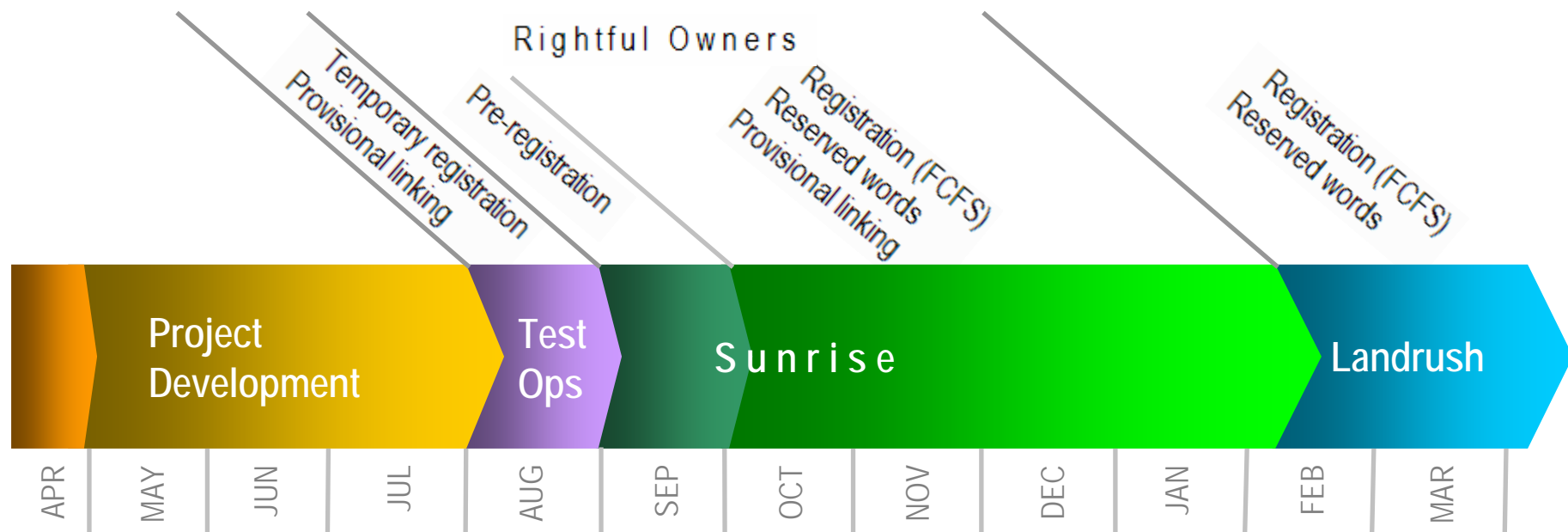


- o Over 70 million people
  - 25% 0-14 ages,
  - 68% 15-64 ages
- o GDP \$550 billion
  - 30% Industry,
  - 60% Services,
  - 10% Agriculture

- o Languages
  - Turkish (official)
  - 15% English (secondary), 5% Kurdish (secondary)
- o Alphabet
  - 22 characters from English alphabet
  - 7 additional Turkish characters (çÇ, ğĞ, ıI, iİ, öÖ, şŞ, üÜ)

- 58 million Telephone subscribers
  - 67% Mobile
- 5 million Personal computers
- 1.8 million Broadband subscribers
  - 2% Households
- Over 400,000 domain names
  - 80% gTLD
  - 40% Annual growth

- 10 million Internet users
  - 52% Workplace,
  - 37% Internet Cafes
  - 11% Homes
- 8.7% Households connected to Internet



On-going Infrastructure Development

- 13th anniversary of internet access in Turkey
- Recent pick-up on broadband deployment
- ccTLD registrar Middle East Technical University
  - Over 85,000 ccTLD's
  - Might change with the new Telecommunications Law
- pTLD efforts
- IDN attempts



## Domain Names

ccTLD new registrar  
pTLD efforts  
UNITD  
Unified Root  
IDN attempts  
I-DNS

*Turkish  
Domain  
Name?*

## Keyword Look-up

NLIA

*Turkish  
Internet  
Address!*

## Search Engines

MSN  
Google  
Yahoo  
Name Search  
I Feel Lucky

*Finding  
sites?*

- o NLIA is not a domain name
  - Mapping service
  - Bottom-up resolution approach
- o NLIA is not a search engine
  - 1-to-1 keyword lookup
  - No intermediate interfaces
  - Direct entry from the adress bar
- o It is more than just a convenience

- True multilingual representation
- Local governance of the address space
- Global integration
  - Non-hierarchical federation of countries
- Preservation of the language and the culture
- Embracing non-users of the internet
  - Eliminates language barrier and facilitates easier access
- Increased internet activity
  - Vitalizes e-commerce and e-government

- Infrastructure
  - Server (coverage takes time)
  - Complementary client infrastructure
- Quality of service
  - Dynamic, functional and informative web site
  - Unregistered NLIA (Landing page)
  - Easy and quick registration procedure
  - Complementary services
  - Help desk
  - Multiple payment methods

- o Database work
  - Reserved words
    - Government and academic institutions
    - Offensive words
  - Provisional linking
    - Popular sites (during sunrise)
    - Government & Academic institutions (for a certain period)

### o Promotions

- Newspapers, Internet, Printed media, TV
- Interviews, Press releases, Advertisement, City visits
- Word of mouth

- Establishment of external committees
- Dispute resolution committee
  - Improve on the current policy based on local legislation
  - Need internet and business focus
- Consultation committee
  - Generic words
  - New policies

- o Local governance of the address space
  - Potential stakeholders
    - Consumer rights groups,
    - Regulatory authorities,
    - Patent lawyers,
    - Trade and industry chambers





**Joint UNESCO and ITU  
Global Symposium on Promoting the Multilingual Internet**



# **Thank you**

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