

Internet in Your Language

Internationalized Domain Names and Universal Acceptance

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Agenda

1

Introduction to
ICANN

2

Internationalized
Domain Names

3






Universal
Acceptance

What is ICANN?

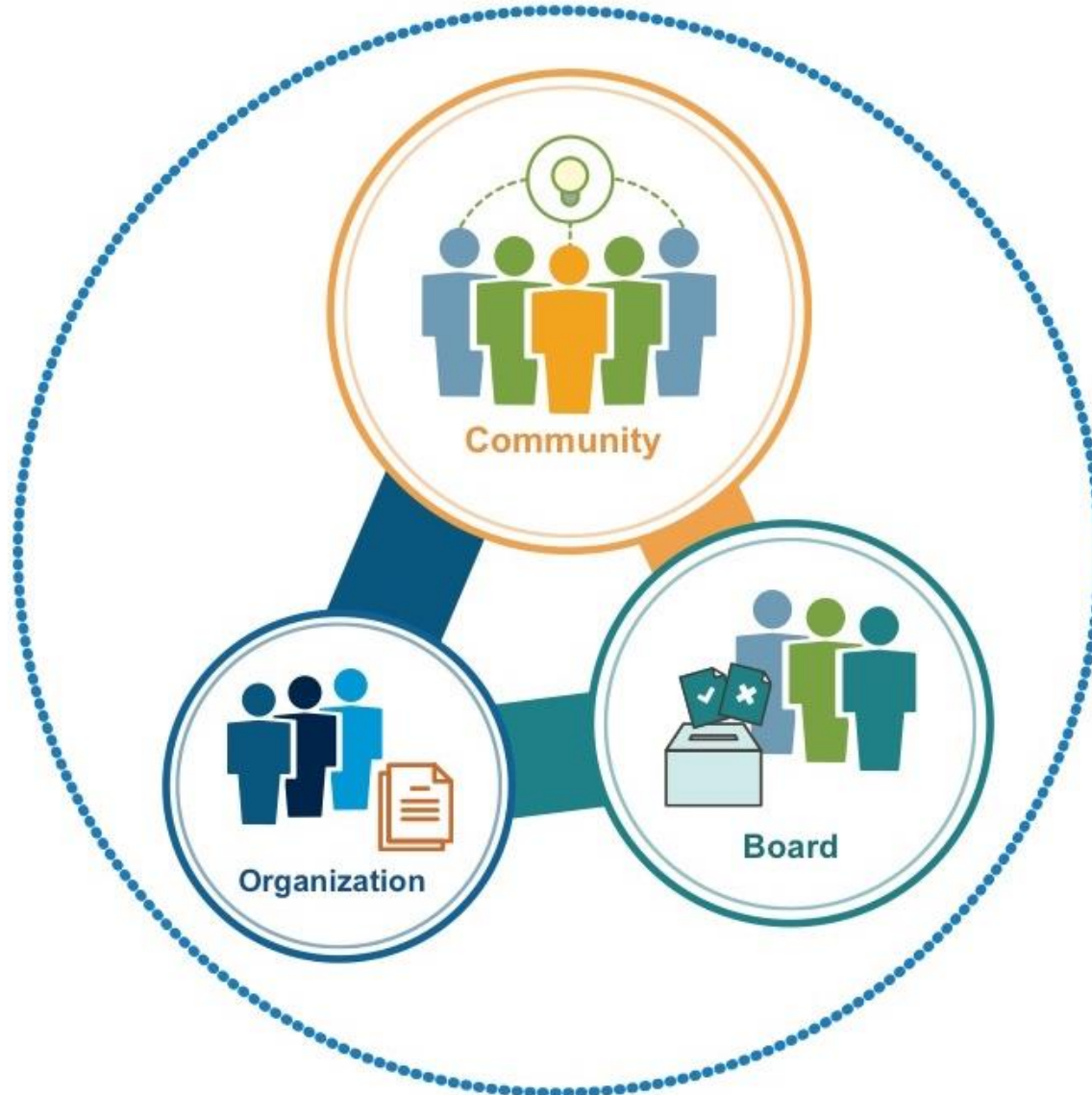
ICANN's Mission

The mission of the Internet Corporation for Assigned Names and Numbers (ICANN) is to **ensure the stable and secure operation of the Internet's unique identifier systems**

Specifically, ICANN:

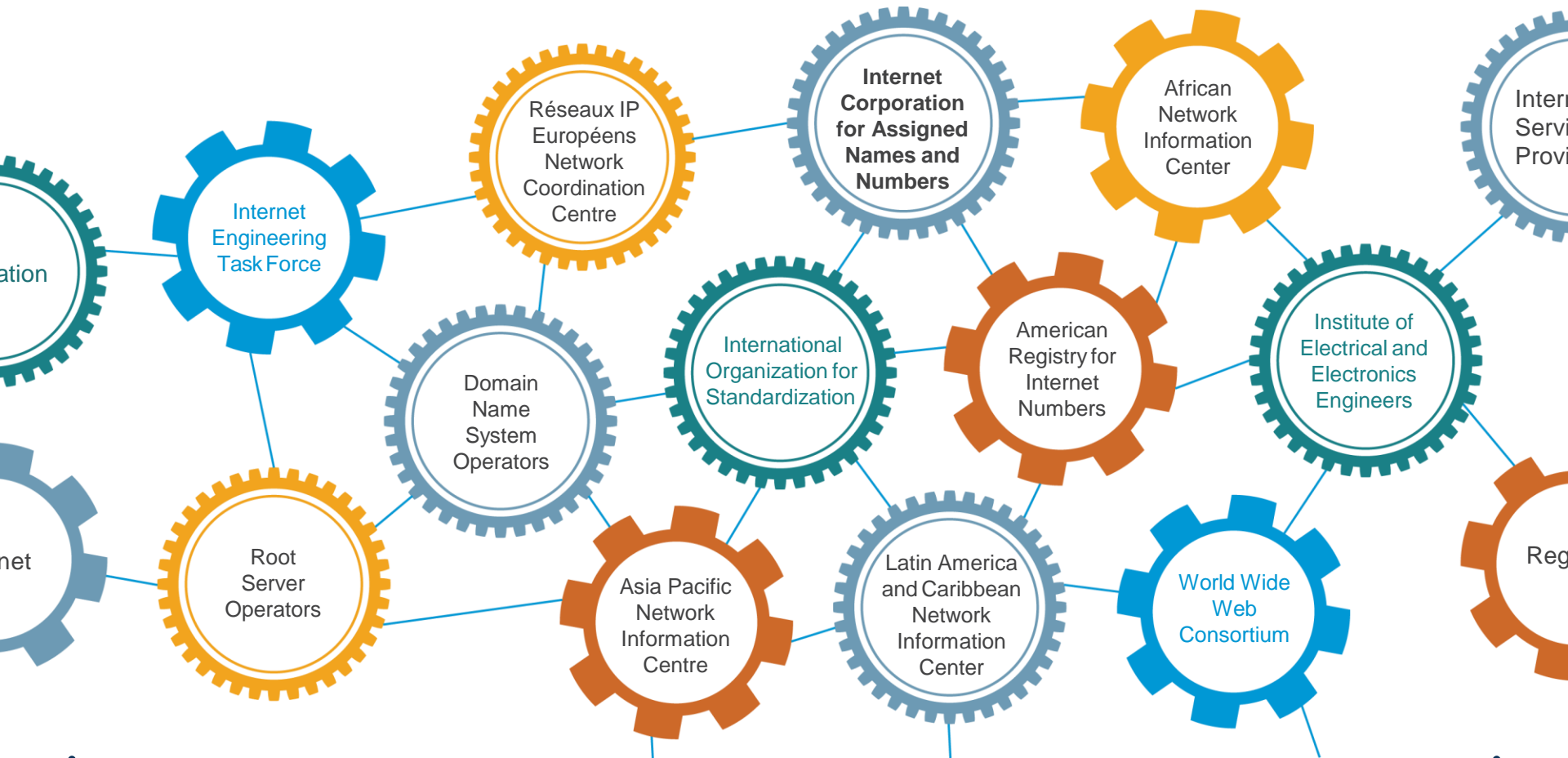
-  1 Coordinates the allocation and assignment of names in the root zone of the Domain Name System
-  2 Coordinates the development and implementation of policies concerning the registration of second-level domain names in generic top-level domains (gTLDs)
-  3 Facilitates the coordination of the operation and evolution of the DNS root name server system
-  4 Coordinates the allocation and assignment at the top-most level of Internet Protocol numbers and Autonomous System numbers
-  5 Collaborates with other bodies as appropriate to provide registries needed for the functioning of the Internet as specified by Internet protocol standards development organizations

ICANN Ecosystem



Our Technical Partners

Coordinating with our technical partners,
we help make the Internet work.



Internationalized Domain Names (IDNs)

What are the Internationalized Domain Names (IDNs)?

IDNs are domain names with non-Latin characters or Latin characters beyond letters (a to z) digits (0 to 9) and hyphens (-), as allowed by relevant protocols.

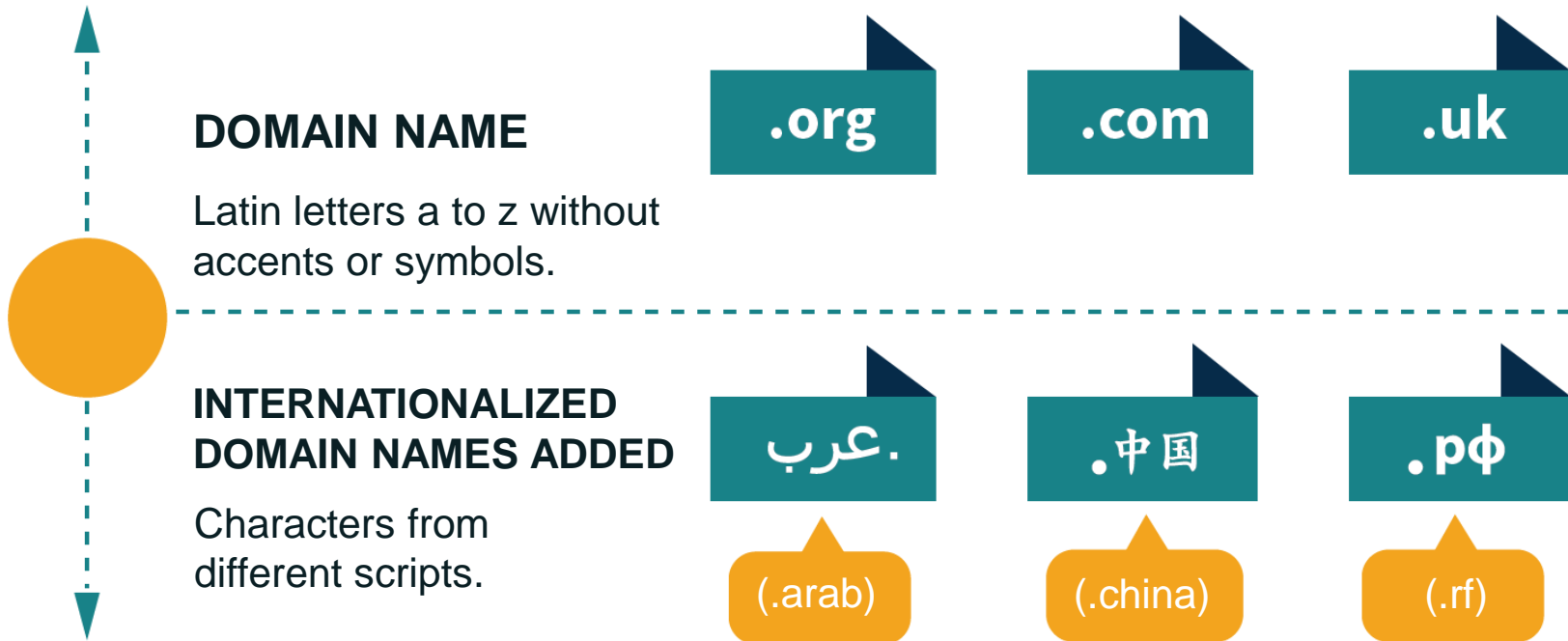
Until late 2009, top-level domains were restricted to only the Latin letters a to z without accents or symbols. After 2009, IDN TLDs were introduced in other scripts, including Arabic, Chinese, and Cyrillic scripts.

IDN TLDs can be either ccTLDs or gTLDs.

IDNs use a particular encoding and format to allow a wider range of scripts to represent domain names.



How Have the Top-Level Domains Changed?



Why Internationalize Domain Names?



More and more people around the world, once unconnected, are online.



Number of Internet Users Worldwide*



2000

413M



2016

3.4B



2020

5B expected

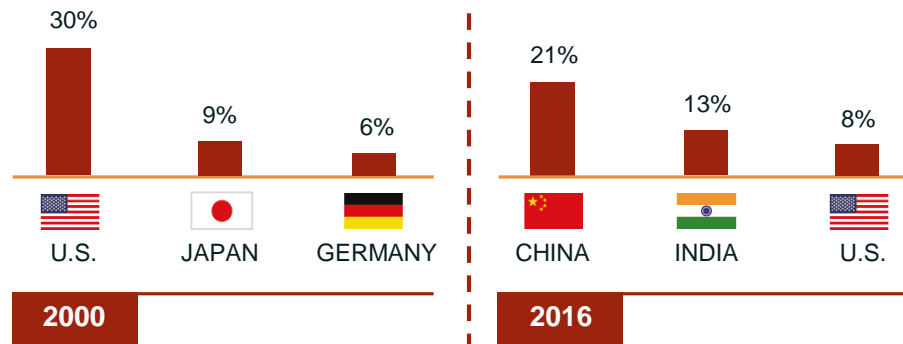
As more language communities join



IDNs allow people around the world to access domain names in their local languages.



Top Three Countries by % of Total Global Internet Users*



*Source: Internet Live Stats (www.InternetLiveStats.com) 2016

Universal Acceptance

Universal Acceptance (UA) in a Nutshell

People from around the world can effectively use
any domain name and
any email address in
any application
for their personal and business use.

What Is Universal Acceptance?

All domain names should be treated equally.



The Role of Universal Acceptance

UA-ready

http://soap.organic

Welcome to organic

SOAP

We make the best soap in the world. It's 100% organic.

http://tokyo.ストア

TOKYO


当社の製品を購入します

http://bank.com


Bank

Email


 Email validated.
Account created.

Not ready

http://soap.organic




http://tokyo.ストア



http://bank.com

Bank

Email

 Not a valid email address.

Increase in the Number of New Internet Users

IDNs have lower barriers to Internet access and usability among people who speak languages that do not use the Latin script.



White Paper/ Report by Analysys Mason, Commissioned by UASG in April 2017. Conservative metric, does not take account potential future growth in e-commerce spend, or in the registrations of the new domains.

Economic Benefits of UA of IDNs and gTLDs



Growth Opportunity in Online Revenue

Annual opportunity from software
systems working in harmony with the
common Internet infrastructure

\$3.6

Billion USD

Existing users
using the new
domain names

\$6.2

Billion USD

New Internet users
coming online
through IDNs

White Paper/ Report by Analysys Mason, Commissioned by UASG in April 2017. Conservative metrics, do not take into account potential future growth in e-commerce spend, or in the registrations of the new domains.

Enabling Universal Acceptance



Doers	Directors	Influencers
<ul style="list-style-type: none">• Developers• Systems Architects	<ul style="list-style-type: none">• CIOs• Senior IT Management	<ul style="list-style-type: none">• C* Suite Officers• Thought Leaders• Government Ministers and Officials

Keeping Community Involved with UASG

Get your own systems UA Ready.

Spread the word.

- Test email address
- Get systems evaluated and fixed
 - Use UASG Blueprint for CIOs as a guide
- Get tendering and contracts to include UA Readiness Clauses
 - Use UASG Quick Guide to Tendering clauses
- Report UA problems with other applications
 - UASG Issue Logging
- Participate in the UASG Discussions
 - Join the UA Discuss Mailing List
 - Become a UA Ambassador

Conclusion

ICANN | LEARN

- ⦿ ICANN Learn presents education and training, across a wide variety of topics that pertain to ICANN, to better educate stakeholders in the ICANN ecosystem.
- ⦿ ICANN Learn is a free online learning platform where ICANN community members can access and create course content.
- ⦿ ICANN Learn is currently available in the six U.N. languages.

 Learn more ▶

learn.icann.org



Thank You and Questions

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