

Launching IDN & IDN TLDs: A gTLD Registry Perspective

APNIC, Beijing

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A stylized, glowing white logo of the word "ASIA" in a bold, sans-serif font. The letters are thick and have a slight 3D effect with a glow. The background is dark with faint, abstract shapes that suggest a map of Asia.

Overview

- General Considerations
- IDN 2LDs (e.g. 中文.asia)
- IDN TLD (e.g. 中文.亞洲)
- ICANN Considerations

General Considerations

- Limitations of technical standards
 - Linguistic considerations
 - Variants of characters (e.g. Traditional & Simplified Chinese: 亞洲 vs. 亚洲)
 - Confusable characters (e.g. Cyrillic / Greek vs. Latin: AB vs. AB vs. AB)
- gTLD Challenges (vs. ccTLD)
 - Global / generic in nature
 - Multiple languages and scripts to consider
 - Overlapping character repertoire between languages
 - Costs of IDN gTLDs

IDN 2LDs (e.g. 中文.asia)

- Policy Development for gTLDs
 - IDN Language Table
 - Variant Policies
 - Sunrise / Trademark (IPR) provisions
 - Special considerations for existing ASCII domains
- Technical Considerations
 - Implementation of IDN Language Table (and variants)
 - Limitations of IDN Policies

IDN Language Table

- **Adopting a ccTLD Language Table**
 - Adaptations Required
 - Multiple languages with overlapping character repertoire accepted in a gTLD (e.g. Chinese and Japanese)
 - Multiple script variations accepted in a gTLD (e.g. Simplified Chinese and Traditional Chinese)
- **Developing New Language Table**
 - Engaging linguistic experts
 - Consideration of technical limitations
 - Character repertoire, variants and contextual rules

Multiple Languages

- Overlapping Character Repertoire
- Example: Chinese & Japanese
 - Simplified Chinese: 经济.asia
 - Traditional Chinese: 經濟.asia
 - Japanese: 經濟.asia
- Should consider launching together
 - Fairness
 - Confusion
 - Competition

Multiple Script Variations Accepted

- **Example: Traditional Chinese & Simplified Chinese**
 - Applied for String:
 - Preferred Simplified Chinese Variant:
 - Preferred Traditional Chinese Variant:
- **Should consider merging language tables**
 - I.e. Include both Preferred Simplified Chinese AND Preferred Traditional Chinese variants

Variant Policies

- **Definition of a “variant”**
 - Defined by the IDN Language Table
 - Linguistic convention / Cultural expectation
- **Registration & Zone Policies**
 - Accepted form of registrations
 - Manageability of variants (vs. Primary “domain name applied for”)
 - Activation / Deactivation of variants
 - Preferred Variants / Reserved Variants / Blocked Variants
 - Automatically included to zonefile or not
 - Allowing delegation exceptions
 - E.g. promoting a variant to a Primary based on a result of a UDRP decision

Trademark / IPR Considerations

- Sunrise process
 - Priority of IPR Claims
 - Multiple phase vs. Single phase
- Contention Resolution
 - First-come-first-serve / random / auction / other
- Match considerations for Trademarks
 - Language / Script / Variations
 - Priorities
- Verification process

Existing ASCII Domains

- **Special Consideration or Not**
 - Registrant Expectations (fairness)
 - User Expectations (confusion)
 - May or may not justify special considerations
- **Existing Sunrise domains**
 - Already submitted TM data
 - Priority consideration
 - Language / Variation considerations
- **Existing Transliterations**
 - Intended for IDN registrations

Technical Considerations

- **Implementation of Variants**
 - Uniqueness of domain applied for
 - Considerations across languages (especially for languages with overlapping character repertoire)
 - Flexibility
 - Changes in IDN Language Tables / Policies
 - Mandated changes by other authorities (e.g. UDRP decision)
- **Limitations of IDN Policies**
 - Cannot be enforced into other levels (e.g. 3LD/4LD names)
 - Cannot expect
 - Zone integrity can/should only be considered within directly managed zone managed

IDN TLD (e.g. 中文. 亞洲)

- Single IDN gTLD vs. IDN gTLD as a portfolio of equivalent gTLDs
 - User Expectations
 - Choice of TLD string
 - Variants
- ICANN Considerations
 - Application Process
 - Objection Process
 - Cost: Application Fees & Registry Fees

Single vs. Portfolio of IDN gTLDs

- Dedicated / Single IDN gTLD
- Portfolio of IDN gTLDs
 - Matching / Equivalent to existing/new ASCII gTLD
 - Matching / Equivalent to other IDN gTLDs

User Expectations

- Users Want:

computer.asia

電腦.亞洲

- User Expectations:

computer.asia = computer.亞洲

電腦.亞洲 = 電腦.asia

computer.asia ≠ 電腦.亞洲

Choice of TLD String

from.Asia / for.Asia

The logo for .Asia, featuring the word "Asia" in a stylized, blue, handwritten-style font with a small blue dot above the "A".

.Asia

Variant IDN TLD Strings

from.Asia / for.Asia

.Asia

ICANN Considerations

Interesting times ahead...

- 10 years of ICANN
- 10 years of IDN
- IDN ccTLD Fast Track
- IDN gTLDs included in new gTLD process
- Outstanding issues...
 - Length of IDN gTLD String: >2 like ASCII gTLDs?
 - Variant management at the root zone
 - ICANN Fees for variants and equivalents



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