Internationalized TLDs
The Time Has Come

Yoav Keren, CEO
Domain The Net Technologies Ltd.
Internet has changed our World

Email
Online News
Online Chats
Matchmaking
Merchandise Trading
Booking Hotels or Flights
Booking theatre Tickets
Gambling

Search
Real-time Financial Data
Online Banking
Playing Music
Shopping
Booking Restaurants
VoIP Communication
Distance Learning
But did it change everyone's world?

- Billions still do not use the Internet
- Cannot enjoy the spectrum of applications
- Cannot enjoy the economical benefits
- Have Different barriers
- A Key Barrier:
  
  The mandatory need to use English domain names and English Email addresses
Localization is Already Here

• PC applications in languages other than English
  ➢ International companies
  ➢ Local companies

• Local web-sites in non-English speaking countries are usually developed in the local language.

• Browsing experience in every country is different – each country has its own popular web-sites in its own language.
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DomainTheNet

DomainTheNet

sociemail.com petemail.com

Microsoft PowerPoint - [Domain The Net - Press presentation]
שלום רב!

לאבדה, נא לעיין במופע ה-

אראלי.
English Domains are a Barrier

- For people who are literally non-English speaking.
- A practical barrier
- A psychological barrier
- Usually for people coming from the lower income group
- Internal wealth distributions - continue to grow daily.
Why IDN.IDN?

Eliminating the last language barrier  The Internet will be more accessible

Easier to Remember

More people will be exposed to the variety of opportunities  Words are More Comprehensible
• The converted presentation of words/names to English is sometimes awkward or distorted.
• IDN will not be limited only to those who cannot speak English – those who speak will also feel comfortable.
• Companies, web-sites owners and others would prefer to advertise their web-sites using their IDNs.
• Internationalized Emails will also be commonly used locally.
The Right for Cultural Expression

- There is a basic right of every nation and every culture to express freely.
- The Internet is one of the most significant media today - therefore it is a major means of cultural expression.
- Advertisement, signs, TV shows, business cards, company papers, etc. – with all presented material in local languages with the sole exception of the domain name or email address being in English.
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- Advertisement, signs, TV shows, business cards, company papers, etc. – with all presented material in local languages with the sole exception of the domain name or email address being in English.
- The importance of the Internet has also led many companies to use English letters as their names and brands instead of their country's local language, in order to correspond and relate with the company's domain name.
- All of these developments are seen by many as a kind of a cultural enforcement of English over the local language and culture.
IDN.IDN vs. IDN.ascii

- IDN.ascii domain names for languages – such as Chinese, Japanese, Korean, Arabic, Hebrew is not sufficient.
- This partial solution does not eliminate the language barrier.
- This partial solution also does not allow a full and free cultural expression.
- There are some other limitations.
- For example - The Hebrew language is written right to left.

www.דומיין.com

דומיין.קומ

IDN.IDN Is The Ultimate Solution
ניצן צבי אגוזי

חותמה: חסין
שעה: 08:53
רשות: גלי צה"ל

כותרת: חותובת ביא"נ טורבון בברית עם ישראל

ב קריסף: אולב ודיעים מה גם דומין וה נט קומביין אים לא.

יואב קרן בורן טורבון.

יואב קרן: בורן טורבון.
How should IDN TLDs be Implemented?

Technically

- The standards and RFCs published by the IETF should be the guidelines for IDN implementation.
- For an implementation of IDN to be complete and practical – the iTLD would have to be added to the root.
- Otherwise we would again be left with a partial implementation.
How should IDN TLDs be Implemented?

Operationally

- The nomination of an iTLD registry for each language/script by ICANN.
- A bidding process similar to the nomination of a gTLD registry.
- Preference should be given to local parties that have already implemented IDN solutions in their countries.
- Allow the use of any iTLD in the language it is operating that is either parallel in meaning to an existing English gTLD or something selected by local parties to be more meaningful/useful in the native language context.
- All iTLDs implemented should be added to the root just like any other TLDs.
Domain The Net

- An International Registration and Web-Identity Service Provider.
- An ICANN accredited registrar.
- International domain names accreditations and partnerships.
- Develops Cutting Edge Technologies for registration and Web-Identity services.
- Specializes in providing services to ISPs and Corporations.
- Specialized in Brand Security and Protection services.
- The leading domain name registrar in the Israeli market (its ISP customers control 90% of the market).