

KISA's efforts on improving the usability of

한국

June, 2012

KISA



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I. Introduction of .한국(Hanguk) - Overview

Overview

- KISA submits IDN ccTLD fast-track request to ICANN ('09.11)
- KISA passes ICANN's string evaluation & submits delegation request to ICANN ('10.5)
- KISA passes ICANN's string delegation process and becomes the registry of .한국('11.2)
- KISA finalizes registration policy of .한국 ('11.3)
- KISA launches .한국('11.5~)

Structure of .한국

- IDN.IDN(Registrants are allowed to register IDN directly in second level)

Specific Requirements

- Must include at least 1 Hangeul (Korean script) character
- Must contain at least 1 character and shall not exceed 17 characters

General Requirements

- Unicode Hangeul Characters(11,175)
- Letters of alphabet([A-Z], [a-z])
- Digits ([0-9])
- Hyphen ([-])

I. Introduction of .한국(Hanguk) - Sunrise

< Sunrise Period : '11.5 ~ '11.10 >

Phase I(5.25~8.16) : Government bodies and Public Organizations (6,240 registrations as of Mar 1, 2012)

- 1 official name and 1 abbreviated name of the organization

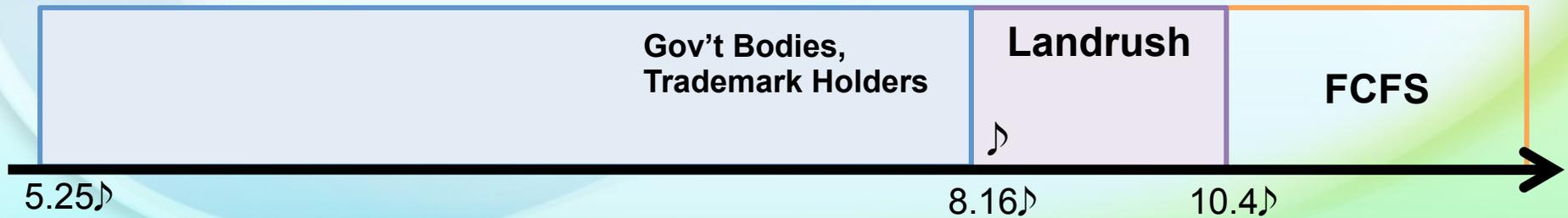
Phase II(5.26~8.16) : Trademark Holders (2,803 registrations as of Mar 1, 2012)

- 1 domain name per trademark

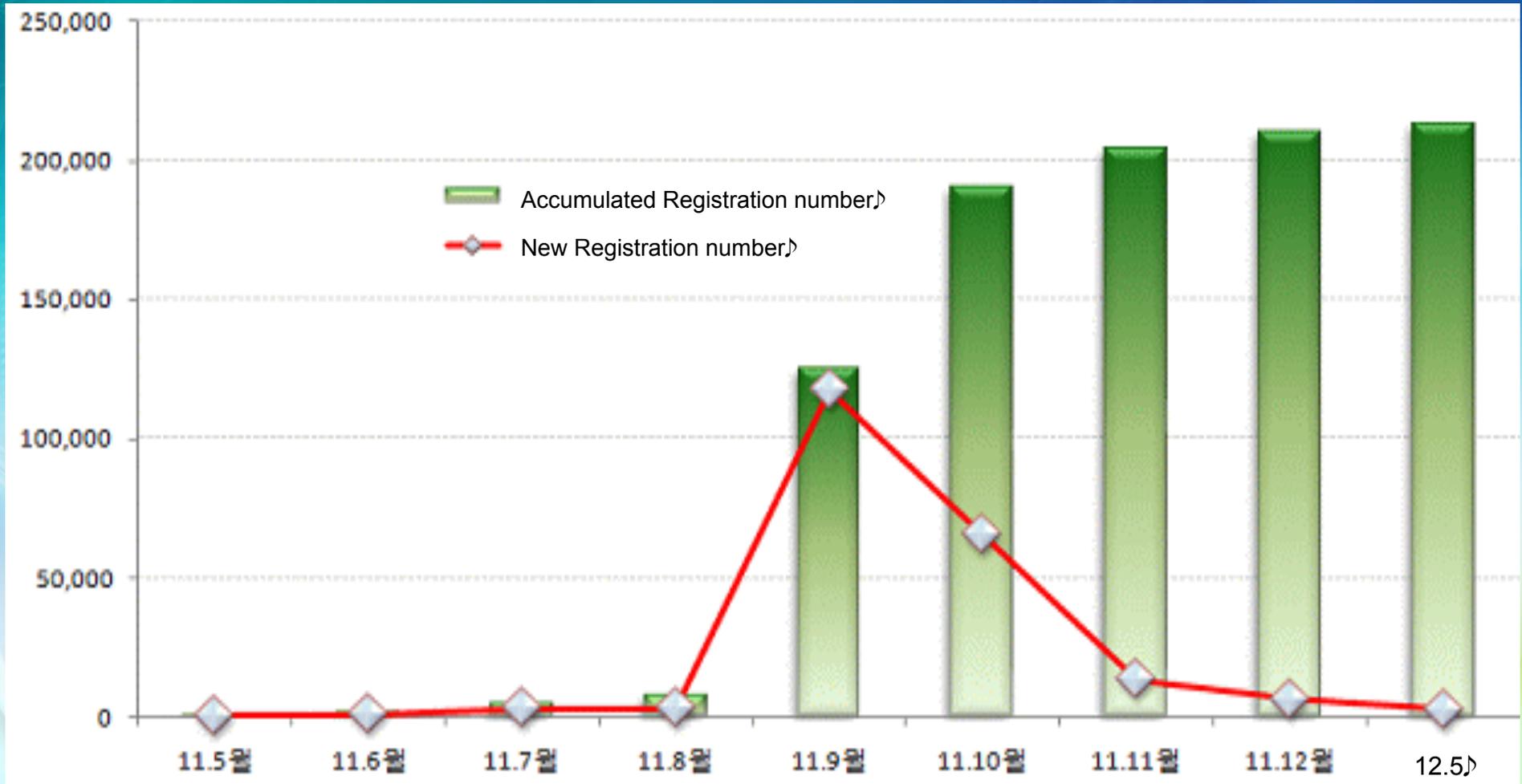
Phase III(8.22~10.4) : Landrush (119,957 registration as of Mar 1, 2012)

- Registrant decided by lot

General Registration(10.6~) : First-Come First-Served Registration



I. Introduction of .한국 – Registration Trend



II. Improving the usability of .한국 – Current Status

IDN Usage Environment - by Category			Findings
Browsers	PC	IE7, IE8, IE9, Chrome, Opera, Safari	OK
		Mozilla Firefox	OK, but shows Punycode version of IDN(XN--)
		Safari, Opera	OK
	Mobile	Android	OK, but shows Punycode version of IDN(XN--)
		Mobile Internet Explorer	Doesn't support IDNs
Application Programs	PC	outlook 2010	Provides automated link for IDNs
		MSWord/PPT/Excel	Provides automated link for IDNs
	Mobile	iOS	Provides IDN link
		Android	Doesn't provide IDN link
Online Search-Engine Advertisement	NBP(naver business platform)		Service Available
	Overture		Service Not Available

II. Improving the usability of .한국 – KISA's efforts

Co-Work with Application Developers, Mobile-Phone manufacturers, Portal Sites and etc, to improve the usability of .한국

(2011) Meetings with Yahoo, Google, MS, Overture, Naver, Daum, Nate and relevant associations to promote cooperation on improving the usability of .한국 ('11. 10 ~ '11.12)

- Global companies such as Google, MS and Overture were not so cooperative due to their internal policy, but some were planning to enhance the usability of IDNs on their next version

(2012) KISA plans to promote int'l cooperation with relevant stakeholders(application developers, mobile-phone manufacturers etc) to improve the usage environment of .한국

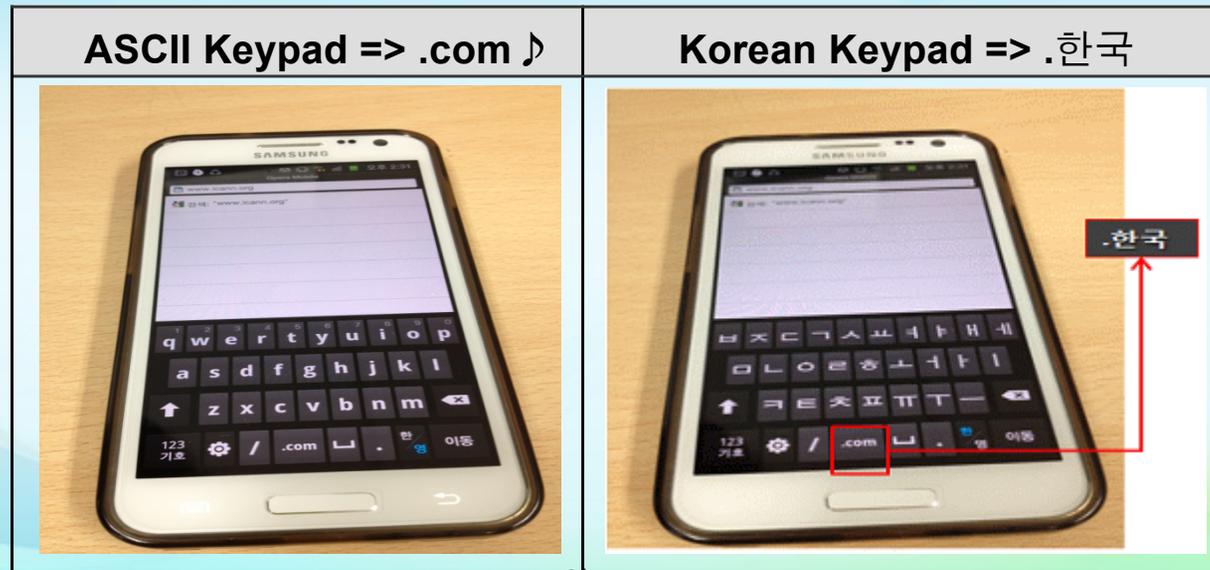
II. Improving the usability of .한국 – KISA's efforts

.한국 Promotion : 2011 Activities and 2012 Plans

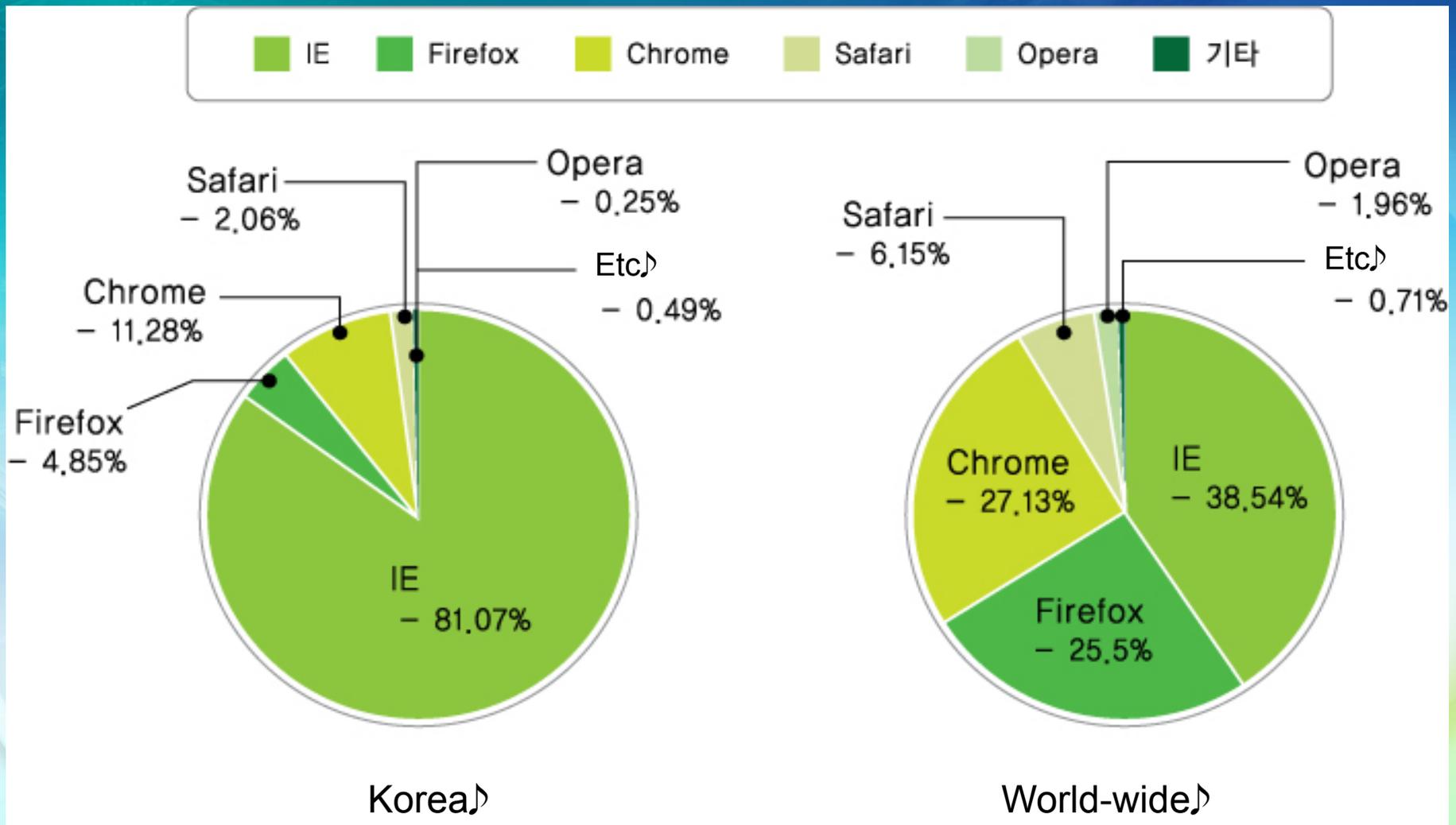
(2011) Press Release, Online Ads, Subway and Bus Ads (May ~ Dec)

(2012) Campaign to promote the use of .한국 domain name for public service homepages with the cooperation of public organizations

(2012) Work with smart-phone providers to include .한국 button on mobile keypads(i.e. Samsung, Apple Korea..)



Usage Rate of Web-browsers : Korea vs World-wide



A hand is shown holding a small globe of the Earth. The globe is detailed with a city skyline and a green tree. The hand is positioned over a blue ocean. The background features a bright blue sky with white clouds, a sun in the top right corner, and several transparent spheres floating in the air. The overall scene is vibrant and optimistic.

Thank you

KISA