KISA’s efforts on improving the usability of

June, 2012
I. Introduction of 한국 (Hanguk)

II. KISA’s efforts on improving the usability of 한국 (Hanguk)
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 Hangul (Korean script) character
- Must contain at least 1 character and shall not exceed 17 characters

General Requirements

- Unicode Hangul 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

Accumulated Registration number

New Registration number

Graph showing registration trend from November 5th to December 5th.
## II. Improving the usability of .한국 – Current Status

<table>
<thead>
<tr>
<th>IDN Usage Environment - by Category</th>
<th>Findings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Browsers</strong></td>
<td></td>
</tr>
<tr>
<td>PC</td>
<td>IE7, IE8, IE9, Chrome, Opera, Safari, Firefox OK, but shows Punycode version of IDN(XN--)</td>
</tr>
<tr>
<td></td>
<td>Safari, Opera</td>
</tr>
<tr>
<td><strong>Mobile</strong></td>
<td></td>
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<tr>
<td>Android</td>
<td></td>
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<tr>
<td>Mobile Internet Explorer</td>
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</tr>
<tr>
<td><strong>Application Programs</strong></td>
<td></td>
</tr>
<tr>
<td>PC</td>
<td>outlook 2010</td>
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<tr>
<td></td>
<td>MSWord/PPT/Excel</td>
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<tr>
<td><strong>Mobile</strong></td>
<td></td>
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<tr>
<td>iOS</td>
<td></td>
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<tr>
<td>Android</td>
<td></td>
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<tr>
<td><strong>Online Search-Engine Advertisement</strong></td>
<td>NBP(naver business platform)</td>
</tr>
<tr>
<td></td>
<td>Overture</td>
</tr>
</tbody>
</table>
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..)

<table>
<thead>
<tr>
<th>ASCII Keypad =&gt; .com</th>
<th>Korean Keypad =&gt; .한국</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="ASCII Keypad" /></td>
<td><img src="image2" alt="Korean Keypad" /></td>
</tr>
</tbody>
</table>
Usage Rate of Web-browsers: Korea vs World-wide

- **Korea**:
  - IE: 81.07%
  - Firefox: 4.85%
  - Chrome: 11.28%
  - Safari: 2.06%
  - Etc.: 0.49%

- **World-wide**:
  - IE: 38.54%
  - Firefox: 25.5%
  - Chrome: 27.13%
  - Safari: 1.96%
  - Etc.: 0.71%
Thank you