Mohamed El Bashir
Manager, Numbering and Internet Domain
ictQATAR
• IDN Fast Track Experience
  – String Evaluation Phase
  – String Delegation Phase

• Qatar Domains Registry
  – Operational Model
  – Rollout Phases

• IDN Expectations & Reality
  - Knowing the End User Requirements
  - Awareness and Piloting Phase
String Evaluation Phase:

- String Requested: قطر.
- The official Name of the State of Qatar in Arabic
- Sponsoring organization: ictQATAR
- No Variant required
- Application sent on 30th November 2009
- Community Support (not clear process, outreach to community stakeholders)
- String Passed Evaluation phase on 22nd March 2011
String Delegation Phase:

- Application for string delegation sent in July 2010
- Another round of community support documentation
- Delegation of منطقه and a redelegation of .qa
- ICANN Board Approval on 28th October 2010
- January 2010 IDN string: منطقه delegated
Qatar Domains Registry

- QDR is responsible for developing and implementing the country’s domain name policy
- We are committed to a policy model that promotes choice for consumers and competition for services
- QDR operate a registry-registrar model for distribution of publicly available domain names and is responsible for accreditation of these registrars
- The QDR web site makes searching for domain names easy, and directs you to the appropriate channels for registration
- The web site provides all the information needed for registrars to become accredited
Open the Internet to Arabic Speakers in Qatar and Around the World

Arabic domain names:

- Can help bridge the digital divide, removing a barrier for many in accessing the Internet
- Spur the creation of more Arabic digital content
- An opportunity to develop applications and software's to support the use of Arabic language online
Business Model

- Competition
- Choices
- Value Added Services

Accredited Registrars
Local/International

Resellers

Registrants – Domain Name Owners
# Types of Qatar Domains

- QDR will manage all Qatar domain names

<table>
<thead>
<tr>
<th>English ( .QA )</th>
<th>Arabic ( .قطر )</th>
</tr>
</thead>
<tbody>
<tr>
<td>myName.qa ( Will be Opened for registration )</td>
<td>الداخلي-الاتصالات.قطر</td>
</tr>
<tr>
<td>myName.com.qa</td>
<td>حكومة.قطر</td>
</tr>
<tr>
<td>myName.net.qa</td>
<td>جامعة.قطر</td>
</tr>
<tr>
<td>myName.name.qa</td>
<td></td>
</tr>
<tr>
<td>myName.gov.qa</td>
<td></td>
</tr>
<tr>
<td>myName.edu.qa</td>
<td></td>
</tr>
<tr>
<td>myName.sch.qa ( new for Schools )</td>
<td></td>
</tr>
<tr>
<td>myName.org.qa</td>
<td></td>
</tr>
<tr>
<td>myname.mil.qa</td>
<td></td>
</tr>
</tbody>
</table>
Qatar Domains Registry Launch
Rollout Phases

- **Phase 1**: Recruit Local International Registrars (March)
- **Phase 2**: Government, Public Sector Registration (May)
- **Phase 3**: IP, Trademarks Owners Business (June)
- **Phase 4**: .QA Public Registration (September)
- **Phase 5**: Public Registration (Qatar)
IDN Customer Experience

- Reach out to your Potential Registrants and at-large
- Understand the different issues and challenges to end users

<table>
<thead>
<tr>
<th>Issue</th>
<th>Agreement</th>
<th>Disagree</th>
<th>Neutral</th>
<th>Unsure</th>
<th>Abstain</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using English language in Arabic websites</td>
<td>44.7% (17)</td>
<td>47.4% (18)</td>
<td>5.3% (2)</td>
<td>0.0% (0)</td>
<td>2.6% (1)</td>
</tr>
<tr>
<td>Supporting Arabic search engines</td>
<td>57.9% (22)</td>
<td>23.7% (9)</td>
<td>5.3% (2)</td>
<td>7.9% (3)</td>
<td>5.3% (2)</td>
</tr>
<tr>
<td>Using long and unclear Arabic domains</td>
<td>36.8% (14)</td>
<td>36.8% (14)</td>
<td>23.7% (9)</td>
<td>2.6% (1)</td>
<td>0.0% (0)</td>
</tr>
<tr>
<td>Incomplete or unclear Arabic text</td>
<td>21.1% (8)</td>
<td>15.8% (6)</td>
<td>21.1% (8)</td>
<td>31.6% (12)</td>
<td>10.5% (4)</td>
</tr>
<tr>
<td>Using Arabic language domains that are not suitable for Arabic</td>
<td>23.7% (9)</td>
<td>31.6% (12)</td>
<td>13.2% (5)</td>
<td>18.4% (7)</td>
<td>13.2% (5)</td>
</tr>
<tr>
<td>Arabic language domains that are suitable for Arabic</td>
<td>42.1% (16)</td>
<td>26.3% (10)</td>
<td>26.3% (10)</td>
<td>5.3% (2)</td>
<td>0.0% (0)</td>
</tr>
</tbody>
</table>
Awareness & Marketing
- Detailed Marketing & Awareness Plan
- Channels (Don’t Forget Social media)
Be Uniquely Qatar with .QA and قطر.

- **Identify yourself as from Qatar**: .qa and قطر. Qatar’s Internet identity, recognized and trusted worldwide.

- **Create strong local identity for digital content**: content that is uniquely Qatar.

- **Help expand Qatar’s digital footprint** regionally and internationally – be proudly Qatari.

- **Get the name you want**: with a shortage of available domain names, Arabic domain names offers you choice and makes you easier to find.

- **Keep your identity secure**: Qatar domain names are kept safe and secure in an independent national registry.
Pilot Sites Already Live
Pilot Sites Already Live
## Challenges – Variants

<table>
<thead>
<tr>
<th>Unicode Code Point</th>
<th>Unicode Name</th>
<th>Character</th>
</tr>
</thead>
<tbody>
<tr>
<td>U+0624</td>
<td>Arabic Letter WAW with HAMZA above</td>
<td>ؤ</td>
</tr>
<tr>
<td>U+0648</td>
<td>Arabic Letter WAW</td>
<td>و</td>
</tr>
<tr>
<td>U+0629</td>
<td>Arabic Letter TEH MARBUTA</td>
<td>ة</td>
</tr>
<tr>
<td>U+0647</td>
<td>Arabic Letter HEH</td>
<td>ه</td>
</tr>
<tr>
<td>U+0622</td>
<td>Arabic Letter ALEF with MADDGA above</td>
<td>آ</td>
</tr>
<tr>
<td>U+0623</td>
<td>Arabic Letter ALEF with HAMZA above</td>
<td>أ</td>
</tr>
<tr>
<td>U+0625</td>
<td>Arabic Letter ALEF with HAMZA below</td>
<td>إ</td>
</tr>
<tr>
<td>U+0627</td>
<td>Arabic Letter ALEF</td>
<td>ا</td>
</tr>
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## Challenges – Variants

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</thead>
<tbody>
<tr>
<td>U+0649</td>
<td>Arabic Letter ALEF MAKSURA</td>
<td>ی</td>
</tr>
<tr>
<td>U+064A</td>
<td>Arabic Letter YEH</td>
<td>ي</td>
</tr>
</tbody>
</table>

- Arabic Language Language Table
- 4 Variant Letters – Confusingly similar
- Variants are Bundled
- Variants Domains are linked to the primary domain – 1 Registration
- Registrant can activate a variant
Thank You

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