IDN Registrar Perspective

ccNSO TechDay, 20 June 2011
Presented by Janna Lam
IDN Fast Track Process

First IDN ccTLD approved on 22 Apr 2010
- Saudi Arabia, United Arabic Emirates, Russian Federation, and Egypt.

First IDN ccTLD in the root zone on 5 May 2010
- Egypt: (مصر Egypt)
- Saudi Arabia: (السعودية AlSaudiah)
- United Arab Emirates: (ا مارات Emarat)
- Russian (.рф) - 12 May 2010
IDN Participation by IP Mirror (1)

ASIA PACIFIC

- Taiwan: .台灣
- Hong Kong: .香港
- Korea: 한국
- Thailand: .ไทย
- Singapore: .新加坡 and .สิงคโปร์
- Sri Lanka: .ලංකා and .இலங்கை
IDN Participation by IP Mirror (2)

MIDDLE EAST

- Egypt: مصر
- Jordan: الأردن
- Qatar: قطر
- Palestinian Territories: فلسطين
- Israel (Hebrew)
IDN Participation by IP Mirror (3)

**GTLD**
- ORG (Cyrillic)
- ASIA (Chinese, Japanese, Korean)

**OTHERS**
- Estonia (Estonian)
- Slovenia (Slovenian)
- Ukraine (Cyrillic)
Types of Implementation

- **Sunrise - Government phase**
- **Sunrise - Trademark phase** (priority given to do trademark holders with arabic script trademark)
- **Sunrise - Priority to existing holder of IDN.sg**
- **Grandfather phase - For .台灣 and .香港** (corresponding IDN domain under .TW and .HK automatically reserved) - Bundling
- **. 한국 and IDN.EE** - submission of documents via EPP
.ASIA IDN Phases

- Registered Marks - in any country
- Registered Entity - exact match of entity name located in CED country
- Registered ASCII .asia - existing registrant
- Registered IDN in any ccTLD located in CED country
- Extended Protection - combine TM, word or phrase to form a domain name

ALL PHASES LAUNCH AT ONE GO
Problems of Implementation

- Different rules and regulations in different phases
- Collection of different types of documents and information
- Control of timing in between phases

How did IP Mirror handle it?
ccTLD Box®

Register all domains in the world instantly
Features of ccTLD Box

- Ability to configure different phases in line with policy-TM phase, locality restriction, unique requirements such as doc submission
- Ability to set timing of each phase launch
- Ability to configure the difference language tag
- Ability to set minimum & maximum characters
- Ease of implementation & many more features
## Evaluation Chart (1)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>IDN Ready</td>
<td>Yes</td>
</tr>
<tr>
<td>Languages Supported</td>
<td>All Languages</td>
</tr>
<tr>
<td>Cost of ownership</td>
<td>Low - Configurable business rules, Hosted platform</td>
</tr>
<tr>
<td>Maintenance Release Costs</td>
<td>Very Low - Free updates up to 4 times a month</td>
</tr>
<tr>
<td>Scalability</td>
<td>Configurable business rules; consistent response times</td>
</tr>
<tr>
<td>High Availability</td>
<td>Application and hardware level</td>
</tr>
</tbody>
</table>
# Evaluation Chart (2)

<table>
<thead>
<tr>
<th>Feature</th>
<th>Specification</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Gateway</td>
<td>Paypal, WorldPay, Asiapay, Inipay, Alipay &amp; more</td>
</tr>
<tr>
<td>Email Templates</td>
<td>Fully configurable with ability to add your own</td>
</tr>
<tr>
<td>Multi-currency</td>
<td>Offer any combination of currencies</td>
</tr>
<tr>
<td>Promotion Campaigns</td>
<td>Over 50 types e.g. BOGOF, auto calculation of rebates</td>
</tr>
</tbody>
</table>
| One system for Registry & its Registrars | YES - Registry Shopping Cart  
Registrar Shopping Cart                |
Conclusion

- Registries show a lot of creativity
- Language barrier
- Challenging process
- Usability
- Localization
- Why IDN? More education needed
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Thank You