CCNSO Members Meeting
22\textsuperscript{nd} June 2011
Norsuzana Harun
Senior Manager Operations

IDNs at the Second Level at .my
1. IDN in Malaysia
2. Committees
3. Test Bed Experience
4. Issues & Challenges
5. Launching Plan
6. What Next?
Where is Malaysia?
1) Malaysia is a multiracial country
   - Malay (Jawi)
   - Chinese (Simplified Chinese)
   - Indian (Tamil)
   - Others

2) National language is Bahasa Malaysia (Malay)
   - Official education system uses Latin script (a – z and 0 - 9)
   - People in Malaysia basically understand and able to write all Latin script
1. Many Malaysians have no issues to use Latin script domain name
   - www.fashion.my => English
   - www.fesyen.my => Bahasa Malaysia (Malay)
2. IDN is more on social / community / cultural preservation instead of the commercial need
About myIDN

myIDN is one of the .my DOMAIN REGISTRY Research and Development projects

Objectives

- To represent Jawi, Chinese and Tamil characters in .my Domain Name
- Gain knowledge and experience of using multi language domain names and share it with the Internet community
- Expand a unique identity of Malaysian domain name
- Enhance DNS technology at .my ccTLD.
- As a preservation of heritage
myIDN Development

Language

Technical

Policy

Awareness through Regulator’s support
Committee support

- Language
  - Sub-Committees for Jawi, Chinese & Tamil linguistic experts from Institute of Language & Literature (*Dewan Bahasa & Pustaka*) which is under the Ministry of Education, University Putra Malaysia, University Technology Malaysia, University Malaya and University Kebangsaan Malaysia, PENJAWIS and Teachers’ Training Colleges in Malaysia

- Technical
  - Software Developers:-
    - Muthu Nedumaran, Nik Muhammad bin Nik Abdul Kadir & William Tan, University Technology Malaysia and KOMPAKAR

- Policy
  - MCMC, National University of Malaysia Faculty of Law, CyberSecurity Malaysia, Multimedia Development Corporation (MDEC) & Lawyers
Regulator’s support

- The Malaysian Communications & Multimedia Commission (MCMC)
  - Appointed .my DOMAIN REGISTRY to manage & maintain an integrated electronic address database under the Communications & Multimedia Act (CMA) 1998
- IDN Forum from 9th to 10th July 2009
  - Hosted by MCMC
  - Updates from Technical & Language Committees
- IDN Seminar on 19th April 2011
  - Hosted by MCMC
  - Over 100 participants attended from ministries, government agencies & educational institutions
  - More than 10 participants (mainly educational institutions) registered domain names
IDN Seminar on 19th April 2011
Test bed

- myIDN test bed was launched in 2009 (Jawi) & 2010 (Chinese & Tamil)
- Zone: idn.my
- Pointed to live root servers
- Supported 3 scripts
- 337 participants registered myIDN testbed
- Closed on 15th November 2010

Results:

<table>
<thead>
<tr>
<th>Language</th>
<th>Domain Registered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jawi</td>
<td>45</td>
</tr>
<tr>
<td>Chinese</td>
<td>70</td>
</tr>
<tr>
<td>Tamil</td>
<td>3</td>
</tr>
</tbody>
</table>
Online Market Survey

Market survey on IDN from 15th June to 31 July 2010

- Objective: To study the readiness of the Malaysian local internet community in accepting IDN in general, particularly in Jawi, Chinese and Tamil domain names
- 23 questions has been asked in the Survey
- 677 participants comprising of
  - .my Domain registrants
  - Schools
  - government agencies
- 74% said it was right time to introduce IDNs in Malaysia
- 70% said IDNs in Malaysia should be introduced at the Second Level
Malay Language Table to IANA

- Submission of Jawi (Old Malay script) language table to IANA in July 2010
# Technical Issues (Jawi)

## 1. Rules of the Jawi number

<table>
<thead>
<tr>
<th>Website</th>
<th>Jawi Number</th>
<th>Correctness</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.rama-rama.my">www.rama-rama.my</a></td>
<td><a href="http://www.%D8%B1%D8%A7%D9%85%D8%A7.%D8%B1%D8%A8%D9%85%D8%A7.my">www.راما.ربما.my</a></td>
<td>✓</td>
</tr>
<tr>
<td><a href="http://www.rama22.my">www.rama22.my</a></td>
<td><a href="http://www.%D8%B1%D8%A7%D9%85%D8%A7.%D8%B1%D8%A8%D9%85%D8%A7.my">www.راما.ربما.my</a></td>
<td>✗</td>
</tr>
<tr>
<td><a href="http://www.999.my">www.999.my</a></td>
<td><a href="http://www.%D9%A9%D9%A9%D9%A9.my">www.٩٩٩.my</a></td>
<td>✗</td>
</tr>
<tr>
<td>Mix Jawi number &amp; ASCII number</td>
<td><a href="http://www.%D9%A9%D9%A9%D9%A9.my">www.٩٩٩.my</a></td>
<td>✗</td>
</tr>
<tr>
<td>Mix Jawi alphabet &amp; ASCII number</td>
<td><a href="http://www.%D8%B1%D8%A7%D9%85%D8%A7.%D8%B1%D8%A8%D9%85%D8%A7.my">www.راما.ربما.my</a></td>
<td>✓</td>
</tr>
</tbody>
</table>
Technical Issues (Jawi)

2. Jawi Letter Hamzah Three Quarter
   - Use in daily Jawi
   - Not in Unicode table
   - Can’t convert to punycode

Here are some words Jawi Letter Hamzah Three Quarter in our daily Jawi writing (Reference: Daftar Kata Bahasa Melayu Rumi- Sebutan –Jawi Jilid 1 pg 83)

Aising  
Aileron  
Audio

IDN 2LD Implementation Plan

2LD IDN in Malaysia will be in 3 language (Jawi, Chinese, Tamil) scripts

Launch in 3 Phases - Jawi (year 2011)

Phase I  Phase II  Final Launch

3 months  1 month  3 months  2 months
(Late Jan-Apr) (May)  (Jun-Aug)  (Sep-Oct)
## Launching Schedule

<table>
<thead>
<tr>
<th>Phase</th>
<th>Duration</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Application open for government agencies and government educational entities only</td>
<td>9am 24 January 2011 – 5pm 30 April 2011</td>
<td>Submit via .my DOMAIN REGISTRY</td>
</tr>
<tr>
<td>Application open for existing .my domain name registrants</td>
<td>9am 1 Jun 2011 – 5pm 31 August 2011</td>
<td>Submit via .my DOMAIN REGISTRY Acceptance of applications from public on first-come- first-served basis</td>
</tr>
<tr>
<td>Public Launch</td>
<td>TBC</td>
<td></td>
</tr>
</tbody>
</table>

There are no confirmed dates yet for Chinese and Tamil IDNs, target launch by 2012
<table>
<thead>
<tr>
<th>IDN</th>
<th>Punycode</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>وجهر.my</td>
<td>xn--rgbk9dd.my</td>
<td>Jabatan Wakaf Zakat dan Haji (GOV)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jabatan Perdana Menteri</td>
</tr>
<tr>
<td>مفك.my</td>
<td>xn--dhh51a.my</td>
<td>Majlis Perbandaran Kuantan</td>
</tr>
<tr>
<td>دوماءينريغيستري.my</td>
<td>xn--ggb1krmbm4llqzcad903b</td>
<td>MYNIC BERHAD</td>
</tr>
</tbody>
</table>
Conclusion

- IDNs will work in all major browsers (include mobile phones)
- IDN Email is already working
- Will it affect SEO? (local content with local language URLs)
- Applications will start adopting/using IDNs

BUT

WILL IDNS WORK IN THE.....
Local Content Industry?

- Some website contents are in Jawi, Chinese & Tamil:

- 24 Jawi IDN registrations as at 16 June 2011
- Rolling out to Schools
- Whether local content industry will embrace IDNs remains to be seen
THANK YOU
TERIMA KASIH

www.domainregistry.my
http://rnd.domainregistry.my/idn
Email : idn@domainregistry.my

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