Prefecture-type JP domain names and its IDN version

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Hiro Hotta <hotta@jprs.co.jp>
Consultation with the community

In 2010

Before the launch of prefecture-type JP Domain name

• Typical observation from the users
  – geographic gTLDs
    • Some big prefecture/city names would emerge as new gTLDs
      * .tokyo  * .kyoto
      * .osaka  * .nagoya
      * .okinawa  * .ryukyu
    • But small prefectures/cities would not have their own gTLDs

• Demand from the community:
  • To create domain name spaces for all 47 Japanese prefectures in a neutral and homogeneous way
  • Not to focus on domain name spaces only for big prefectures / cities, as business-oriented registries might do
Prefecture-type JP Domain name

• Launched in Nov. 2011
  – E.g., ○○.tokyo.jp

• main purpose
  – vitalizing / visualizing local activities

• basic registration policies
  – registration as 3LD
  – any organization or individual can be a registrant
  – local presence in the prefecture not required
    • presence in Japan is still required as in the case with other JP domain space
  – multiple domain names can be registered by 1 registrant
  – registration in all 47 domain name spaces is managed by JPRS
# of prefecture-type JP registration

# of registration at the end of each month
Trend of registration

- trademark application
  - many national brands
  - 29 labels are applied for
  - in all 47 prefectures
    - ASCII:20, IDN:9
    - product or service names with nation-wide market
    - company names with branches all-over Japan
  - prefectures with largest number of application
    - TOKYO (top in population as well)
    - KYOTO (13th in population; many scenic spots and specialty products)

- landrush application
  - many common nouns
    - blog.kanagawa.jp, magazine.chiba.jp,
      美容室.aichi.jp, お仏壇.toyama.jp

- FCFS
  - many names of local specialty products, scenic spots, local events

<table>
<thead>
<tr>
<th></th>
<th>trademarks</th>
<th>landrush</th>
<th>total</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASCII</td>
<td>1,065</td>
<td>1,379</td>
<td>2,444</td>
</tr>
<tr>
<td>IDN</td>
<td>475</td>
<td>464</td>
<td>939</td>
</tr>
<tr>
<td>total</td>
<td>1,540</td>
<td>1,843</td>
<td>3,383</td>
</tr>
</tbody>
</table>
Voices

• Local brandings such as local mascot characters and specialty products can be promoted by prefecture-type JP in all 47 prefectures. (advertisement agency)

• With prefecture-type JP, local businesses can profile themselves as 'local' and attract attention from local community. In addition, search engines may empower potential clients in finding them. (net business consultant)

• Prefecture-type JP interests audience in IT seminars hosted by local chamber of commerce or local government. (registrar)

• Nation-wide uniqueness of a domain label has been a hurdle to register a good name even for local use. Prefecture-type JP is a trigger to create more web sites targeted to specific local audience. (registrar)
IDNs in prefecture-type JP

as of 1 October, 2014

<table>
<thead>
<tr>
<th>type</th>
<th># of registrations</th>
<th>(# of IDNs)</th>
</tr>
</thead>
<tbody>
<tr>
<td>General-use-type (2LD registration)</td>
<td>936,922</td>
<td>(121,934)</td>
</tr>
<tr>
<td>Prefecture-type (3LD registration)</td>
<td>12,163</td>
<td>(3,022)</td>
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<tr>
<td>organizational-type (3LD registration)</td>
<td>435,408</td>
<td></td>
</tr>
<tr>
<td>total</td>
<td>1,384,493</td>
<td>(124,956)</td>
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</tbody>
</table>

- Prefecture-type JP domain names
  - FCFS launched in November 2012
  - format: ○○.tokyo.jp : for Tokyo prefecture
  - 25% are IDN
    - cf.13% in the space of SLD registration ○○.jp launched in 2001
    - Local products/service/shop/hotel/… names are usually written in local characters
Next step of prefecture-type JP

Introducing IDN prefecture labels

• More IDN-flavor in prefecture-type JP will enable
  – higher impression of the domain labels
    • Local products’ name followed by prefecture name, where both names are in Japanese string, would give more impression than English strings
  – higher SEO scores of domain names that embrace exact search keywords

• Service
  – to be launched in November 2014
  – Format ○○.東京.jp e.g.)タワー.東京.jp