IDNs under the Fast Track

Egypt’s Experience
String Evaluation …

Importance of early coordination among ACs/SOs

- Agreed Process
- Clear Steps
- Smooth Implementation
- Predictable Output
IANA Delegation …

Importance of having IANA on board in the process (the PDP now) to the best of both:

- The Applicant
- The IANA
National Preparations …

• Think out of the box when setting policies
• Try to maintain and build on current end-user experience
• Ensure appropriate awareness
• Ensure appropriate marketing & branding
• Make sure to continue beyond IDNs
Importance …

• Identity & culture protection
• Easier guessing, learning & recalling of domain names
• Accuracy in Trademarks protection
Opportunities …

• Growth in number of users
• Breakthrough in new users segments
• Increase in online communications, services & activities
• Increase in local online content, an opportunity for local content industry
• Increase in opportunities of ISPs from the region getting into the registry/registrar business (currently only 2)
Thank You

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