IDNs State of play
ccNSO meeting, ICANN Singapore, 21 June 2011
Data sources

- CENTR A-level survey, January 2010
- CENTR-EURid survey, 2011, on IDN deployment
- One-on-one contact with registries
- Analysis of publicly available data
- Collaboration with UNESCO and review of UNESCO materials on multilingualism
The study

- Analyses the deployment of IDNs at the second level
- Looks into the first experiences of the implementation of IDN.IDN
- Shows registries’ views on IDN uptake
- Presents conclusions on the correlation between IDNs and multilingualism
Adoption of IDNs

2009:
- No
- Considering IDN deployment
- Preparing IDN launch
- Yes

2010:
- No
- Considering IDN deployment
- Preparing IDN launch
- Yes

Number of registries
Link with locality

- 93% IDNs reflect national language only
- 7% Extended IDNs deployed
Growth rate

![Graph showing annual growth rates for various TLDs in Europe. The graph compares the IDN growth rate and the whole register growth rate. The TLDs are represented as bars, with TLD 4 showing the highest growth rate among the European TLDs.]

- **Annual Growth (%)**
- **European TLDs**
  - TLD 1
  - TLD 2
  - TLD 3
  - TLD 4
  - TLD 5
  - TLD 6
  - TLD 7

- **Color Legend**
  - Dark blue: IDN growth rate
  - Green: Whole register growth rate
.eu and IDNs - Greek
.eu and IDNs - Cyrillic
Registries’ view on IDN uptake

How does the uptake of IDN registrations relate to your expectations? (19 responses)
- 5% far below expectations
- 11% 0
- 32% 1
- 32% 2
- 11% 3
- 11% 4

How well are IDNs supported by your registrars? (17 responses)
- 12% far below expectations
- 24% 0
- 41% 1
- 24% 2

How would you rate end-user awareness of IDNs? (18 responses)
- 6% far below expectations
- 22% 0
- 22% 1
- 22% 2
- 22% 3
- 17% 4
- 11% 5

exceeds expectations
Conclusions

- Introduction of IDNs, a milestone to support multilingualism on the Internet

- As soon as IDN.IDN will go through a full registration lifecycle, the degree of user acceptance will become clearer (for example, through an analysis of the renewal rates)

- IDNs are only one factor in achieving a multilingual Internet
Thank you

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