TWNIC Chinese EAI Promotion

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idn.tw & idn.台灣 registrations

idn.tw open for registration on 2001.2.16

idn.台灣 open for registration on 2010.10.14

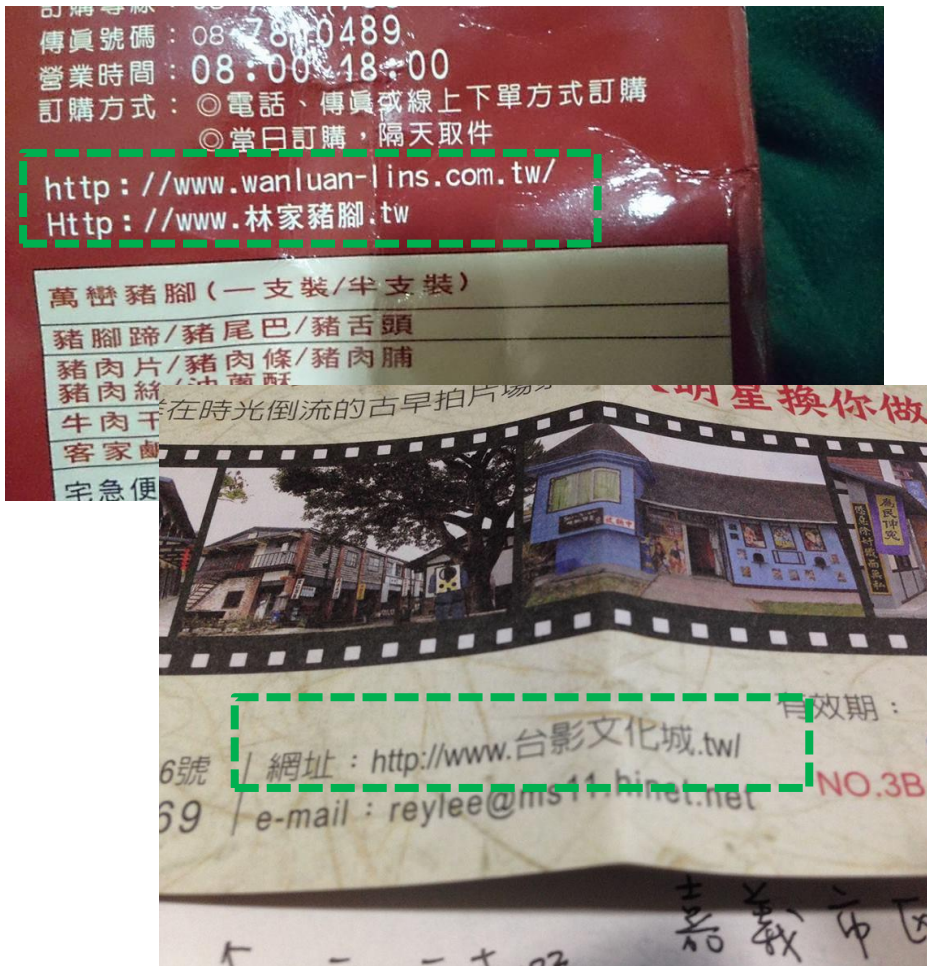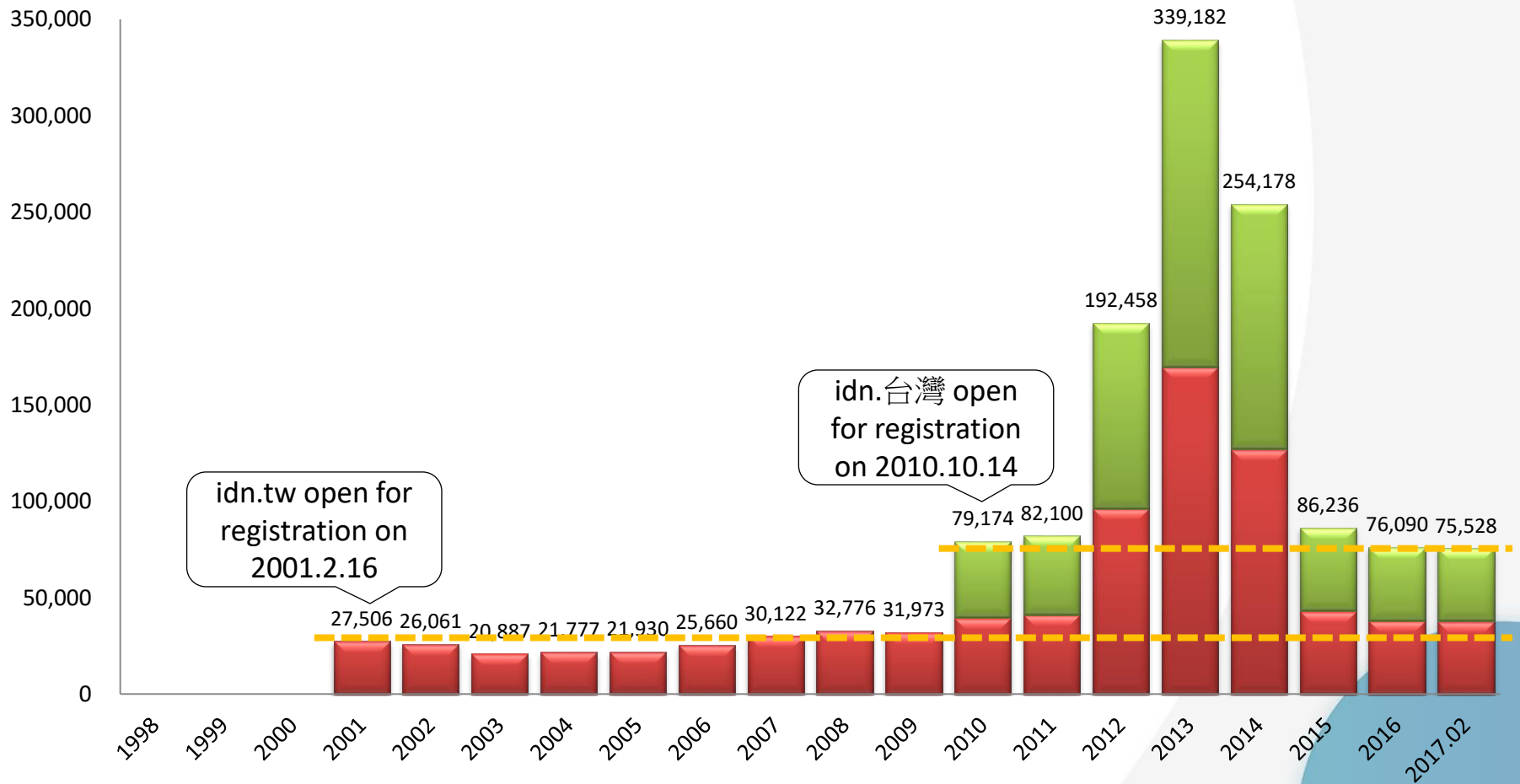| Year	Value
2001	27,506
2002	26,061
2003	20,887
2004	21,777
2005	21,930
2006	25,660
2007	30,122
2008	32,776
2009	31,973
2010	79,174
2011	82,100
2012	192,458
2013	339,182
2014	254,178
2015	86,236
2016	76,090
2017.02	75,528
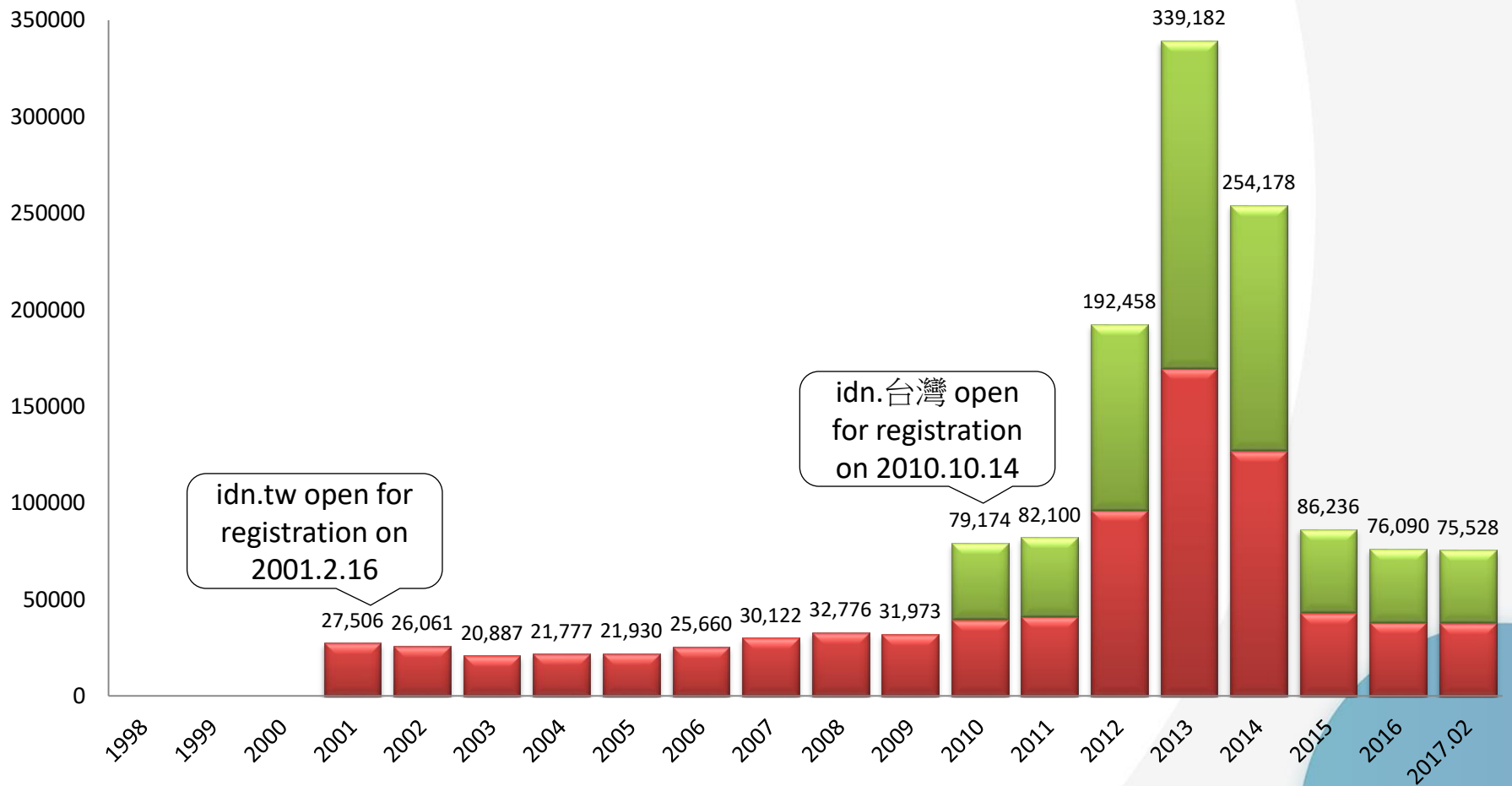
idn.tw & idn.台灣 cases

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idn.tw & idn.台灣 registrations

The supply is there. But question is: how to increase the demand?

We believe EAI is one of the opportunities …….

4 Stages of TWNIC EAI Development

Preparation
2003-2006

Experiment
2007-2012

Implementation
2013-2014

Promotion
2014-

Stage 1-Preparation (2003~2006)

- Set up TWNIC i-Email Task Force
- Collaborate with some ccTLDs on CDNC meeting/JET meeting
  - Discuss about i-Email issues
  - Discuss possible solutions
  - Outline of framework
- Participate IEE BoF on IETF 64
- Join EAI WG on IETF 65
  - experimental RFCs
  - Gather experience
  - Standard track

Stage 2- Experiment (2007~2012)

- Conduct EAI Testing Plan
    - Set up a test-bed
    - Modify sendmail software to implement EAI WG draft (SMTP, UTF-8header, Downgrade)
    - Develop plug-in for MUA to send, receive and display i-Email address
    - Participate the EAI function test including CNNIC, JPRS, NIDA, Afilias and TWNIC registrants .
    - Around 6000 users participating the test mentioned above (400 active users, 1000 average number of emails /per day)
- Publish RFC 5335 Internationalized Email Headers (2008) and RFC 6532 Internationalized Email Headers (2012)
    - RFC 6532 is the replacement of RFC 5335 (obsoleted by RFC 6532)

Stage 2- Experiment (2007~2012)

- Search for an appropriate partner to implement EAI's RFC
  - Our concerns
    - the enthusiasm of participating in EAI
    - the ability of handling complex Mail server software
    - the modifiability of existing mail server architecture
    - the coverage of mail services
  - Openfind Mail 2000
    - Over 20,000,000 user accounts in Asia
    - government 55%, telecom 80%, academic 60%

Stage 2- Experiment (2007~2012)

- Interoperability test among other ccTLDs
  - Mail server: Openfind mail2000 Version 6 with EAI patch
  - MUA: mail2000 webmail
  - Participated the interoperability test group including CN, SG, MO,HK, and TWNIC staffs.
  - Held technical press conference in June 2012.

Stage 3 - Implementation (2013~2014)

Step 1
RFC 6531 / RFC 6532

- Web UI+CGI -support UTF-8 e-mail address name, domain name, login
- SMTP-support SMTP Extension
- MIME-Header and Message

Step 2
RFC 6857 / RFC 6858 / RFC 6533

- Downgrade- Downgrade for outside recipients, MUAs
- Notification –Delivery status and Disposition notification

Step 3
RFC 6855 / RFC 6856

- Support MUAs with UTF-8 enabled
- Support other MTAs with UTF-8 enabled

Stage 4 - Promotion (2014~)

- Step 1.
  - Provide EAI technical /conceptual training courses for vendors and users respectively.
- Step 2.
  - Survey the willingness of upgrading mail server software and MUA software for all vendors.
- Step 3.
  - Encourage the mail server vendors and mail service providers to implement EAI RFCs.

Stage 4 - Promotion (2014~)

- Step 4.
  - Conduct a trial program with designated hostname
    - TWNIC provides email service with designated hostname IDN.IDNccTLD (台網中心.台灣).
    - Register one IDN, get one free Internationalized E-mail account @ designated hostname.
    - For the users with the above hostname, they can send/receive EAI email via webmail.
  - 646 people participated in Step 4 program (Jul-Dec 2013)
    - 64.24% completed the required tasks
    - 81.69% felt satisfied with EAI experience
    - Easy to remember (70.00%) and personal representation (61%) are the advantages of Chinese EAI
    - 66.74% will apply his/her own EAI in the future

Stage 4 - Promotion (2014~)

- Step 5.
  - Conduct a trial program with user's own IDN
    - Register one IDN, get one free Internationalized E-mail account @ user's own IDN , hosted by TWNIC .
    - Set up an IDN-to-ASCII mapping table for communicating with the other ASCII-only e-mail users.
  - 366 people participated in Step 5 program (Mar-Jun 2014)
    - 55.46% completed the required tasks
    - 87.68% felt satisfied with EAI experience
    - 74.03% felt no difficult with DNS setting
    - 78.33% will apply his/her own EAI in the future
    - 54.19% will register IDN domain because of EAI.

Stage 4 - Promotion (2014~)

- Current Step.
    - Since Gmail and Outlook 2016 support EAI, TWNIC conducts a program with user's own IDN Register one IDN, get one free Internationalized E-mail account @your IDN , hosted by TWNIC .
    - Users are required to add his/her EAI account in Gmail or Outlook 2016 and send/receive email (complete required tasks) via Gmail or Outlook 2016.
    - It is to let users to experience that sending/receiving email with EAI account is same as ASCII account .

    http://www.twnic.net.tw/eai/

Stage 4 - Promotion (2014~)

Stage 4 - Promotion (2014~)

Question?

www.twnic.net.tw