



MINISTRY OF INFORMATION AND COMMUNICATIONS
VIETNAM INTERNET NETWORK INFORMATION CENTER

The development of IDN .vn domain names

PHAN Nguyen Ngoc Anh | VNNIC | 15 Mars 2017

Overview

The Vietnamese internationalized domain names (IDN) are second level IDN under ccTLD .VN

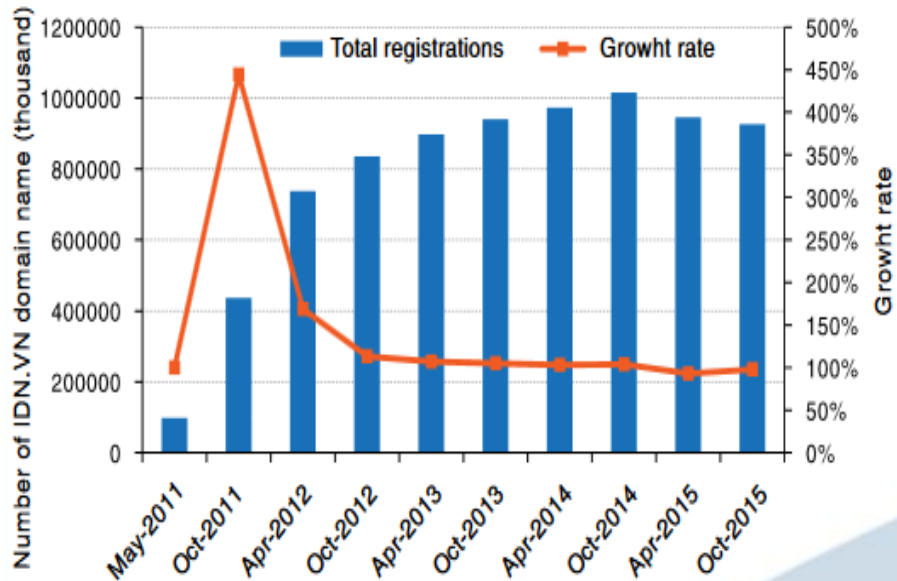
Registry: Vietnam Internet Network Information Center (VNNIC)

Targets of VNNIC research project on the application of Vietnamese language in domain name system

- Promoting trademark in our local language;
- Preserving and promoting the character of Vietnamese culture on the Internet.

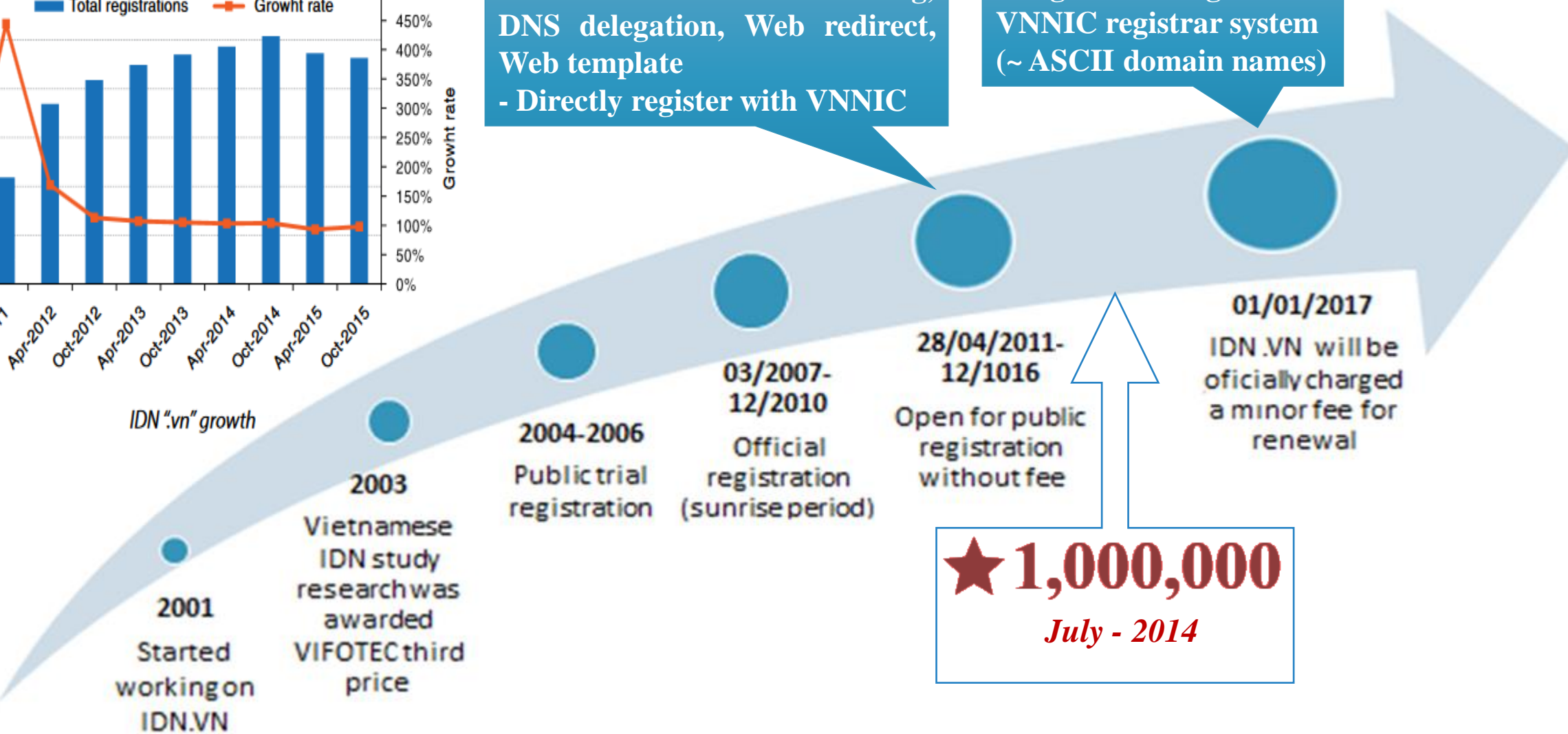


IDN.VN implementation process and achievements



- 4 free services: DNS hosting, DNS delegation, Web redirect, Web template
 - Directly register with VNNIC

- Register through VNNIC registrar system (~ ASCII domain names)

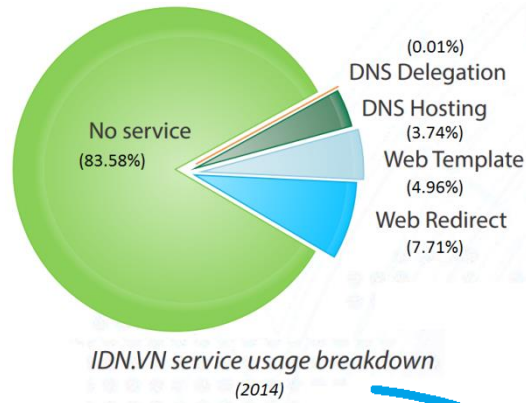
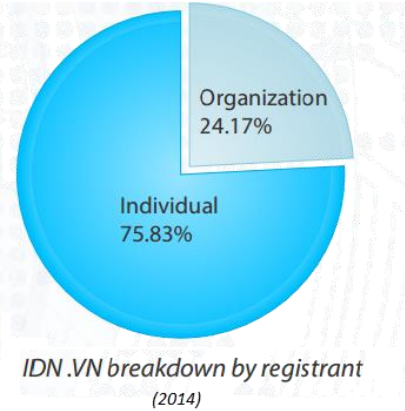


★ **1,000,000**
July - 2014

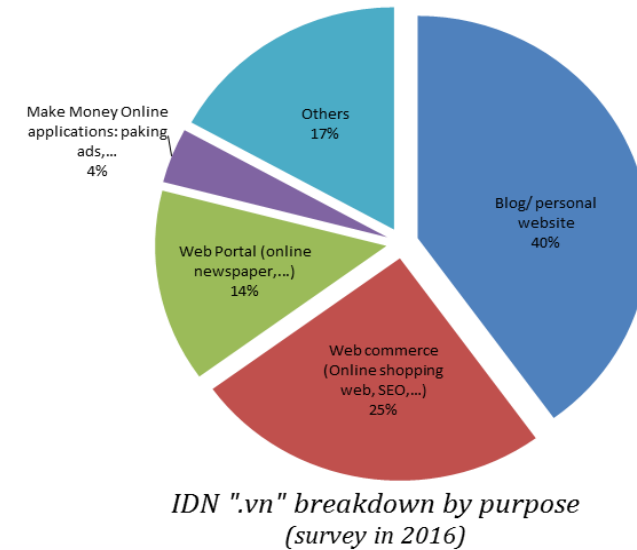
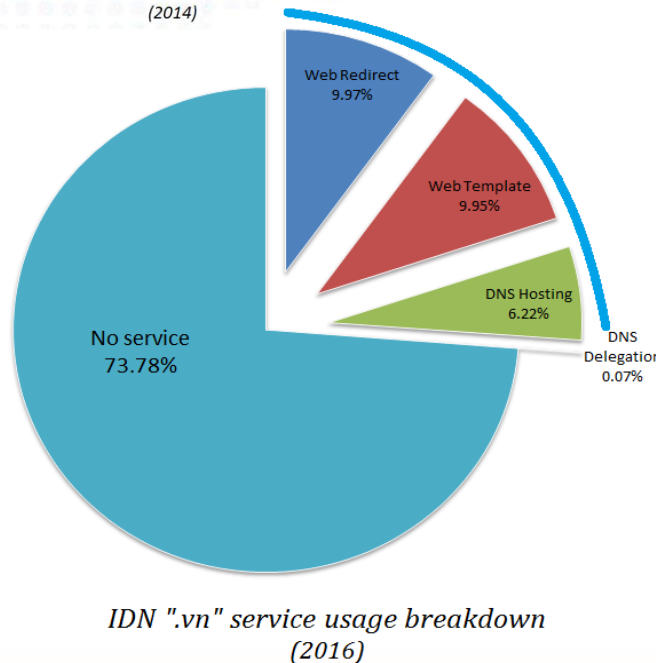
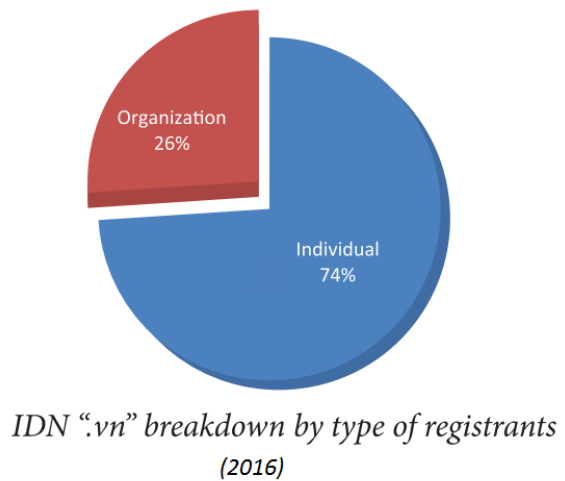


Our research and the obstacles

Status quo



- The active IDNs .VN rate (usage rate) only varies from 15% to 30%.
- Most registrant want to reserve in advance a/some concerned IDN .VN domain name without purpose.



Our research and the obstacles

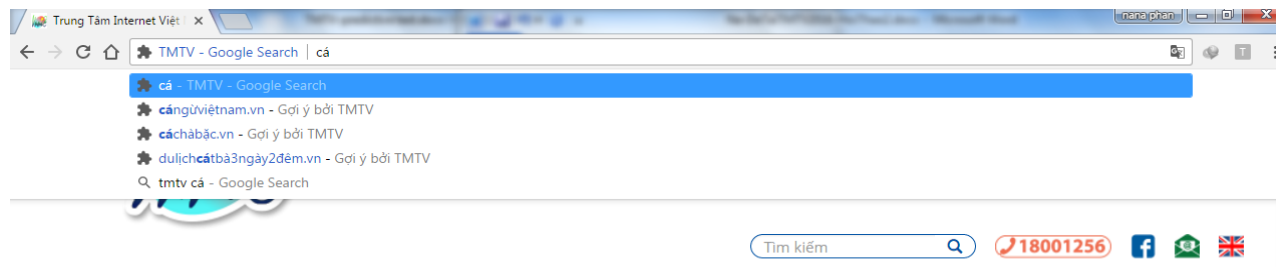
Survey and analysis

- A survey in summer 2016 to evaluate the IDN .VN actual situation.
- The most difficulties that a registrant can have in using an IDN .VN:
 - Keyboard and the way to query an IDN .VN domain name: Typing an ASCII .vn domain name is more fast and exact than typing an IDN .vn.
 - Low user awareness about IDN .VN.
 - Universal acceptance of IDN: Supports for IDNs across browsers, email, and Internet applications are pretty poor until now.
 - Others: marketing/support quality, registration policies,...



Solutions

- Target: Making IDN .VN more “friendly”.
- Solutions:
 - An easier way to query an IDN .VN: VNNIC technical team created predictive text extensions for most popular Internet browsers.



- Improvement in user awareness about IDN .VN via social networks and media.
- Improvement in universal acceptance for IDN.vn.
- Since 01/01/2017, all procedures and policies are the same as ASCII .vn domain name → The use of IDN.VN certainly easier.



Thank you

PHAN Nguyen Ngoc Anh

Domain Support Team - Vietnam Internet Network Information Center (VNNIC)

Email: pnanh@vnnic.vn / domain-support@vnnic.vn

Tel: +84-4-35564944, Ext: 901

