

Prefecture-type JP domain names and its IDN version

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Consultation with the community

In 2010

Before the launch of prefecture-type JP Domain name

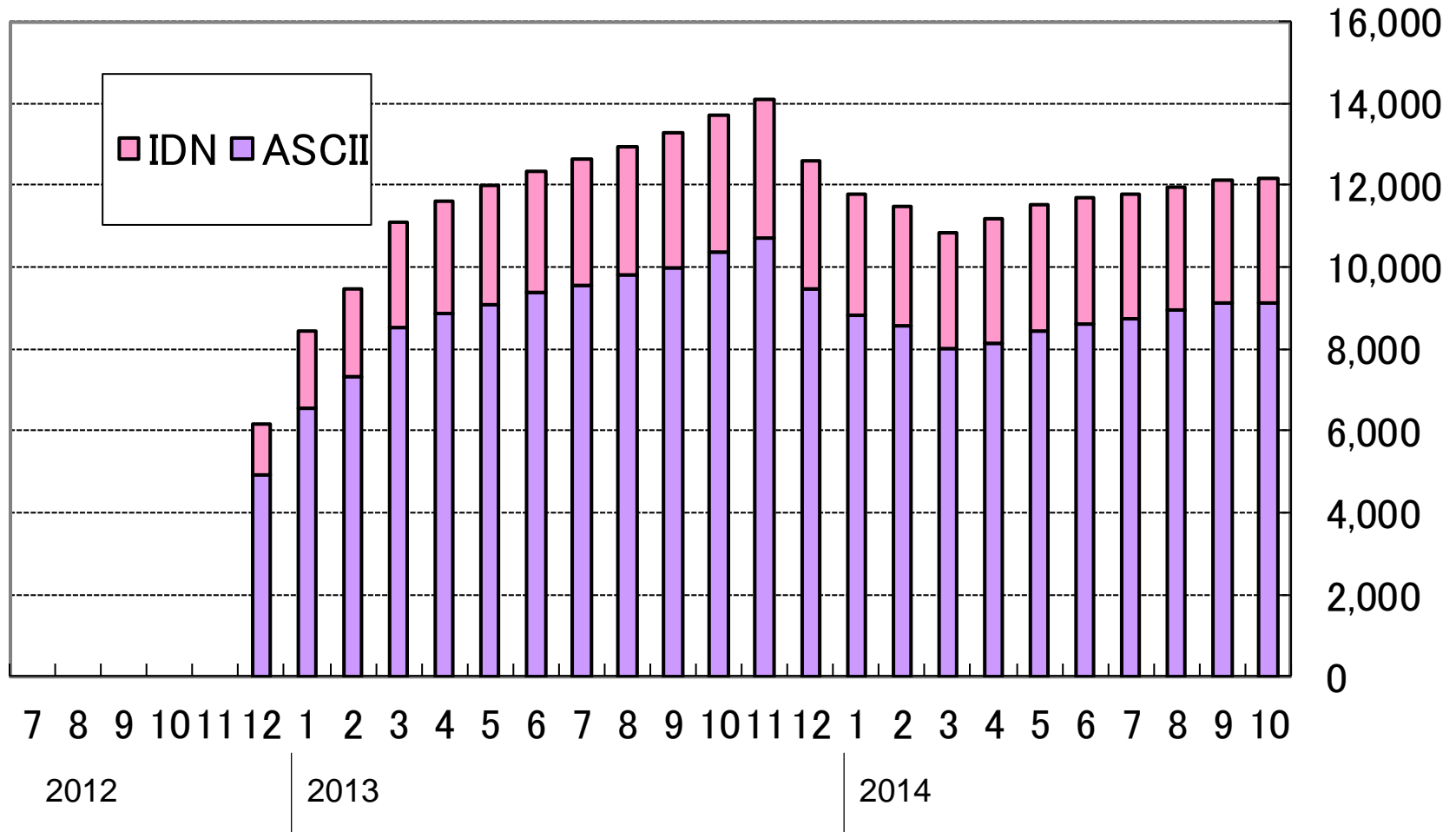
- Typical observation from the users
 - geographic gTLDs
 - Some big prefecture/city names would emerge as new gTLDs
 - * .tokyo
 - * .kyoto
 - * .osaka
 - * .nagoya
 - * .okinawa
 - * .ryukyu
 - But small prefectures/cities would not have their own gTLDs
- Demand from the community :
 - To create domain 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

	trademarks	landrush	total
ASCII	1,065	1,379	2,444
IDN	475	464	939
total	1,540	1,843	3,383

beauty salon

family altar

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

type	# of registrations (# of IDNs)	
General-use-type (2LD registration)	936,922	(121,934)
Prefecture-type (3LD registration)	12,163	(3,022)
organizational-type (3LD registration)	435,408	
	total	1,384,493 (124,956)

- Prefecture-type JP domain names

- FCFS launched in November 2012

- format ○○.tokyo.jp : for Tokyo prefecture
 - : 47 prefectures in total

- 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