

# ICANN



## Updates on IDN work

6<sup>th</sup> International Conference for ccTLD registries and registrars of  
CIS, Central and Eastern Europe

# Agenda

- +IDN ccTLD Fast Track - Process Updates
- +IDN Variant TLD Program - LGR Procedure
- +IDN Usage and User Experience Implications

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# **IDN ccTLD Fast Track Process Updates**

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# IDN ccTLD Fast Track Process

- + 38 unique requests received
- + 15 scripts represented in 23 different languages
- + 35 IDN ccTLD in the Root Zone representing 25 countries/territories
- + Two annual reviews of the Fast Track process completed to date
- + Conclusion of the [IDN Country Code Names Supporting Organization \(ccNSO\) Policy Development Process \(PDP\)](#)



# Fast Track Process Amendment

- + Conclusion of [IDN ccNSO PDP](#)
- + ccNSO recommendation to implement the string similarity review process in the Fast Track Process as recommended in the PDP
- + [ICANN Board resolution](#) to amend the FIP to:
  - Implement a two-panel process for string similarity review in the IDN ccTLD Fast Track Process
  - Once 2<sup>nd</sup> panel - Extended Process Similarity Review Panel (EPSRP) constituted, pending requests may opt for a final review of the string by the EPSRP



# Setting up the two-panel process

## + Amendment:

- DNS Stability Panel will continue to perform the same functions
- If string similarity review deems string is not valid, requestor can call on reevaluation by 2<sup>nd</sup> panel
- 2<sup>nd</sup> panel findings will be final and publicly available on ICANN website

## + Implementation in progress:

- Update IDN ccTLD Final Implementation Plan and Fast Track Process
- Develop 2nd panel criteria and methodology for use in Fast Tack Process
- Appoint 2nd panel members and setup structure to perform evaluations
- Notify eligible requesters of additional EPSRP review possibility

## + Two-panel process will be effective once the second panel appointment is announced by ICANN



+ For additional details: [see ICANN 11 September 2013 announcement](#)

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# **IDN Variant TLD Program The LGR Procedure**

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# The IDN Variant TLD Program

## + Why this Program?

- Long standing request from IDN user communities
- Initiated by a decision of the ICANN Board of Directors in 2010  
<http://www.icann.org/en/minutes/resolutions-25sep10-en.htm>
- As of today, Variant TLDs cannot be delegated until variant management solutions are developed and implemented

## + What is the Program's goal?

- Define and implement rules and processes to enable allocation, delegation and management of IDN Variant TLDs in the Domain Name System Root Zone

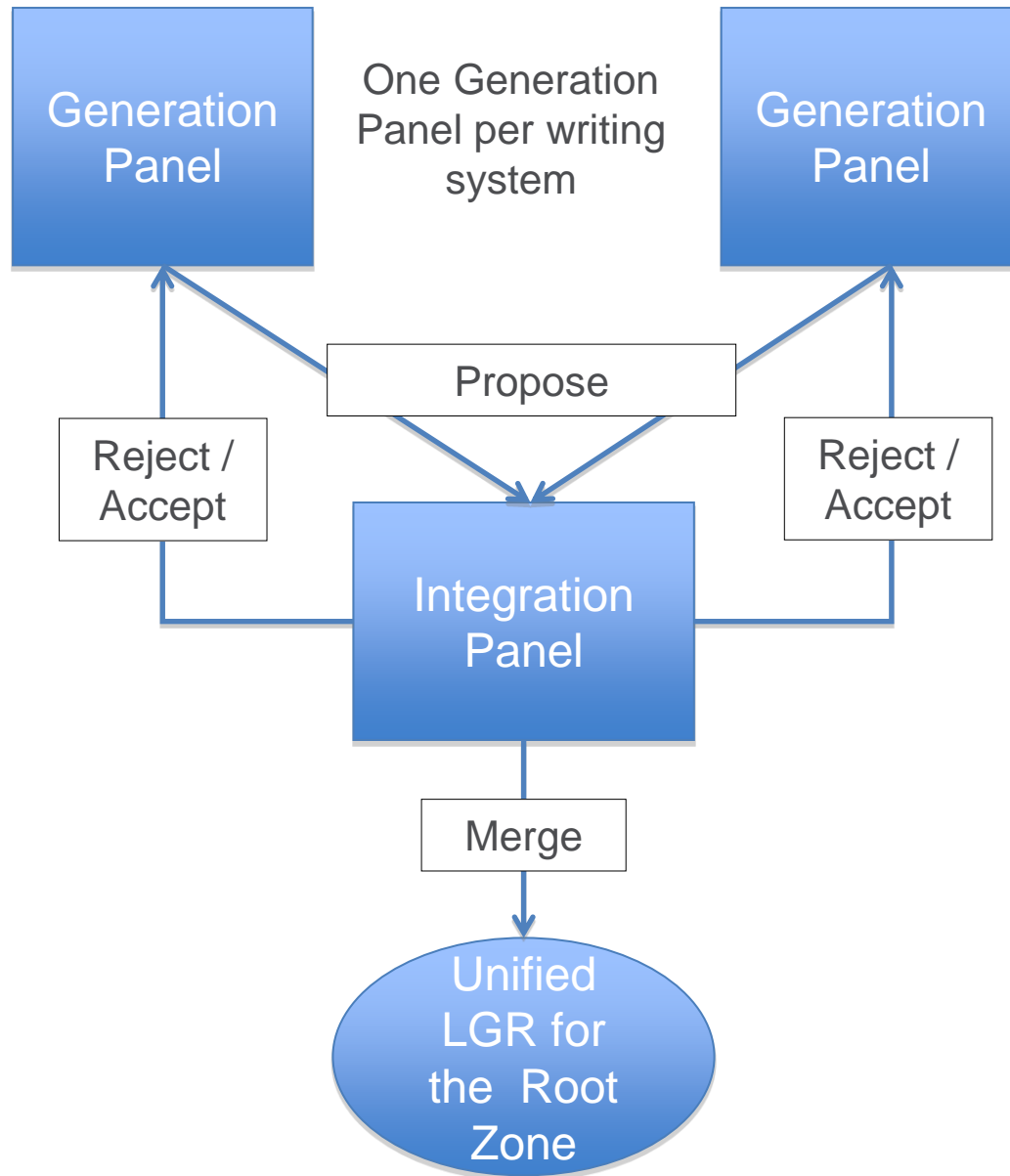
## + Who is involved?

- ICANN staff, expert consultants and community volunteers





# What is the LGR Procedure?



+ It defines the process for creating and maintaining the Label Generation Rules (LGR) for the DNS root zone

+ What does it determine?

- What constitutes a valid label
- What the possible variants are
- Whether they can be delegated

+ Who is involved?

- Community-based Panels to generate proposals
- Expert panel to assess and integrate proposals into the Root Zone LGR

# Implementing the LGR Procedure

## + ICANN's role:

- Form the [Integration Panel](#)
- Provide Data formats and tools to manage LGR process and automate use
- Incorporate LGR and variant TLDs into impacted processes



## + Writing system communities' role:

- Form Panels in response to the [Call for Generation Panels](#)
- Community volunteer-based panels
- Diversity of participation
- Where possible, to be formed based on existing working groups

# Scripts

- + Scripts to the right represent requests in the IDN ccTLD Fast Track Process and new gTLD Program; Generation Panels representing these 17 scripts should form as soon as practicable
- + Call does not preclude generation panels for other scripts, provided availability of volunteers
- + Cross script cooperation is advised
- + Upon formation, panels will be seated and can initiate their work
- + ICANN will provide setup guidelines to panelists

Arabic
Bengali
Chinese
Cyrillic
Devanagari
Georgian
Greek
Gujarati
Gurmukhi
Hebrew
Japanese
Korean
Latin
Sinhala
Tamil
Telugu
Thai

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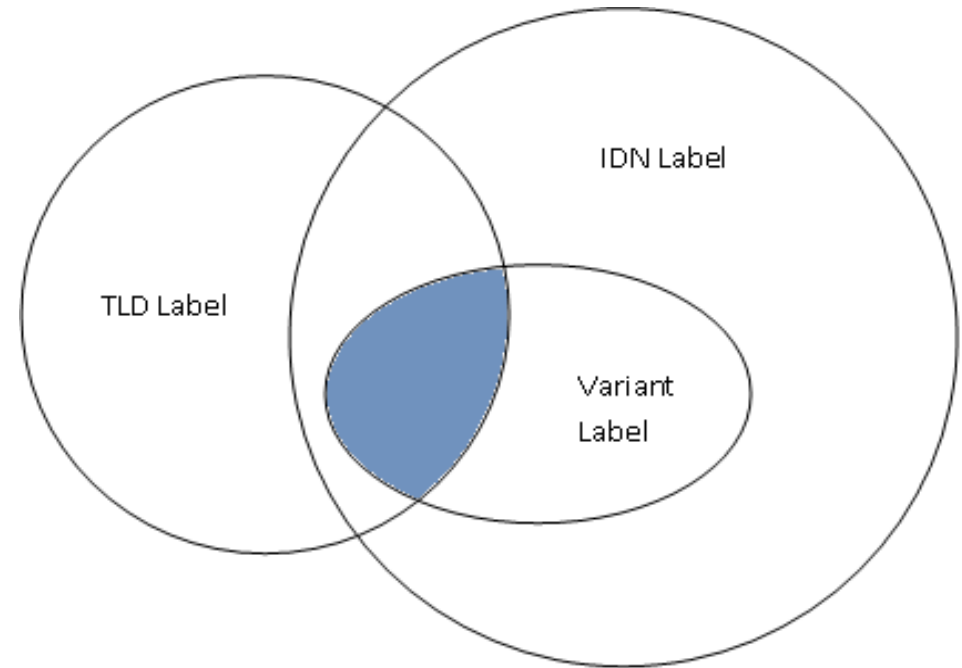
# **IDN Usage and User Experience Implications**

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# User Experience Study

- + Focus on TLD label issues but also consider FQDN implications

- + Focus on Variant labels by studying existing variant implementations



- + Also considered IDN labels in general

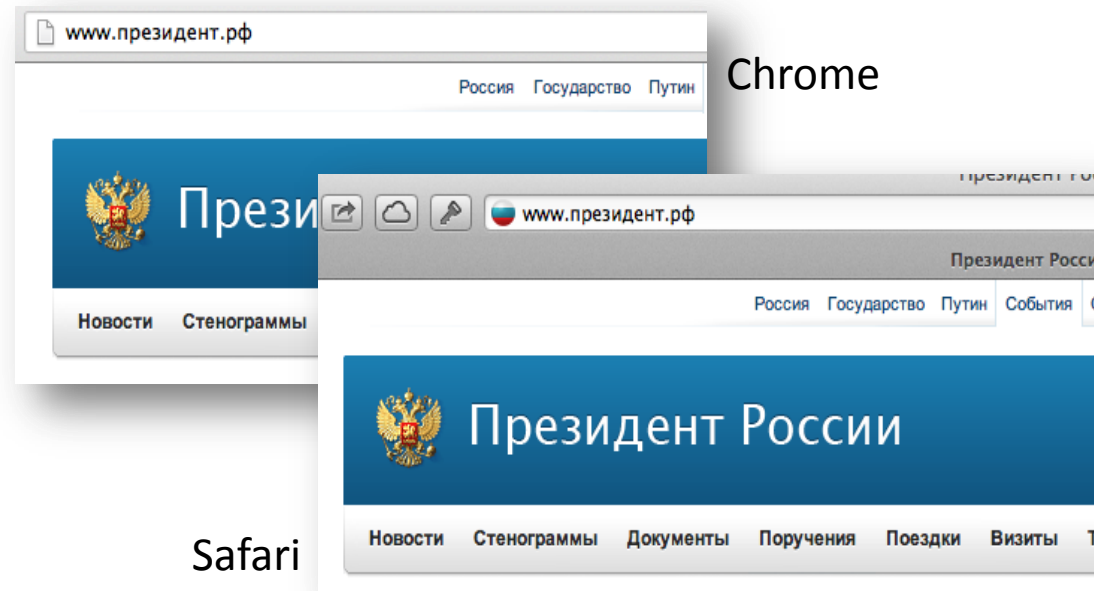
- + Identified usability challenges based on user role

- + [Examining the User Experience Implications of Active Variant TLDs](#) study including recommendations specific to stakeholders

# The IDN ecosystem still emerging

## + The good news:

- IDNs are well established as country codes
- Web browsers consistently supporting IDNs
- gTLD IDNs promise to raise the profile of IDNs significantly

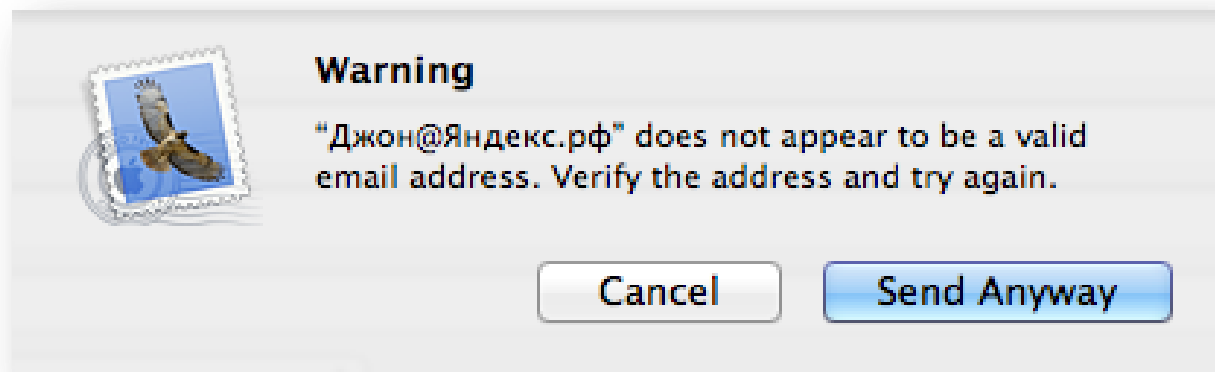


## + The bad news:

- Companies that have IDNs often don't promote them
- As a result, user awareness is still low
- Email addresses built on IDNs (EAI) have virtually no support (yet) in email clients

# Examples of IDN email challenges

- + The “local” part of an email address (left of the @) is what fails in email clients
- + If a web service doesn't support IDNs, it probably also does not support email addresses that rely on IDNs
- + [RFC 6530](#)



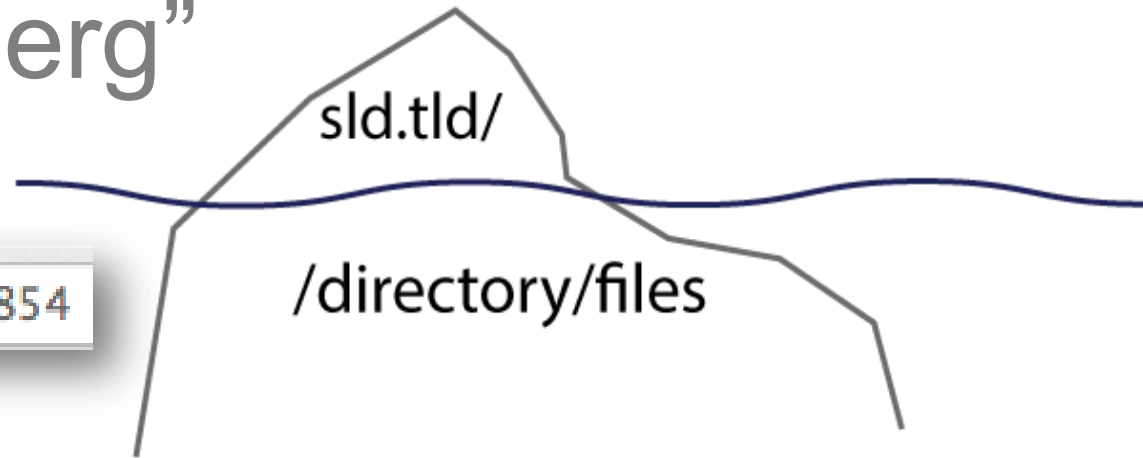
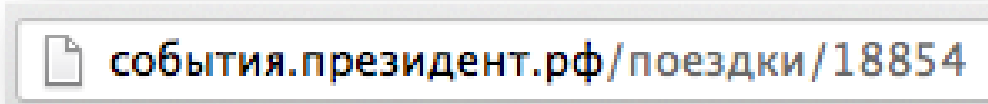
Delivery to the following recipient failed permanently:  
=?utf-8?B?0JTQttC+0L0=?=@xn--d1acpjx3f.xn--p1ai

**Join Twitter today.**

**Full name**  
 ✓ Name looks great.

**Email address**  
 ✗ Doesn't look like a valid email.

# IDNs are the tip of the content management “iceberg”



- + The TLD and SLD are just parts of web address; users may expect the entire URL to be in their native script
- + However, most global websites rely on Latin-based directory structures
- + To create script-specific URLs, the entire naming structure must change
- + In addition, input forms, ecommerce engines, social networks don't adequately support IDNs



# Going forward...

- + The new gTLD program will allow hundreds of additional TLDs, in particular IDN TLDs, to be added to the Root Zone
- + Cooperation of software vendors, web site developers, registry operators, ISPs and others is required so that these new TLDs are available to all that would use them
- + Raise awareness inside and outside the ICANN community
- + Your thoughts/suggestions?



# ICANN IDN Team

## Thank you

### Useful links

- \* IDN Country Code Names Supporting Organization (ccNSO) Policy Development Process (PDP) <http://ccnso.icann.org/workinggroups/idn-ccpdp-final-29mar13-en.pdf>
- \* ccNSO Council recommendations for the IDN ccTLD String Selection Policy <http://ccnso.icann.org/node/38787>
- \* ICANN Board resolution on 'Update to IDN ccTLD Fast Track Implementation' <http://www.icann.org/en/groups/board/documents/resolutions-27jun13-en.htm#2.a>
- \* IDN Announcements <http://www.icann.org/en/resources/idn/announcements>
- \* The LGR Procedure <http://www.icann.org/en/resources/idn/variant-tlds/lgr-procedure-20mar13-en.pdf>
- \* Selection of Integration Panel for the IDN Root Zone Label Generation Rules (LGR) <http://www.icann.org/en/news/announcements/announcement-06sep13-en.htm>
- \* Call for Generation Panels <http://www.icann.org/en/news/announcements/announcement-11jul13-en.htm>
- \* Examining the User Experience Implications of Active Variant TLDs <http://www.icann.org/en/resources/idn/variant-tlds/active-ux-21mar13-en.pdf>
- \* RFC 6530 <http://tools.ietf.org/html/rfc6530>