IDN Registrar Perspective

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IDN Fast Track Process

First IDN ccTLD approved on 22 Apr 2010

- Saudi Arabia, United Arabic Emirates, Russian Federation, and Egypt.

First IDN ccTLD in the root zone on 5 May 2010

- Egypt: (مصر Egypt

- Saudi Arabia: (السعودية AlSaudiah

- United Arab Emirates: (امارات Emarat

- Russian (.рф) - 12 May 2010

IDN Participation by IP Mirror (1)

ASIA PACIFIC

- Taiwan: .台灣
- Hong Kong: .香港
- Korea: 한국
- Thailand: .ไทย
- Singapore: .新加坡 and .சிங்கப்பூர்
- Sri Lanka: .ලංකා and .இலங்கை

- New Zealand (Maori)
- Malaysia (Jawi)
- Vietnam (Vietnamese)

IDN Participation by IP Mirror (2)

MIDDLE EAST

- Egypt: ‏مصر.‏
- Jordan: ‏الاردن.‏
- Qatar: ‏قطر.‏
- Palestinian Territories: ‏فلسطين.‏
- Israel (Hebrew)

IDN Participation by IP Mirror (3)

GTLD

- ORG (Cyrillic)
- ASIA (Chinese, Japanese, Korean)

OTHERS

- Estonia (Estonian)
- Slovenia (Slovenian)
- Ukraine (Cyrillic)

Types of Implementation

- Sunrise - Government phase

- Sunrise - Trademark phase (priority given to do trademark holders with arabic script trademark)

- Sunrise-Priority to existing holder of IDN.sg

- Grandfather phase - For .台灣 and .香港 (corresponding IDN domain under .TW and .HK automatically reserved) - Bundling

- .한국 and IDN.EE - submission of documents via EPP

.ASIA IDN Phases

- Registered Marks - in any country

- Registered Entity - exact match of entity name located in CED country

- Registered ASCII .asia - existing registrant

- Registered IDN in any ccTLD located in CED country

- Extended Protection-combine TM, word or phrase to form a domain name

ALL PHASES LAUNCH AT ONE GO

Problems of Implementation

- Different rules and regulations in difference phases

- Collection of different types of documents and information
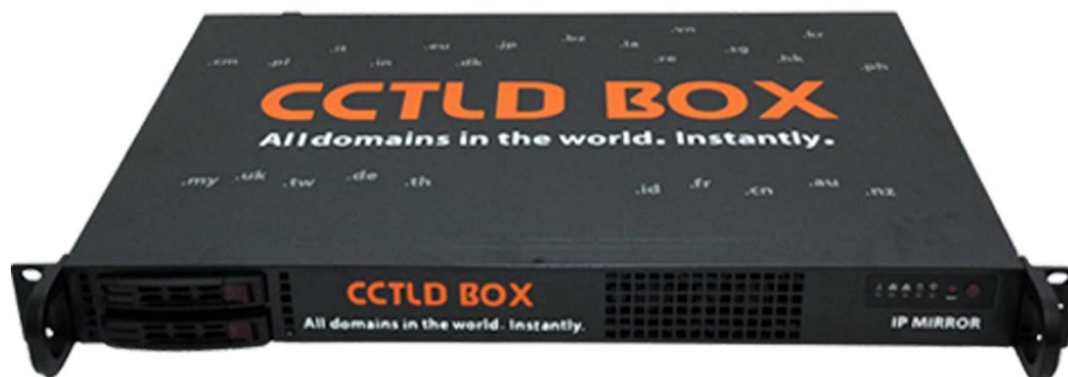
- Control of timing in between phases

How did IP Mirror handle it?

ccTLD Box®
Register all domains in the world instantly

Features of ccTLD Box

- Ability to configure difference phases in line with policy-TM phase, locality restriction, unique requirements such as doc submission

- Ability to set timing of each phase launch

- Ability to configure the difference language tag

- Ability to set minimum & maximum characters

- Ease of implementation & many more features

Evaluation Chart (1)

IDN Ready	Yes
Languages Supported	All Languages
Cost of ownership	Low - Configurable business rules, Hosted platform
Maintenance Release Costs	Very Low - Free updates up to 4 times a month
Scalability	Configurable business rules; consistent response times
High Availability	Application and hardware level

Evaluation Chart (2)

Payment Gateway	Paypal, WorldPay , Asiapay, Inipay, Alipay & more
Email Templates	Fully configurable with ability to add your own
Multi-currency	Offer any combination of currencies
Promotion Campaigns	Over 50 types e.g. BOGOF, auto calculation of rebates
One system for Registry & its Registrars	YES - Registry Shopping Cart Registrar Shopping Cart

Conclusion

- Registries show a lot of creativity

- Language barrier

- Challenging process

- Usability

- Localization

- Why IDN? More education needed

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Thank You