



I C A N N W I K I QUICKIE

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Practical Implications Regarding ICANN's IDN TLD Evaluation Deployment in the Root Zone



By Chuck Kisselburg

In my blog post, titled, "Evaluation Deployment in the Root Zone" I discussed ICANN's program to enable routine introduction of TLDs (Top Level Domain) within IDN (Internationalized Domain Name) labels that utilize non-ASCII code sets. While some may be VERY familiar with the ASCII code set, others may not be aware that ASCII even exists. "Hey, a letter is a letter, right?" So, whether we know it or not we are used to using the ASCII character set. ICANN's program, however, looks at utilizing non-ASCII code sets.

Since my last post on this topic I have had a chance to talk with a couple of people from non-English speaking countries to examine the practicality of the program's end result.

In one instance I was told by one person how difficult it is for his wife, who is Chinese, to communicate current URLs to her friends in China when talking on the phone. For example, when talking about URLs, simple communication moves to translation, where possible, of each letter found in a URL. So in this example, utilizing non-ASCII sets within IDNs would be extremely helpful.

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ICANN Making Way for International Domain Names

ICANN is actively pursuing the capability of expanding the domaining infrastructure to include domains that are not tied to the traditional ASCII character set as is found today. Through this process ICANN has developed a plan to begin testing the use and impact of IDNs.

ICANN's document, "IDN Application Evaluation Facilities" discusses the process by which they will begin testing the concept of IDNs. The executive summary of the plan is as follows:

Draft posted for public comments and discussions through 31 July 2007

This document describes a plan for a publicly accessible facility that 1) provides for the insertion of temporary IDN TLDs (delegated A-labels) into the root zone and 2) enables end-users to evaluate the response of commonly used software applications to domain names with U-labels in all positions, corresponding to A-labels that have been included in TLD root zones of the DNS.

For the full document, please direct your browser to:



[http://www.icann.org/
topics/idn/idn-evaluation-
plan-v2%209.pdf](http://www.icann.org/topics/idn/idn-evaluation-plan-v2%209.pdf)

ABOUT ICANNWIKI.ORG

Wiki Wiki means "quick" and "easy" in Hawaiian. A Wiki is a set of pages that are open for anyone to edit as they wish. Wiki also has "Automagical Linking" that handles all of the messy details of cross-referencing hyperlinks between the pages in the Wiki. The result is a very rich reading experience.

ICANNWiki seeks to use wiki technology to create a valuable and long term resource for ICANN-goers, domain people and anyone interested in our industry.

To add or edit any of the content you see here, please visit www.ICANNWiki.org

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.asia, A Social Networking Goldmine



By Chuck Kisselburg

In a previous post of mine, titled "Giving Birth to a New TLD", I wanted to take a moment to remind us of the new, .asia TLD sponsored by

DotAsia that will soon be available for use. What does this mean? Does this mean instant community? Hmmmm.... What is a community?

Being a social networking enthusiast, I have built, managed and merged social networks, or "communities". Needless to say, the idea of a never static, always changing, living "community" excites me.

So, when .asia appears on the domain landscape, does that mean instant community? My thought is there is no such thing as "instant community". Building a successful community requires a common theme, or sub-themes, common goals and a common purpose. But in the life of a living community, the strength and weakness of any given community changes, whether frequently or over time.

When looking at "communities", formed based on TLDs, we have country specific TLDs, or TLDs by which a country's populace can rally around. We can also rally around a particular TLD based on market verticals, such as .com, .org or .edu. We do have .eu for the European Union, but as I have heard people mention, with .eu comes a common legal structure, common currency and common passport that binds the .eu countries into a definable community.

So, where may this leave .asia? In the application process the DotAsia organization obtained support from the following organizations:

- .AF - Afghanistan Network Information Center (AFNIC)
- .BT - Bhutan Communications Authority
- .CN - China Internet Network Information Center (CNNIC)
- .ID - Country Code Top Level Domain Indonesia (ccTLD-ID)
- .IN - .IN ccTLD Registry, India
- .IR - .IR ccTLD Registry, Iran

- .JP - Japan Registry Service Co., Ltd. (JPRS)
- .KH - .KH, Cambodia
- .KR - Korea Network Information Center (KRNIC)
- .KZ - Kazakhstan Network Information Center
- .MN - .MN ccTLD Registry, DataCom Co., Ltd., Mongolia
- .MO - Macau Network Information Center (MONIC)
- .NU - Internet Users Society - Niue (IUSN)
- .NZ - The Internet Society of New Zealand (InternetNZ)
- .PH - PH Domain Foundation, Philippines
- .SG - Singapore Network Information Centre (SGNIC) [View LOI]
- .TJ - Information Technology Center, .TJ ccTLD Manager, Tajikistan [View LOI]
- .TW - Taiwan Network Information Center (TWNIC) [View LOI]
- .UZ - Computerization and Information Technology Developing Center, .UzInfoCom., .UZ ccTLD [View LOI]
- .VN - Vietnam Internet Network Information Center (VNNIC) [View LOI]
- APNG - Asia Pacific Networking Group [View LOI]
- APNIC - Asia Pacific Network Information Centre [View LOI]
- PAN - Pan Asia Networking, International Development Research Centre [View LOI]
- Asia Pacific Top Level Domain Association (APTLD)
- Gabia, Inc. (ICANN and KRNIC Accredited Registrar from Korea)
- Hong Kong Cyberport Management Company Limited (CYBERPORT)
- Hong Kong Information Technology Federation (HKITF)
- Hong Kong Information Technology Industry Council (HKITIC)
- Hong Kong Internet Service Providers Association (HKISPA)
- Hong Kong Productivity Council (HKPC)
- Hong Kong Telecommunications Users Group (HKTUG)

- Information and Software Industry Association, Hong Kong (ISIA)
- Invest Hong Kong, HKSAR Government (InvestHK)
- IP Mirror Private Limited (ICANN and SGNIC Accredited Registrar from Singapore)
- NAAAP Toronto
- Netpia.com (ICANN-Accredited Registrar from Korea)
- Open Forum of Cambodia
- Pacific Islands Chapter, Internet Society (PICISOC)
- Philippine Internet Services Organization (PISO)
- Web Commerce Communications Limited (ICANN-Accredited Registrar from Malaysia)
- Wooho Technology Co., Ltd. d/b/a RGNames.com (ICANN-Accredited Registrar from Korea)



The coverage is huge. When looking at the countries alone we are looking at:

Afghanistan, Bhutan, Cambodia, China, India, Indonesia, Iran, Japan, Kazakhstan, Macao, Mongolia, New Zealand, Niue, Phillipines, Singapore, South Korea, Taiwan, Tajikistan, Uzbekistan, Vanuatu, as well as the three organizations of APNIC, APNG and PAN/IDRC

What I "really, " "Really, " "REALLY" like about this mixture is:

- 1). You are dealing with countries both small and HUGE, population-wise.
- 2). You are dealing with countries both small and HUGE when looking at global economic wealth.
- 3). You are dealing with countries that span the technological spectrum.
- 4). As a region you are dealing with countries that do not have a common language.
- 5). As a region you are dealing with countries that do not have a common religion.
- 6). As a region you are dealing with countries that have varying geographical demands.

7). As a region you are dealing with countries that hold differing political structures and ideologies.

So, am I surmising that creating a common community among the .asia supporters is doomed? NOT AT ALL!!!! In fact, I see a "goldmine" for various, healthy communities. In my experience, a community is not based upon one single thing. As referred to earlier, a community is like a living organism, taking on different shapes and strengths. Not only can all those who support the .asia extension come together as a region and have a stronger global voice, there is fertile ground for the development of sub-communities, or sub-social networks, based on any one, or a combination of the seven items mentioned above; all using .asia as a common thread.

So, will the success of healthy, thriving communities rest on the shoulders of DotAsia to form and manage all of the various potential communities? No! DotAsia is providing and managing the common thread, however it should be up to the supporting partners and organizations to recognize, develop and drive the potential .asia offers them.

To help with this effort, DotAsia has announced their Pioneer Domains Program. Instead of opening up the .asia domain for domainers to purchase .asia domain names with the idea of selling or potentially developing, DotAsia is doing a smart thing in that they are kick-starting this community by having visionaries come forward and let people know their ideas for how they would develop a .asia domain; a domain that shows the beginnings of a working, healthy community. Those visionaries would then be chartered to begin developing their .asia domains.

Any community takes effort and time, but I feel DotAsia, this not-for profit organization, is taking the right steps in planting the seeds for a successful, grass-roots developed .asia.

Contact Chuck at chuck@icannwiki.org or visit www.icannwiki.org for more information.

DotAsia Partners with ICANNWiki to Harness Online Community

Hong Kong, 27 August 2007 — DotAsia Organisation, the registry operator of the ".Asia" Internet domain, today announced a landmark partnership with ICANNWiki, a grassroots domain collaborative website and industry resource for the Internet Corporation for Assigned Names and Numbers (ICANN) stakeholders, that will leverage the Web 2.0 web-based communities to expand online community participation for DotAsia's .Asia Pioneer Domains Program.

This initiative marks the first time in the history of the Internet that the online public, including ICANN stakeholders from both inside and outside of ICANN, will play a major role in deciding who will be awarded the best cyber real estate in a domain, in this case, the new .Asia domain name. ICANN is responsible for managing the assignment of Internet domain names and addresses, including the introduction of new generic top-level domains.

At the same time, DotAsia said it will extend the application period for the Pioneer Domains Program to September 10, 2007.

"The partnership between the team at ICANNWiki and DotAsia enables greater participation from the overall community in the launch of .Asia. With this, DotAsia is again setting a new benchmark for community participation by managing the entire process in a more Web 2.0 way than a typical new domain registry," said Dan Mendell, the Executive Director of ICANNWiki and the CEO of Neutral Space, Inc., the organization that maintains the Wiki for the ICANN community.

"A great promise of the Internet is the enablement of mass participation. The partnership with ICANNWiki enables us to engage the community to express their thoughts on voting for the best creative ideas for the best .Asia domains," said Edmon Chung, CEO of DotAsia.

"This sort of democratization has never been done before when there has been so much still on the table," said Dan Men-

dell CEO of Neutral Space, Inc. "Edmon and his team are true believers in the .Asia domains and this sort of balanced commitment to the process shows that they really mean it."

The online polling will be global through the ICANNWiki website [www.ICANNWiki.org]. Results will be maintained online and will provide input to the Pioneers Commission — the evaluation committee — in the consideration of Pioneer applications.

The posting of the Pioneer applications on the ICANNWiki website will also assist in the challenge process, enhancing the procedures for the allocation of domain names. In an announcement earlier, DotAsia has partnered with the World Intellectual Property Organization (WIPO) a specialized agency of the United Nations dedicated to the maintenance of a balanced and effective international intellectual property system, to be the Challenge Resolution Provider for the Pioneer Domains Program.

The .Asia Pioneer Domains Program offers the ultimate first-mover advantage for brand development and e-commerce in Asia. Applicants are invited to submit a brief proposal for the domain of their choice and measures are in place to protect the rights of others and curb abusive registrations. This concept marks a departure from the conventional first-come-first-served allocation model to directly motivate the adoption and positive usage of the domain names. The best ideas win the right to operate the best .Asia domains. "This is the overall key to any roll-out in business," said Dan Mendell. "Anything you can do to kick off usage, verses encourage long term holding of the domain, is good for the registrar's branding and good for it's supporting community."

After the deadline for the Pioneer Domains' Program, the DotAsia organisation will launch the Sunrise (i.e. priority registration period for prior rights holders)

JUMP to page 4 for rest of story

The Wild-Wild West of the Internet!

Last week I attended the Domain Roundtable Conference in Seattle. The conference focused on the owning and managing of domain names. In attendance were those who own domains, otherwise known as “domainers” as well as the organizations who manage the portfolios of the domainers.

In a sense, this is where you meet the true cowboys and cowgirls of the Internet. I have heard people say of domainers that they are all about grabbing as many domains as possible with the goal being profits. Some people I talked with did not like the fact that there may be factors that may limit when they may acquire available domain names. In other words, every person for themselves! Thus should I scream, “Yeeeha!”?

Yet as I sat through various sessions, I heard presenters discuss:

- Establishing a business plan
- Creating LLCs
- Developing domain names

to create greater value and branding

- Apply for patents around developed domains
- Domain name financing
- Asset evaluation
- Understand foreign legal and political structures when acquiring domain names with country code extensions
- What is a domain name’s ROI?
- Valuation metrics
- Search Engine Optimization (SEO)
- Domain name portfolios
- Exit strategies

The more I listened, the more I understood that domainers are not the lawless, wild-west figures some come to believe, but entrepreneurs. Yes, you can follow the link to “entrepreneur”, but within that post you will find the following:

“An entrepreneur is someone who seeks to capitalize on new and profitable endeavors or business; usually with considerable initiative and risk.”

There are some domainers who have been wildly successful in acquiring, developing and selling domain names, while others are just starting out – have a few domain names, but limited cash that prevents them from developing domains.

There is no doubt domain names equate with money. Just check Jay Westerdal’s blog on the auction, held at the end of the Domain Roundtable Conference, to gain a sense of the value of some domain names up for auction.

So is the Wild-Wild-West still alive on the Internet? I believe there is a bit of the Wild-West in every entrepreneurial venture/ market. Are the domainers the “cowpoke” pushing the envelope regarding Internet “real estate”? I think so. Is this a bad thing? I think not, especially when domainers work to develop a brand/market for domain names owned. This is no different than a typical “Mom & Pop shop” trying to develop and grow their business. Now, for those out for pure personal greed such as the domain tasters.

Factsheet: IPv6 – The Internet’s vital expansion

- There is widespread agreement within the technical community that the Internet’s current system is unable to cope with the network’s expansion.
- Every device attached to the Internet needs its own unique address. The “free pool” of existing addresses will run out completely within five years.
- The proposed solution is an updated system running on Internet Protocol version 6, or IPv6.
- IPv6 adoption has been slow. Since it is not directly compatible with the current IPv4 system, there is inertia to the move.
- This delay has become a matter of increasing concern.
- It is important that companies, governments and regulatory authorities understand the issues surrounding IPv6 and why its use should be encouraged.



<http://www.icann.org/announcements/factsheet-ipv6-26oct07.pdf>

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registration of names for the .Asia domain on October 9, 2007.

To summarize some of the advantages of the Pioneer Domains Program over the Sunrise:

1. Before the Sunrise begins, Pioneer applicants may propose the best .Asia domain names
2. The Sunrise process requires evidential proof of rights in the form of Trademark registrations. The Domain name applied for must match with the trademark. For the Pioneer Domains Program, applicants can apply for additional domain names such as common typos of a brand or variants that are commonly used but not trademarked. Brand owners can apply to use an abbreviation or variation of their brand as the chosen domain name, and the name thus applied for is not required to

have a registered trademark.

3. The .Asia sunrise process requires for a trademark to be applied for before certain cut-off dates. For the Pioneer Domains Program, there is no such requirement, especially for common words and phrases.
4. Applying for .Asia domains under the Pioneer Domains Program is free of charge. Trademark verification fees, which are required for Sunrise applications, will be waived by the DotAsia Organisation for the Pioneer Domains Program. Applicants under the Pioneer Domains Program are however required to place a Marketing Commitment Deposit of US\$10,000, and will be promptly refunded for marketing of the proposed businesses upon documented proof.
5. DotAsia will work with Pioneers on co-marketing and other joint promotional activities, highlighting the commitment to the Asia community.

But as another person stated, "I thought the Internet was to be global!" In other words, if we start including non-ASCII character sets to allow for multiple languages, might we lose the global aspect the Internet represents today? Would people start thinking more regionally instead of globally? Is this a good thing? Is this a bad thing? I am interested in your thoughts.

However, let's take this discussion out of the high level to a more practical view.

I had a detailed chat session over this topic with a friend of mine who lives in Sweden. Even if, or when IDNs are in place, will applications, other than browsers, be able to support non-ASCII character sets? For several years the ".SE" country code has been recognized. Great! You would then think that with an internationalized, or in this case the Swedish, version of Microsoft Office that all would be well and that Swedes could now begin using simple characters such as å ä ö. This may work well in Word, for creating documents, but when it came time to entering www.göteborg.se, the browser would not recognize the "ö". It was only after IE 7.0 was introduced that "ö" was even recognized. But by this time, everyone was used to entering www.goteborg.se (with an "o") instead of www.göteborg.se (with an "ö"). In other words, people are used to using the English-based character set instead of their native Swedish-based character set. Well, you say, "If now supported in IE 7.0, well all is good then, right?" Perhaps not. Let me answer a question with a question, "Do you suppose EVERYONE has upgraded to IE 7.0?" My take on this would be "no".

To take this a step further, is it only the

browser we need to be concerned with? No. Let me explain, as my Swedish friend and I were chatting over Yahoo! Instant Messenger, we were tossing URLs around. What he pointed out, which is common for his fellow Instant Messaging (IM) Swedes is when you enter a URL via your IM chat session, Yahoo! will underline the URL. You know, like what we are used to seeing, such as www.goteborg.se. However, when we used the letter "ö", in the URL, such as www.göteborg.se, the underlining stops at the "ö", thus displaying www.göteborg.se.

OK, so you say, "That's Yahoo!'s problem!" Are you sure? Is this oddity limited to Yahoo! Instant Messenger? Test this out with other IM packages and let us know.

OK, so you now say, "Could this be a Microsoft issue?" Well not exactly as we tested Linux as well. To be specific we used a Linux-based system only to find that when sending an e-mail to someone whose e-mail address included a normal Swedish character, such as "ö" or "å", the e-mail would result in an error message to the sender. For the purpose of example, I am changing my name from Chuck Kisselburg to Chuck Kässelburg. My "NEW", fictional e-mail would now be chuck.kasselburg@icannwiki.org. When sending an e-mail to myself the error message I would receive would be, "Syntax error in mailbox address chuck.kasselburg@icannwiki.org (non-printable character)". So, this is another example where people will be forced to deviate from their native language, to continue using the English-based ASCII character set.

So, while my Swedish friend said, "While this may work well from the TLD perspective, everything needs to catch up."

Someone also told me that when the Country Codes, managed by IANA (Internet Assigned Numbers Authority) came out, some organizations moved to secure their ".com" equivalent with their respective country code, or country codes. Still, a couple of years after acquiring their respective URLs with their respective country code extensions, they were not really able to use them because, while defined, had not yet been fully implemented. Some felt this was a way for money to be made without providing the associated value. Also, what was discovered was as the country codes came out, many businesses did not realize this, so other people purchased an organization's ".com" country code equivalent, placing that organization either at risk or facing a potentially expensive alternative to purchase back their country code specific URL. Some did not bother to acquire their ".com" equivalent.

True, some people would say talking with a couple of people does not represent a proper scientific, statistical sample. This by no means exhausts all of the issues surrounding ICANN's IDN TLD program, but it does raise issues to think about.

What are your thoughts? Have you had similar experiences? Let us know!

Yes, I see no community value in such practice. However, my perspective is many good things have evolved by pushing the envelope.

What are your thoughts? Do you see domainers as traditional entrepreneurs? I would like to hear from you.

Contact Chuck at chuck@icannwiki.org or visit www.icannwiki.org for more information.



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