



IDNs@VeriSign Erfahrungen und Perspektiven

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IDN Erfahrungen

Launched November 2000

- + Over 1M names registered in first six months

Renewal rates currently comparable to ASCII rates

- + Initial renewal rates lower due to resolution issues
- + Client Side resolution required
 - 23M plug-ins downloaded
 - Need strong content for downloads to stick
 - Application development has been key to adoption

Registration base is growing

- + First significant growth in name base since spring of '04.
- + Driven by available IDN enabled products and...

Secondary market is beginning to attract attention

- + Korean market beginning to use IDNs for online advertising
- + IDNforums.com; IDNclub.com

IE 7.0 will have IDNA abilities



IDN Perspektiven

IDNs still a confusing product

- + Guidelines and Standards changing?
- + Only second level registrations
- + Inconsistent behavior across tlds
- + Applications provide different experiences

ICANN IDN Guidelines 2.0 finalized in November

- + gTLD statement with support from two ccTLDs
- + Six month mandatory review
- + ICANN Advisory Committee may further define

ICANN call for review of top level domains

- + Not opposed to testing internationalized tlds in the root
- + Introduction of new tlds versus use of DNAME
- + DNAME maps alias to actual top level name
 - 회사 could be an equivalent of *com* in Hangul

Continue?





Danke