



# IDN launch

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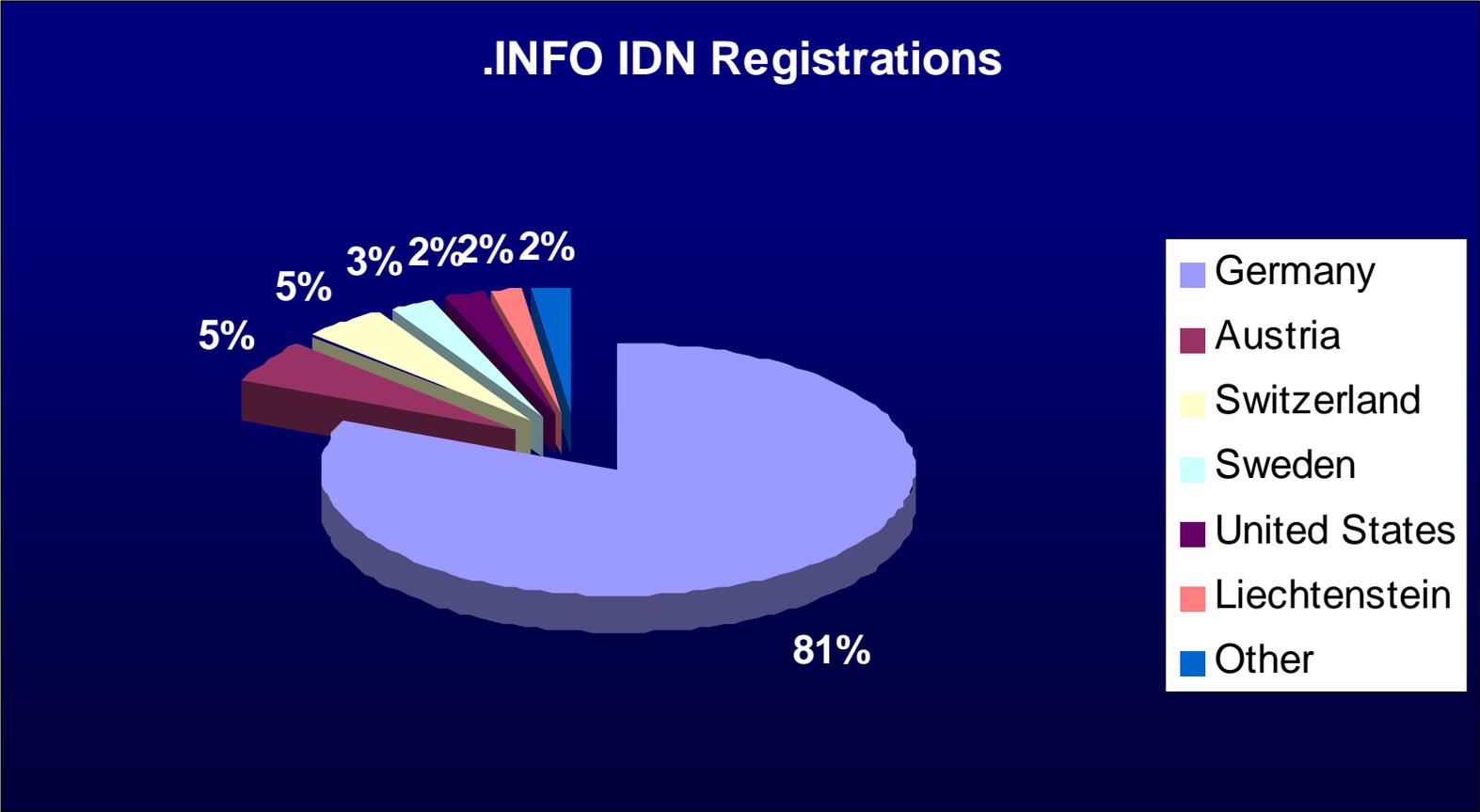
# .INFO IDN Launch

- Launched for German script only
  - Only umlaut domains ä, ö, and ü
  - Germany is most popular non-US market
    - Germany accounts for over 22% of worldwide .INFO registrations
    - .INFO currently contains over 400,000 live sites, of which 33% are operated by German registrants.
- Punycode only registrations
- Registrations opened 16 March 2004
- Registrations made during the first 30 days locked to facilitate UDRP claims

# Launch results

- Registry system 100% stable
  - Innovative rate limiting procedures in place to handle demand
- Within the first 24 hours over 13,000 names were registered
  - First name was kinderbücher.info (children books)
- 66% of IDN registrants were **new** .INFO registrants
- Majority of registrants from Germany (over 80%)
  - Followed by Austria and Switzerland

# Geographic Distribution of IDNs



# Support for registrars during IDN launch

- Specialized Registrar ToolKit (RTK)
  - Contained NamePrep engine and EPP extensions to register IDNs
- Detailed Web cast and optional Operational Testing & Evaluation (OT&E) environment provided
- Registrars required to tag IDN domain names by a “script” (e.g.: “de” for German)

# .INFO WHOIS support for IDNs

- Port 43 and Web-based WHOIS only displays Punycode registration in “domain name” field
- WHOIS lookups with encoded characters
- Three WHOIS fields added to support additional display fields for usability



**IDN Script:** de

**Unicode Hex:** U+006B U+0069 U+006E U+0064 U+0065 U+0072 U+0062  
U+00FC U+0063 U+0068 U+0065 U+0072

**Unicode HTML:** kinderb&#252;cher

# Examples

- German word: `Kinderbücher`
- Normalises to: `kinderbücher`
- In punycode: `kinderbcher-zhb`
- Domain: `xn--kinderbcher-zhb.info`
  
- Gnu Library:  
`http://josefsson.org/idn.php`

Punycode is just a way of writing Unicode characters in 'legal domain name' ASCII

# References

- Unicode: [www.unicode.org](http://www.unicode.org)
- RFC 3490 (IDNA)
- RFC 3491 (Nameprep)
- RFC 3492 (Punycode)

# Summary

- .INFO launch a success
- Valuable addition to product offerings for non-English speaking registrants
- Applications now need to evolve to support IDN standards to enhance user access to IDN names



# Questions?

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