



APRALO-APAC Webinar: What are Internationalised Domain Names and what does it mean to you?

9 April 2015

Questions & Answers

The following questions were received during the above webinar. We've provided responses to these questions below.

Q1: How much longer will the LGR (Label Generation Ruleset) take to be done? I see there are several language groups dealing with their Labels, should we wait till all the language groups' work are done or can we implement the rules on the IDN TLDs (Internationalised Domain Name Top Level Domains) of one language once its language rule set is ready? [\[Response by Sarmad\]](#)

A: Community based Generation Panels (GPs) for many different scripts are currently active and working towards developing relevant proposals for integration into the LGR for the Root Zone. At this time (April 2015) four GPs are seated, which include Arabic, Armenian, Chinese and Japanese. Others GPs are also organizing themselves. Once the GPs finish their work, they submit their proposal for review by the Integration Panel (IP). LGR for the Root Zone will be incrementally developed and available for further use based on the GP proposals which have been successfully evaluated and integrated by IP.

Q: Was it feasible to come up with these domain names? Is there a demand for IDNs (Internationalised Domain Names) as Domain Name customers would prefer a more global and standard domain name that can be accessed and typed from anywhere and using any keyboard. It would be useful if IDNs are attached to a domain name in Latin characters. [\[Response by Edmon\]](#)

A: It is a matter of worldview whether one believes in a homogenized global standard, or whether one believes in a world enriched with diversity. Nevertheless, as a coordination body and for global policy, I believe we should do our best to support a platform that would allow for multilingualism.

As to the market demand for IDNs, personally, I believe that the latent need is strong. Domain names are identities online and many local companies express their identities in their own native language. The next and the last billion people that will come online will be those that are less comfortable or familiar with English and will choose to navigate the Internet in their own language, if given the option to. When we move to mobile and voice input, it will become even more natural to speak and say domain names in local languages.



Finally, I believe in a world where identities are expressed in different forms to serve different needs. A homogenized and commoditized offering may see the benefit in a single point of entry, whereas offerings that look to cater to multiple local audiences would choose to adjust and customize their identity in alignment to the local cultures, just like business cards that have 2 sides, one with a local language and the other with English, or brand names that adopt local language variations. Without IDN, domain names and email addresses can only be expressed in ASCII even if the whole card or poster is in a local language. I believe in a future where companies, organizations and individuals would adopt multiple domain names and express their offline identity online according to the audience they are speaking to.