

# IDN ccTLDs: from concept to reality

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*The TLD  
Specialists*

[www.ausregistry.com](http://www.ausregistry.com)

# It's not just about technology

- 1 Setting goals
- 2 Policy considerations
- 3 Internal preparations
- 4 Preparing Registrars
- 5 Launch plan
- 6 Technology
- 7 Marketing & Education

# 1 Setting goals

- Define your success criteria
  - Registration volumes
  - Revenue generated
  - Volume of support issues
  - Community acceptance



## 2 Policy considerations

- Language tables
- Impact on existing policies
  - Eligibility
  - Reserved words
- Launch policies
  - Sunrise – Trademark validation
  - Landrush
  - Auctions?

# 3 Internal preparations

- IDNs introduce whole new layers of complexity
- New tools and processes required
- Staff training
- Documentation
  - FAQs
  - How to Guides
- Support processes



# 4 Preparing Registrars

- Training
- Additional accreditation testing
- Tools
  - EPP Toolkits
  - Onscreen keyboards
- Documentation
- Support processes



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## Internationalised Arab Emirates Domain Names

### امارات. Domain Registration

To register your امارات. (DotEmarat) - .AE Internationalised Domain Name, simply enter your Arabic domain name below and click the check domain button to check its availability.

Please enter your domain name with space in between each word to be translated correctly into Arabic language below. Sometime with translation of two words or more could result in different way or meaning from the source.

امارات.

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WARNING: This service provides no guarantee on accurate Arabic translation. Please verified the translated name with a person professional in Arabic language before ordering your domain.

If you wish to use Arabic keyboard, please find it appear on your screen which you can drag and place at anywhere on your screen.at the bottom left hand corner on your screen. To hide it, please click

امارات.

eg: yourBrand

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Save time and register multiple امارات. Arabic domains via our bulk application form, simply enter your domain names below. One domain per one line.

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امارات. - aeDA Domain Administration



# 5 Launch plan

- Sunrise period
  - Trademark validation service
- Landrush period
  - First come–first served, or auction approach
- Premium names
  - Withhold from Landrush period?
  - Auction?

# 6 Technology

- How to implement all of this?
  - Policy issues
  - IDNA2008 compliance
    - Punycode conversions, NFC etc
  - Variant management
  - Unicode support across all interfaces
    - Registrar interfaces
    - WHOIS
    - Support interfaces



# 7 Marketing & Education

- IDN ccTLDs are a different product to an ASCII ccTLD
  - Different audience requires a different approach
- Public awareness
  - Anchor tenants
  - Cultural figureheads
  - Educational seminars and press events
- Registrar Marketing

# AusRegistry International

## Domain Name Registry Software

- Best of breed, developed over eight years
- Supporting over 2 million active domains
  - EPP Registry-Registrar model
  - **Unity IDN™** Technology – full IDNA2008 support
  - **NOW DNS™** Technology – real-time DNS propagation
  - **Domain Guardian™** Technology – Advanced Security and Privacy features
  - DNSSEC-enabled and IPv6 ready
- Managed Service and Licence options

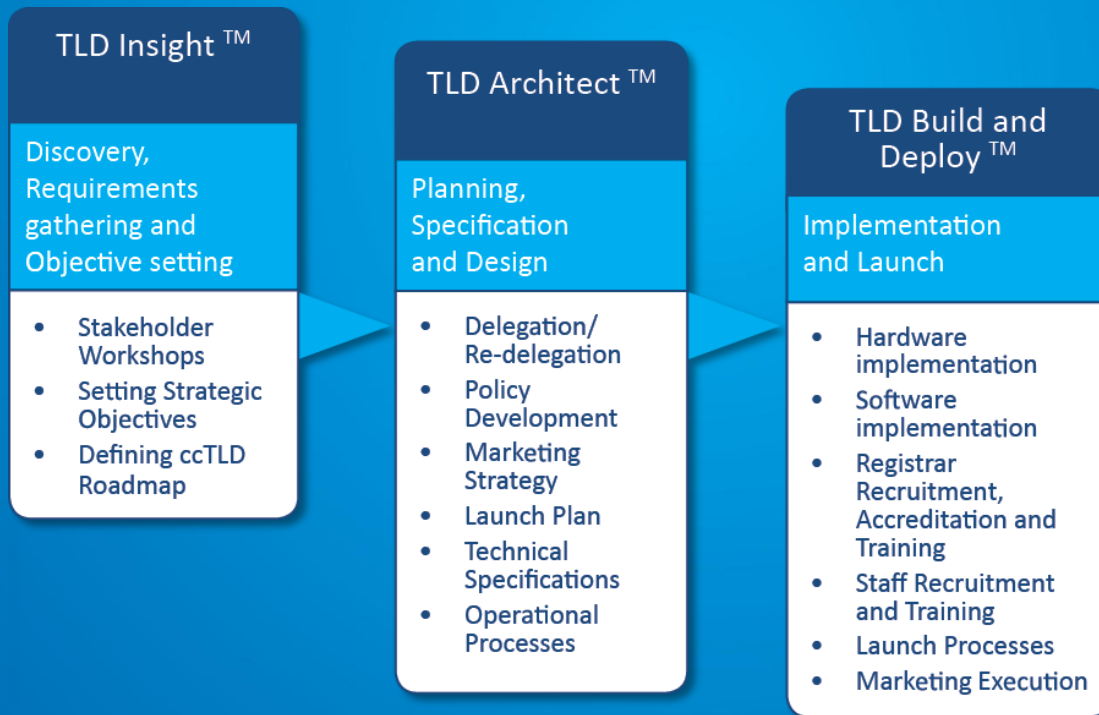


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# AusRegistry International Consulting Services

Proprietary TLD Vision™ consulting methodology  
– a three phase approach



# Current operations

## Australia

Domain Name Registry operator for .au ccTLD since 2002

- 25% year on year growth – 1.9 million names

## United Arab Emirates

Domain Name Registry Software and Services provider

- .ae ASCII ccTLD
- امارات (.emarat) Arabic script IDN ccTLD

## South Africa

Consultancy Services provider

- .za Central Registry project

## Qatar

Domain Name Registry Software and Services provider

- .qa ASCII ccTLD
- قطر (.qatar) Arabic script IDN ccTLD

## New TLD program

Working with prospective new TLD applicants around the world:

- Geographic TLDs
- .brand TLDs
- Generic TLDs
- IDN gTLDs

Driving  
**innovation** and  
the **expansion** of the  
**internet** through the  
delivery of **world-class**  
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