WIPO E-Commerce 2001

Identities & Identifiers
with an IDN flavour

Patrick O' Brien
GM Registry

A Multilingual Internet
For Everyone, Everywhere

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I-DNS.NET

- Local language Asian test bed - 1999
- A Full Service IDN solutions provider
  - Domain names
  - Email
- Solutions for gTLD's & ccTLD's
  - IDN's for TLD's,
    - Country Code Registry's
    - Dot.com Registry & Registrars
  - Registry service Outsourcing
  - Operator for range of IDN TLD's

www.i-dns.net

Drive to Internationalise ...

Category	Current	2002/3
Web pages in English	68%	50%
Web users speak English	57%	37%
Online Populn US (98%)	45%	30%
E-commerce Sites	96%	70%
Sales Online outside US	90%	50%
↑ ML.com	4%	??? %

John Klensin -- IAB

"Internationalised domains...

...biggest change to Internet...

... since deployment of IP..."

ICANN Melbourne March

Bigger than Ben Hur ...

Getting from here ...

http://الاهرام.م//

to here ...

IDN's in Use

ENCODE

INTERNET

DECODE

Transport

IDN's

- Use of local languages on the 'Net
- Increasing Utility for non-English
- Addressing the Digital Divide
- Scripts not Languages
  see WIPO ccTLD Conference paper ...
  - ➢ http://ecommerce.wipo.int/meetings/2001/cctlds/presentations/obrien.pdf
- Adoption, Use & Cultural Identity
- ... not Technology & IDN Identifiers
  see ICANN IDN Task Force paper ...
  - ➢ http://www.icann.org/montevideo/idn-topic.htm

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Identity vs. Identifier

- Les Miserables
- Jean Valjean ... or
- Prisoner 24601?

Objectives

- Identity vs. Identifier dialectic
  - ➢ Broaden it ...
  - ➢ ... not address it
- Give IDN Context
  - ➢ Pointers from our past
  - ➢ ... heel-mark for today
- IDN means Change
  - ➢ Technology is one factor
  - ➢ ... so radical that we should fear?
  - ➢ ... ... or so beneficial that we should embrace?
- Handout on site

Ancient Egypt
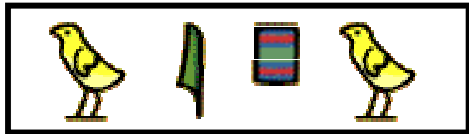
WIPO
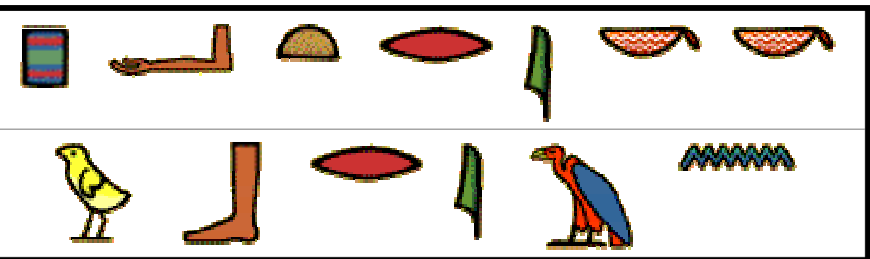
Patrick O'Brien
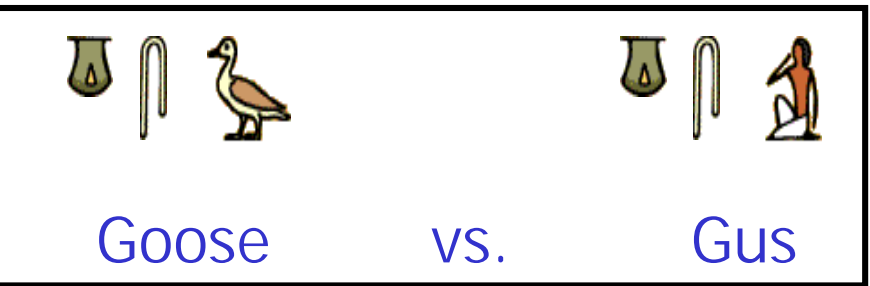
Goose   vs.   Gus

Languages of Egypt

- Hieroglyphic
  - ➢ Hiero – sacred
  - ➢ Glophus – writing
  - ➢ Kings & Pharoes
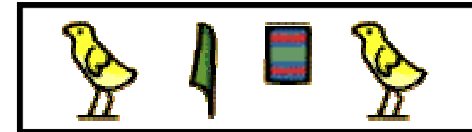
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- Heratic
  - ➢ Heraticus - Priesthood
  - ➢ Religious
  - ➢ Goose vs. Gus
- Demotic
  - ➢ Demos – Public
  - ➢ Common man

Today, One

? ? ? ? ? ? ?
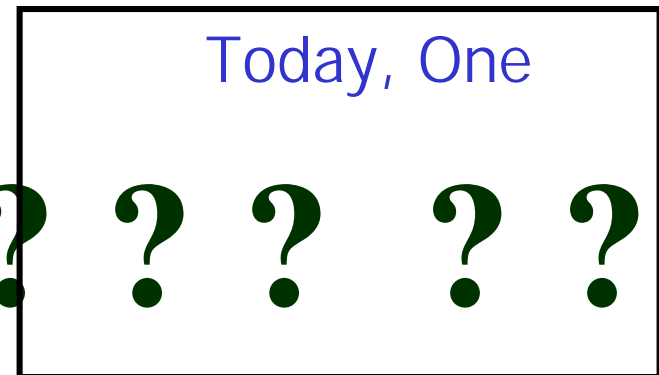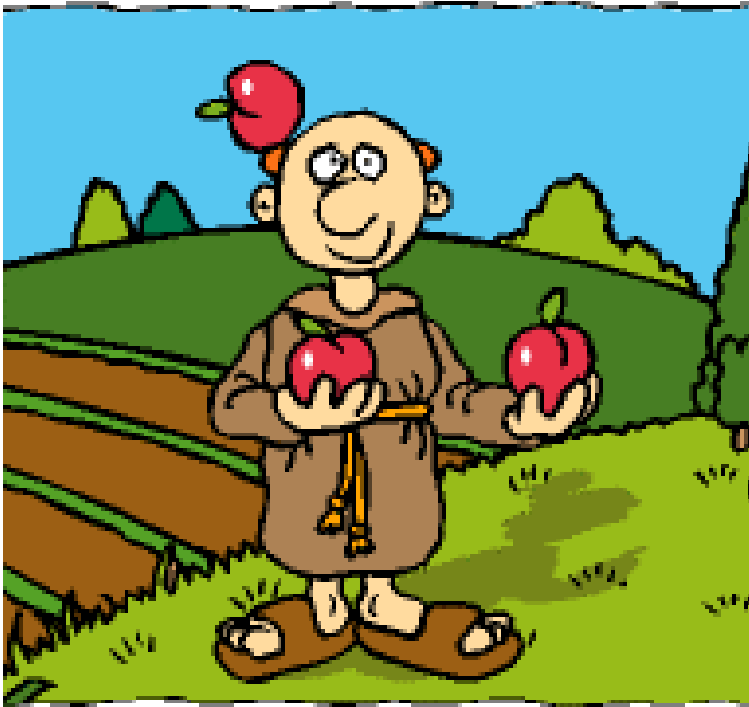
Ye olde England ...

- Latin
  - The Church
  - Education
- French
  - Government
- English
  - Common man
  - "vernacular"

Ye olde English Bible ...

Reformation

- Driven by lower prices
  - ➢ Church Monopoly kept Bible prices too high
    - ❖ *Tyndale's New testament –   3 shillings*
    - ❖ *Lollard's Manuscript   –   54 shillings*
  - ➢ Geneva Bible 1560, pocket sized
- Censorship & Church courts collapse -- 1640
  - ➢ Monopolies finally broken
  - ➢ Prices down to 1 shilling
  - ➢ Over 1 million Bibles
- Church based on a strictly controlled Hierarchy
  - ➢ Accessible to common man to make own interpretation
  - ➢ Removal of Church trained intermediary to interpret
  - ➢ Loss of centralised Church control
  - ➢ Alternates possible (cf. "root")
  - ➢ No "Authorised version"

NS.net

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Somerset, England, 1663

"Where is the Church?"

"The Church is where the congregation is assembled ..."

Control & Castigation

Pointers from the past

- Language as an *Identifier*
  - ➤ Of roles and capabilities
  - ➤ Access enables those roles
  - ➤ Controlling access denies others
- Language as an *Identity*
  - ➤ Common language as a basis of Participation
  - ➤ "The People have spoken" …
- Language transition does happen
  - ➤ Peaceful or Traumatic
  - ➤ Evolution vs. Revolution
  - ➤ Issues take time
  - ➤ Loss of control

Key Questions

- *Vox Populi vs. Vox Internettie?*

- *Language – Who's in control?*

- *Internet hierarchy – Impact?*

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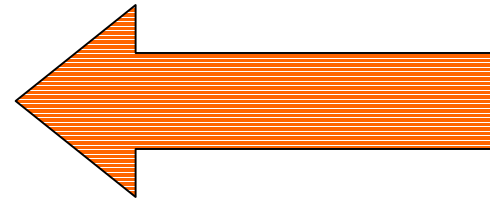
Jonathon Cohen on IDN's

- *" No matter how urgent, ...no matter how important, ...we need to get it right..."*

MINC Melbourne March

IAB vs IETF

- IAB -- What is required to build the next generation Jumbo jet?

- IETF -- What is required to make a plane fly?

"Chalk & Cheese"

Getting it "Wright"

IAB

747

IETF

TODAY

**Runways?
Buildings?
Customs?**

1902

1903

2001

John Klensin on IDN

- Goals
- Example Traps
- Localization-specific risks
- Character Coding
- DNS-linked Structures
- Top-level names in national languages
- Humans and their languages
- IA4/ "hostname rules" are really easy
- The Matching Problem
- Humans have harder expectations
- Success criteria ... and

An Extreme Conclusion

"If you are not frightened yet…"

"You don't understand the problem"

Depends on how you view it

What can you do with ...

- A 6 story high building
- 3 million components
- 274 kilometers of wire
- 8 kilometers of tube
- 3 million fasteners
- 73 tons of metal
- 6 tons of food
- 365 lights
- 40% of the world population

... build a Jumbo Jet ☺

Present day Heel-mark

- IDN's are a journey, not a destination
- Technology is not the End
  ... but the Start of a process
- Will develop and change over time
  ... no finishing point, no final flag
- Challenges there may be,
  ... have we the courage to face them?
- Boundaries certainly there are,
  ... have we the vision to leap forwards?
- Policies may still lag,
  ... have we the wisdom to build them?

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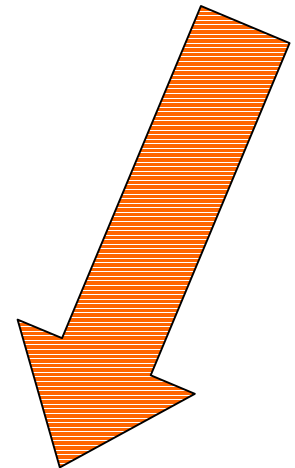
In Closing

- We don't need any Finishing line …
- But we do need to Start …

Questions … info@i-dns.net