



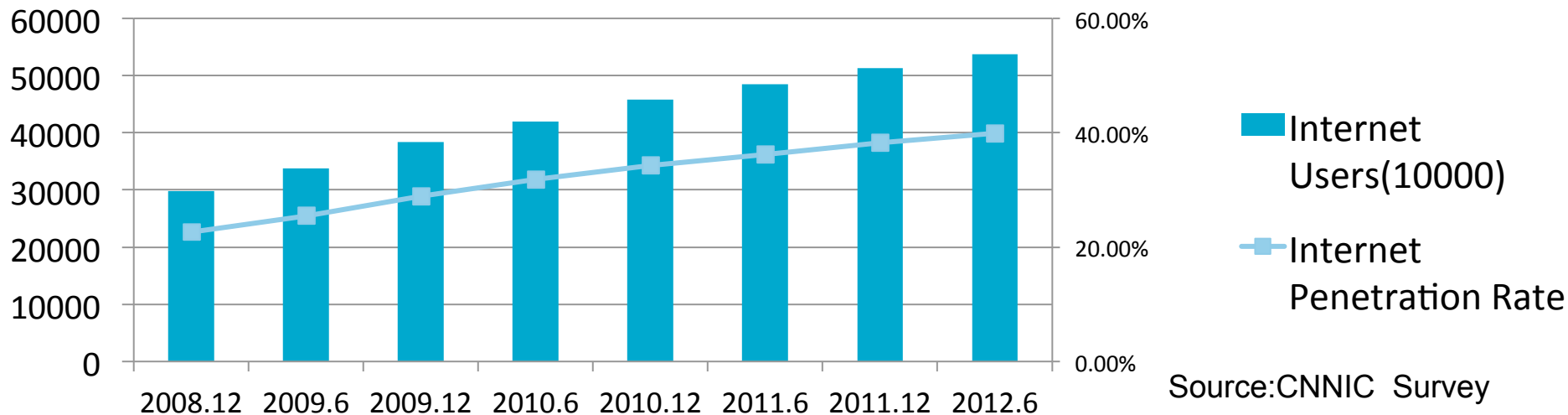
# Efforts and lessons on Improving Usability and Acceptance of IDNs in China

Dr. Sun, Xiantang

Toronto, 2012



## The Internet Penetration In China Mainland



- ◆ Currently **600 million** users
- ◆ **98.1%** have broadband access
- ◆ National strategy plan of promoting IPv6 and fiber broadband, aiming at covering entire China in 5 years

### ccTLD Registry

- CN and “中国/中國”
- **3,984,188** CN names
- **311,399** IDN names
- Real name ratio **99.11%**



## IDN Email

- 2004, begin Chinese Email address implementation trial
- 2006, push IETF to form EAI WG
- 2012, RFC about SMTP extension to support EAI is published by IETF

**The world's first email with "Internationalized Email address" has been sent from CAS on June 19 2012**, made an effective breakthrough to step over the gap that the fundamental Internet applications adopt English only.



Campaign	Time	Effect
Individualized Internet Application Development Program	2011-5-20	<ul style="list-style-type: none"> <li>•Frequent National Media Exposure</li> <li>•Increasing Domain Name Registration Volume</li> <li>•Increasing user acceptance of Chinese Domain Name</li> </ul>
SME Marketing via Micro-Blog Program	2012-1-11	
Chinese Consumer Association “中消协.中国” new web portal launching	2012-7-20	
Brand Protection Lecture series program	2012-8-21	



Currently 90% of the mainstream PC browsers in China are compatible with Chinese domain name. Users can input [http://\\*\\*\\*.中国](http://***.中国) in the browser to visit the website directly. We estimate that by the end of this year, users can achieve 100% free-barrier access via Chinese domain names.



Chrome



OPERA



SAFARI



IE

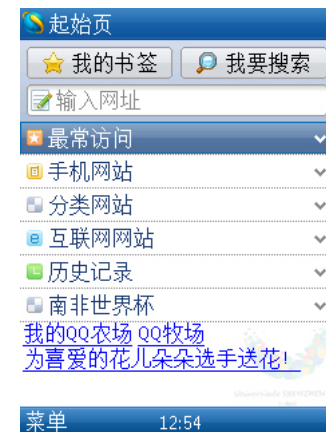


Firefox



360 secure  
web browser

Users can input “.中国” domain name on the Android iOS, Symbian and other mainstream platforms with the top ranking mobile browser apps in China, including UC, 360 , 3G, Opera, QQ etc.



Google and Yahoo can show Chinese IDN URL.

中文域名先行者- Powered by Discuz!

陈浩南.中国/ - 网页快照

中文域名先行者提供包括.中国域名在内的中文域名使用教程与经验交流共享。 - Discuz! Board.

中文域名使用- 中文域名先行者- Powered by Discuz!

陈浩南.中国/forum-4-1.html - 网页快照

2012年9月12日 - 中文域名的基本使用方法（如：域名申请、域名解析、域名绑定、域名访问等问题） 中文域名先行者提供包括.中国域名在内的中文域名使用教程与经验 ...



But Chinese IDN domain names are still not “**widely and fully**” supported. CNNIC is still pushing the universal acceptance of CDN as an ongoing process.

## Software Support

### Ideas and Issues to share:

- \*IETF standards do help improve acceptance of IDN ,e.g. RFC 3492
- \*Government's attitude and policies clarify the role of IDN. e.g. 《中国互联网络域名管理办法》 ([China Internet Domain Name Regulations](#))
- \*Instant and sufficient communication with software suppliers and developers help them “move fast”
- \*End-user is the most important drive to promote IDN acceptance. e.g.,
  - direct mapping between IDN and trademarks
  - Browser plug-in are not yet well developed
  - IDN phishing
  - We need more support from search engines , especially local search engine providers.

## Utilization Rate of Network Application by Chinese Netizens(Dec.2011-Jun.2012)

Application	June.2012		December.2011		Growth Rate in half a year
	User Scale(10 thousand)	Netizen Utilization Rate	User Scale(10 thousand)	Netizen Utilization Rate	
<b>Instant Communication</b>	<b>44514.9</b>	<b>82.8%</b>	<b>41509.8</b>	<b>80.9%</b>	<b>7.2%</b>
<b>Search Engine</b>	<b>42860.5</b>	<b>79.7%</b>	<b>40740.1</b>	<b>79.4%</b>	<b>5.2%</b>
Network Music	41060.0	76.4%	38585.1	75.2%	6.4%
Network News	39231.7	73.0%	36686.7	71.5%	6.9%
Blog/Personal Net Space	35331.3	65.7%	31863.5	62.1%	10.9%
Network Video	34999.5	65.1%	32530.5	63.4%	7.6%
Network Games	33105.3	61.6%	32427.9	63.2%	2.1%
Microblog	27364.5	50.9%	24988.0	48.7%	9.5%
E-mail	25842.8	48.1%	24577.7	47.9%	5.1%



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