Number of IDNs

8.7 m registered IDNs by Dec 2016

IDNs as a percentage of all domains

3% of the world’s domains are IDNs

ASCII domains 97%
Three scripts make up 90% of the world’s IDNs

- Cyrillic script: 10%
- Han script: 48%
- Latin script: 30%
The IDN world map by script
IDN scripts reflect the languages spoken in countries
Domain name script signals language of web content
IDN web content has greater linguistic diversity
Usage of IDNs remains a challenge
Conclusions

- IDNs help to enhance linguistic diversity in cyberspace
- The IDN market is more balanced in favour of emerging economies
- IDNs are accurate predictors of the language of web content

But…

- Only 3% of the world’s domains are IDNs
- Progress on universal acceptance is slow
- ICANN most recent gTLD process did not support IDNs as much as planned
Open questions and action

• What are the real obstacles for IDN growth?
• Are the issues at registry, registrar or registrant level?
• Disappointment or discouragement
  • Strong discouragement
    • Disabling discouragement
• Look at the big picture and take action
  • KISA great example of local and international engagement to support Hangŭl
Thank you!
Questions?

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