



# WIPO E-Commerce 2001

## Identities & Identifiers with an IDN flavour


Patrick O' Brien  
GM Registry

*A Multilingual Internet  
For Everyone, Everywhere*

# *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

# *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.ام.م




Address  http://简体中文. 雅虎. 公司

عنوان  http://مقر.انترنتمصر.شر

http://ישראל.אוניברסטה 

Address  http://தமிழ்சினிமா.வணி

Address  http://www.viagenie.qc.ca/

Location: http://ヤフー.会社

Location: http://삼성.회사

Location: http://ทีเอชนิค.พาณิชย์.ไทย

# to here ...

http://www.ahram.org.eg - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites History Print

Address http://www.ahram.org.eg Go Links

**الأهرام**

الصفحة الأولى  
مصر  
الوطن العربي  
العالم  
تقارير المرسلين  
تحقيقات  
قضايا و آراء  
اقتصاد  
الرياضة  
ثقافة و فنون  
الكتاب  
الإعمدة  
ملفات الأهرام

مواعيد الصلاة  
المحدث  
الارشاد



الأنثى 18 من صفر 1421 هـ 22 مايو 2000 السنة 124 العدد 41440

إذنا لم يظهر النص العربي

**مبارك ومحمد السادس يرأسان اليوم  
اجتماعات اللجنة العليا بين مصر والمغرب  
مباحثات الزعيمين تتناول تطورات السلام  
ومتابعة نتائج القمة الإفريقية - الأوروبية**

يصل إلى القاهرة اليوم العاهل المغربي الملك محمد السادس، في أول زيارة من نوعها يقوم بها لدولة عربية منذ توليه مقاليد الحكم في المغرب في يوليو الماضي. وسيكون الرئيس حسني مبارك في مقبلة مستقبلي الملك محمد السادس، حيث يعقد الزعيمان العربيان علي الفور جلسة مباحثات تتناول تطورات السلام في الشرق الأوسط، ومتابعة نتائج القمة الإفريقية - الأوروبية، التي عقدت في القاهرة في أبريل الماضي، بالإضافة إلى عدد من القضايا العربية والإفريقية والإسلامية الراهنة

**في رسالة إلى مبارك من أفريقي:**  
**إريتريا تطلب مساعدة مصر في تسوية النزاع مع إثيوبيا**



طلب الرئيس الإريتري أسياي أفورقي من الرئيس حسني مبارك أن تبذل مصر جهودها لتسوية النزاع المتفجر حاليا بين بلاده وبين إثيوبيا، وجاء هذا الطلب في رسالة خطية من

**Al-Ahram**  
SINCE 1876

برامج القنوات الفضائية

المسار الحياتي  
على الإنترنت

US MIRROR SITE

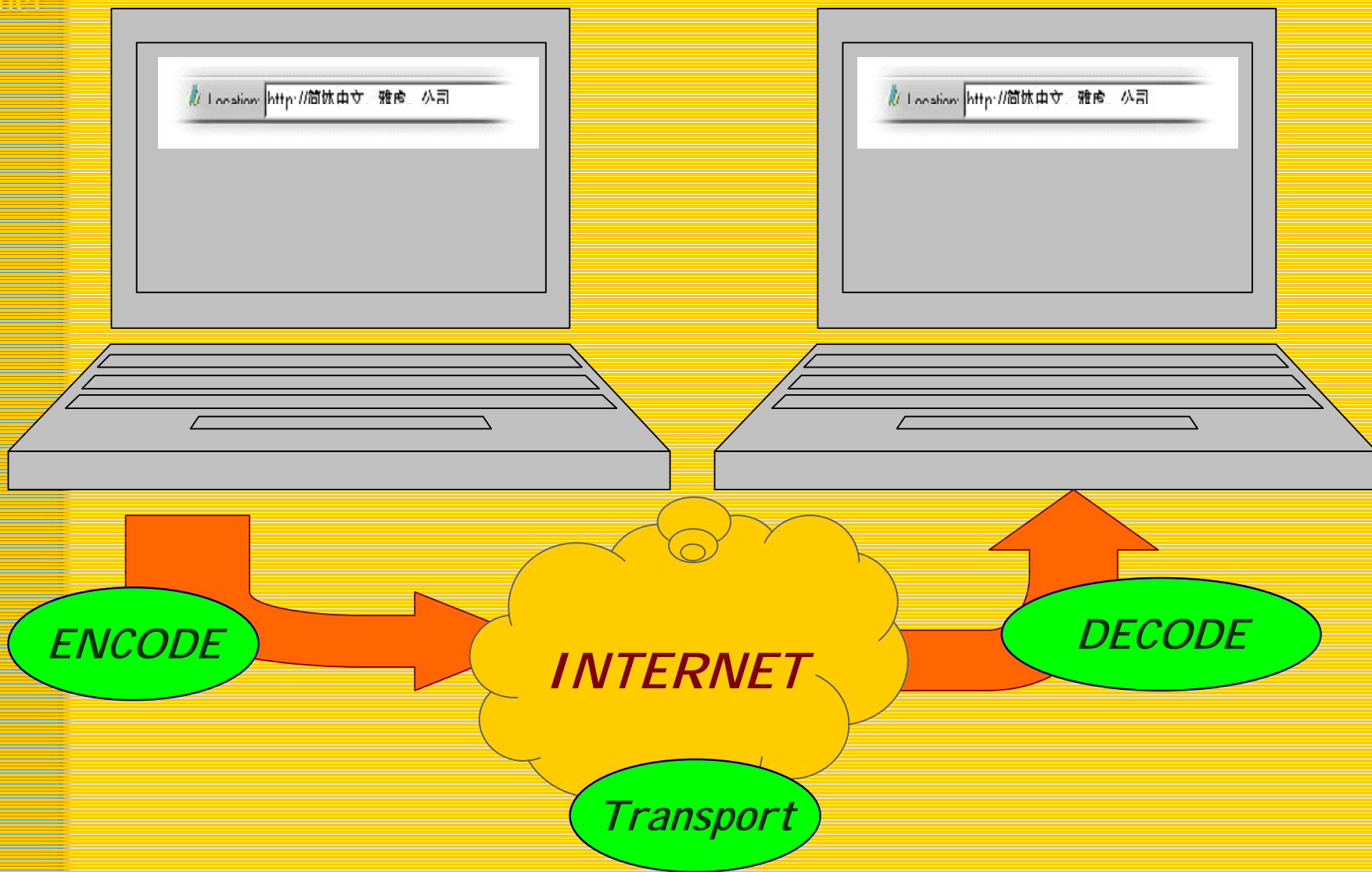
بريد الأهرام

الكارتيكاتير

القنوات الفضائية

Internet

# IDN's in Use



# *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>



# *Identity vs. Identifier*

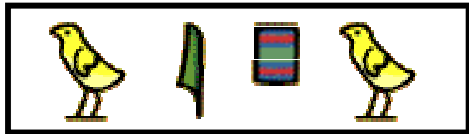
- Les Miserables
- Jean Valjean ... or
- Prisoner 24601?

# *Objectives*

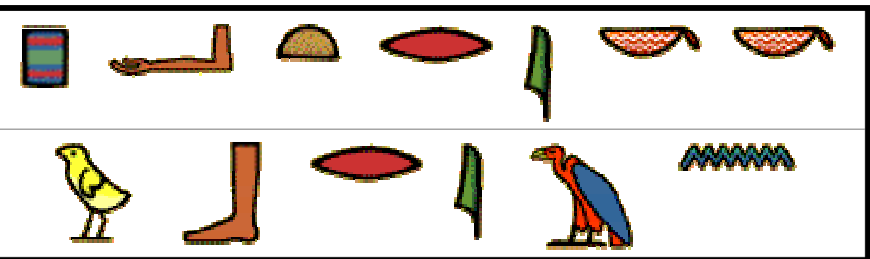
- Identity vs. Identifier dialectic
  - Broaden it ...
  - ... not address it
- Give IDN Context
  - Pointers from our past
  - ... heel-mark for today
- IDN means Change
  - Technology is one factor
  - ... so radical that we should fear?
  - ... ... or so beneficial that we should embrace?
- Handout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



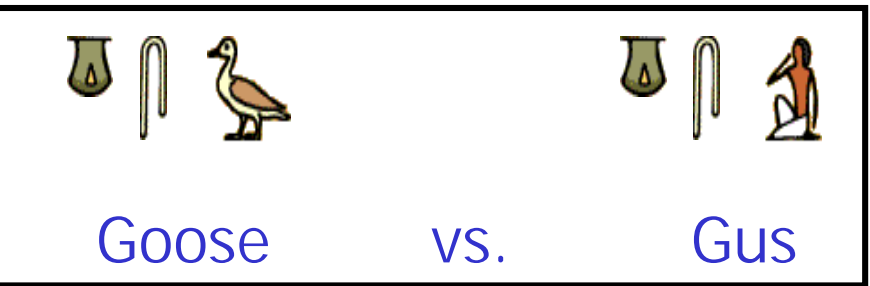
# Ancient Egypt



WIPO

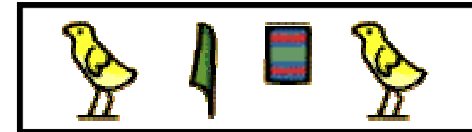


Patrick O'Brien



# Languages of Egypt

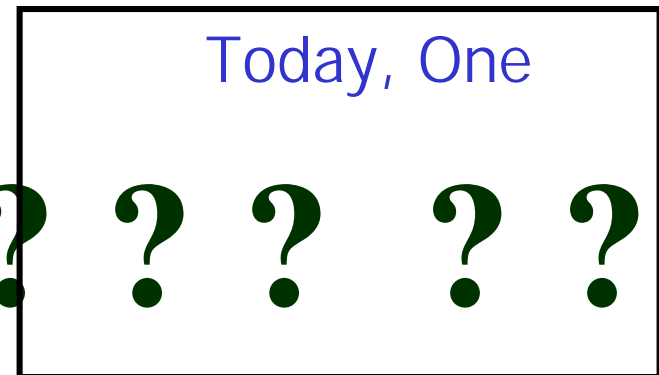
- Hieroglyphic
  - Hiero – sacred
  - Glophus – writing
  - Kings & Pharoes



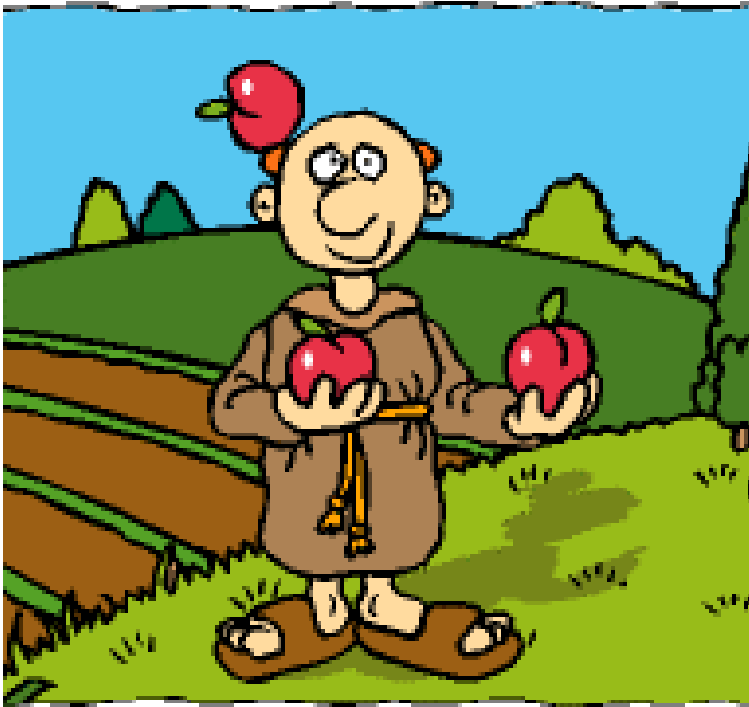
WIPO

- Heratic
  - Heraticus - Priesthood
  - Religious
  - Goose vs. Gus

- Demotic
  - Demos – Public
  - Common man



# *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"

# *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

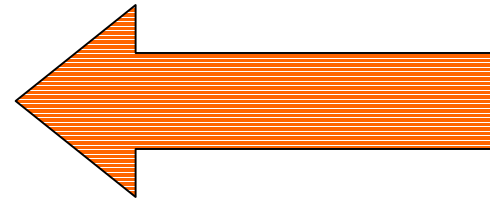


# *Key Questions*

- *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



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 😊*

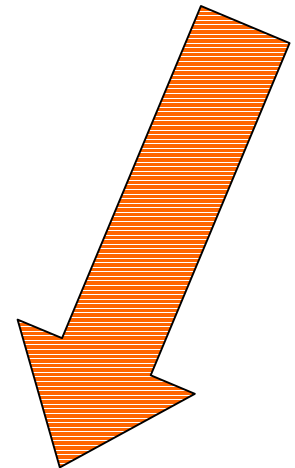


# *Present day Heel-mark*

- 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 ...

