IDNs under the Fast Track

Egypt's Experience

String Evaluation …

Importance of early coordination among ACs/SOs

- Agreed Process

- Clear Steps

- Smooth Implementation

- Predictable Output

IANA Delegation …

Importance of having IANA on board in the process (the PDP now) to the best of both:

- The Applicant

- The IANA

National Preparations …

- Think out of the box when setting policies

- Try to maintain and build on current end-user experience

- Ensure appropriate awareness

- Ensure appropriate marketing & branding

- Make sure to continue beyond IDNs

Importance …

- Identity & culture protection

- Easier guessing, learning & recalling of domain names

- Accuracy in Trademarks protection

Opportunities …

- Growth in number of users
- Breakthrough in new users segments
- Increase in online communications, services & activities
- Increase in local online content, an opportunity for local content industry
- Increase in opportunities of ISPs from the region getting into the registry/registrar business (currently only 2)

Thank You

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