Internet Identity For All

CCNSO Members Meeting
22nd June 2011

Norsuzana Harun

Senior Manager Operations

IDNs at the Second Level at .my

©.my DOMAIN REGISTRY 2011

1. IDN in Malaysia
2. Committees
3. Test Bed Experience
4. Issues & Challenges
5. Launching Plan
6. What Next?

©.my DOMAIN REGISTRY 2011

Where is Malaysia?

©.my DOMAIN REGISTRY 2011

IDN in Malaysia (.my)

1) Malaysia is a multiracial country
   - Malay (Jawi)
   - Chinese (Simplified Chinese)
   - Indian (Tamil)
   - Others
2) National language is Bahasa Malaysia (Malay)
   - Official education system uses Latin script (a – z and 0 - 9)
   - People in Malaysia basically understand and able to write all Latin script

©.my DOMAIN REGISTRY 2011

IDN in Malaysia (.my)

1. Many Malaysians have no issues to use Latin script domain name
   - www.fashion.my => English
   - www.fesyen.my => Bahasa Malaysia(Malay)
2. IDN is more on social / community/ cultural preservation instead of the commercial need

©.my DOMAIN REGISTRY 2011

About myIDN

myIDN is one of the .my DOMAIN REGISTRY Research and Development projects

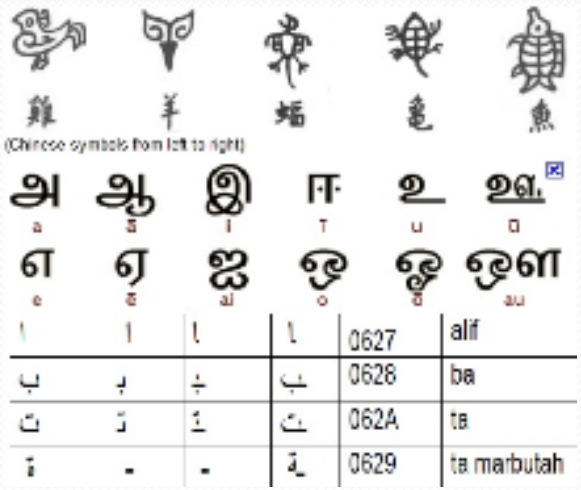
Objectives

- To represent Jawi, Chinese and Tamil characters in .my Domain Name
- Gain knowledge and experience of using multi language domain names and share it with the Internet community
- Expand a unique identity of Malaysian domain name
- Enhance DNS technology at .my ccTLD.
- As a preservation of heritage

©.my DOMAIN REGISTRY 2011

myIDN Development

Language



Technical

Policy

Awareness through Regulator's support

©.my DOMAIN REGISTRY 2011

Committee support

- Language
  - Sub-Committees for Jawi, Chinese & Tamil linguistic experts from Institute of Language & Literature (*Dewan Bahasa & Pustaka*) which is under the Ministry of Education, University Putra Malaysia , University Technology Malaysia, University Malaya and University Kebangsaan Malaysia, PENJAWIS and Teachers' Training Colleges in Malaysia
- Technical
  - Software Developers:-
  - Muthu Nedumaran, Nik Muhammad bin Nik Abdul Kadir & William Tan, University Technology Malaysia and KOMPAKAR
- Policy
  - MCMC, National University of Malaysia Faculty of Law, CyberSecurity Malaysia, Multimedia Development Corporation (MDEC) & Lawyers

©.my DOMAIN REGISTRY 2011

Regulator's support

- The Malaysian Communications & Multimedia Commission (MCMC)
  - Appointed .my DOMAIN REGISTRY to manage & maintain an integrated electronic address database under the Communications & Multimedia Act (CMA) 1998
- IDN Forum from 9th to 10th July 2009
  - Hosted by MCMC
  - Updates from Technical & Language Committees
- IDN Seminar on 19th April 2011
  - Hosted by MCMC
  - Over 100 participants attended from ministries, government agencies & educational institutions
  - More than 10 participants (mainly educational institutions) registered domain names

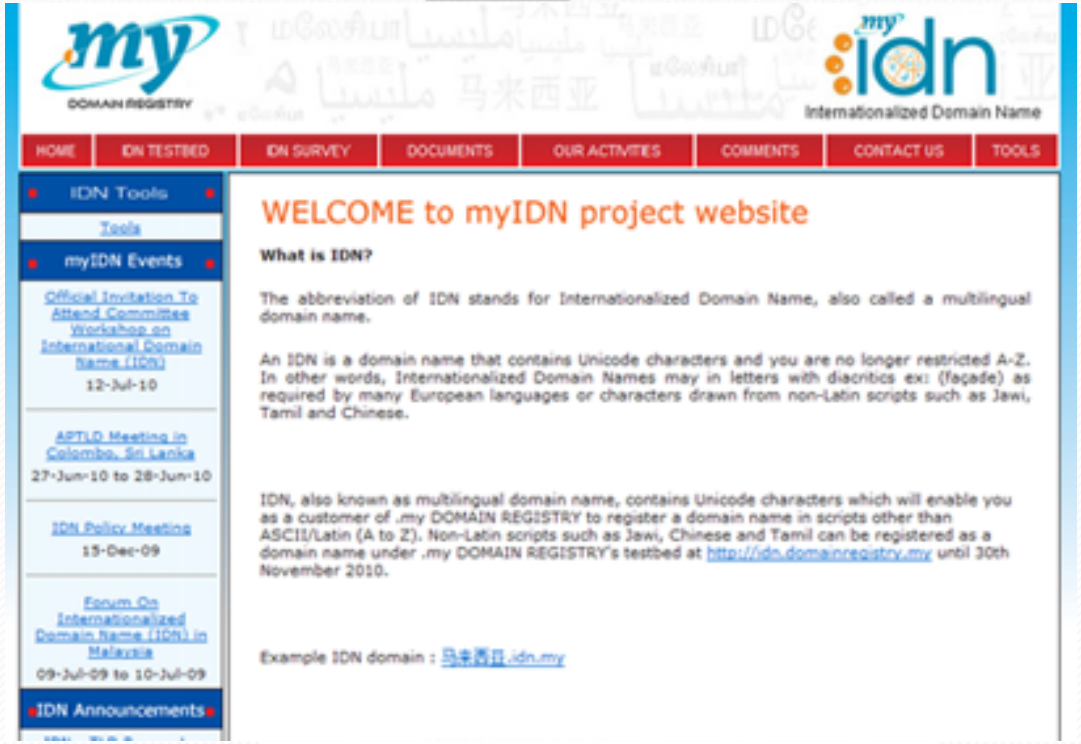
©.my DOMAIN REGISTRY 2011

IDN Seminar on 19th April 2011

©.my DOMAIN REGISTRY 2011

Test bed

- myIDN test bed was launched in 2009 (Jawi) & 2010 (Chinese & Tamil)
- Zone: idn.my
- Pointed to live root servers
- Supported 3 scripts
- 337 participants registered myIDN testbed
- Closed on 15th November 2010 - Results:-



Language	Domain Registered
Jawi	45
Chinese	70
Tamil	3

©.my DOMAIN REGISTRY 2011

Online Market Survey

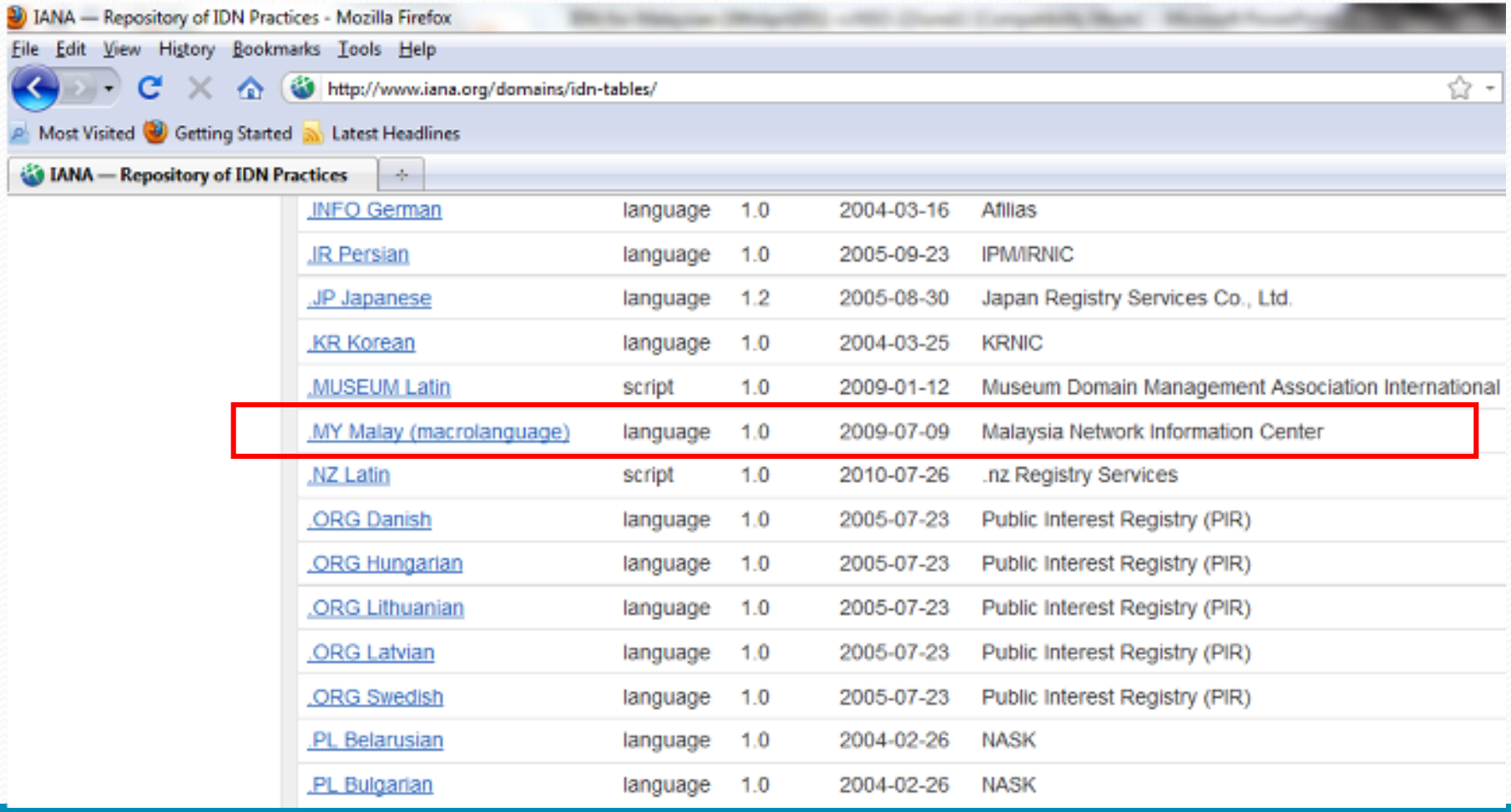
Market survey on IDN from 15th June to 31 July 2010

- Objective : To study the readiness of the Malaysian local internet community in accepting IDN in general, particularly in Jawi, Chinese and Tamil domain names
- 23 questions has been asked in the Survey
- 677 participants comprising of
  - .my Domain registrants
  - Schools
  - government agencies
- **74%** said it was right time to introduce **IDNs in Malaysia**
- **70%** said IDNs in Malaysia should be introduced at the **Second Level**

©.my DOMAIN REGISTRY 2011

Malay Language Table to IANA

- Submission of Jawi (Old Malay script) language table to IANA in July 2010



.INFO German	language	1.0	2004-03-16	Afilias
.IR Persian	language	1.0	2005-09-23	IPM/IRNIC
.JP Japanese	language	1.2	2005-08-30	Japan Registry Services Co., Ltd.
.KR Korean	language	1.0	2004-03-25	KRNIC
.MUSEUM Latin	script	1.0	2009-01-12	Museum Domain Management Association International
.MY Malay (macrolanguage)	language	1.0	2009-07-09	Malaysia Network Information Center
.NZ Latin	script	1.0	2010-07-26	.nz Registry Services
.ORG Danish	language	1.0	2005-07-23	Public Interest Registry (PIR)
.ORG Hungarian	language	1.0	2005-07-23	Public Interest Registry (PIR)
.ORG Lithuanian	language	1.0	2005-07-23	Public Interest Registry (PIR)
.ORG Latvian	language	1.0	2005-07-23	Public Interest Registry (PIR)
.ORG Swedish	language	1.0	2005-07-23	Public Interest Registry (PIR)
.PL Belarusian	language	1.0	2004-02-26	NASK
.PL Bulgarian	language	1.0	2004-02-26	NASK

©.my DOMAIN REGISTRY 2011

Technical Issues (Jawi)

1. Rules of the Jawi number

www.rama-rama.my	www.راما٢.my	
www.rama22.my	www.راما٢٢.my	
www.999.my	www.٩ ٩ ٩ .my	
Mix Jawi number & ASCII number	www.٩ ٩ 9 .my	
Mix Jawi alphabet & ASCII number	www.راما2.my	

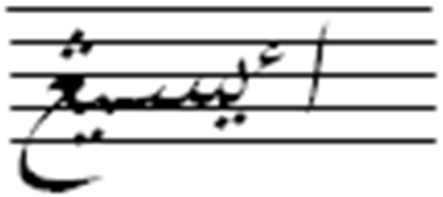
©.my DOMAIN REGISTRY 2011

Technical Issues (Jawi)

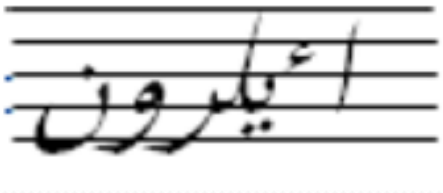
2. Jawi Letter Hamzah Three Quarter
   - Use in daily Jawi
   - Not in Unicode table
   - Can't convert to punycode

Here are some words *Jawi Letter Hamzah Three Quarter* in our daily Jawi writing (Reference: *Daftar Kata Bahasa Melayu Rumi- Sebutan –Jawi Jilid 1* pg 83)

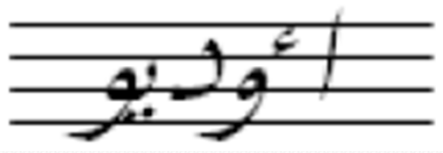
Aising



Aileron



Audio

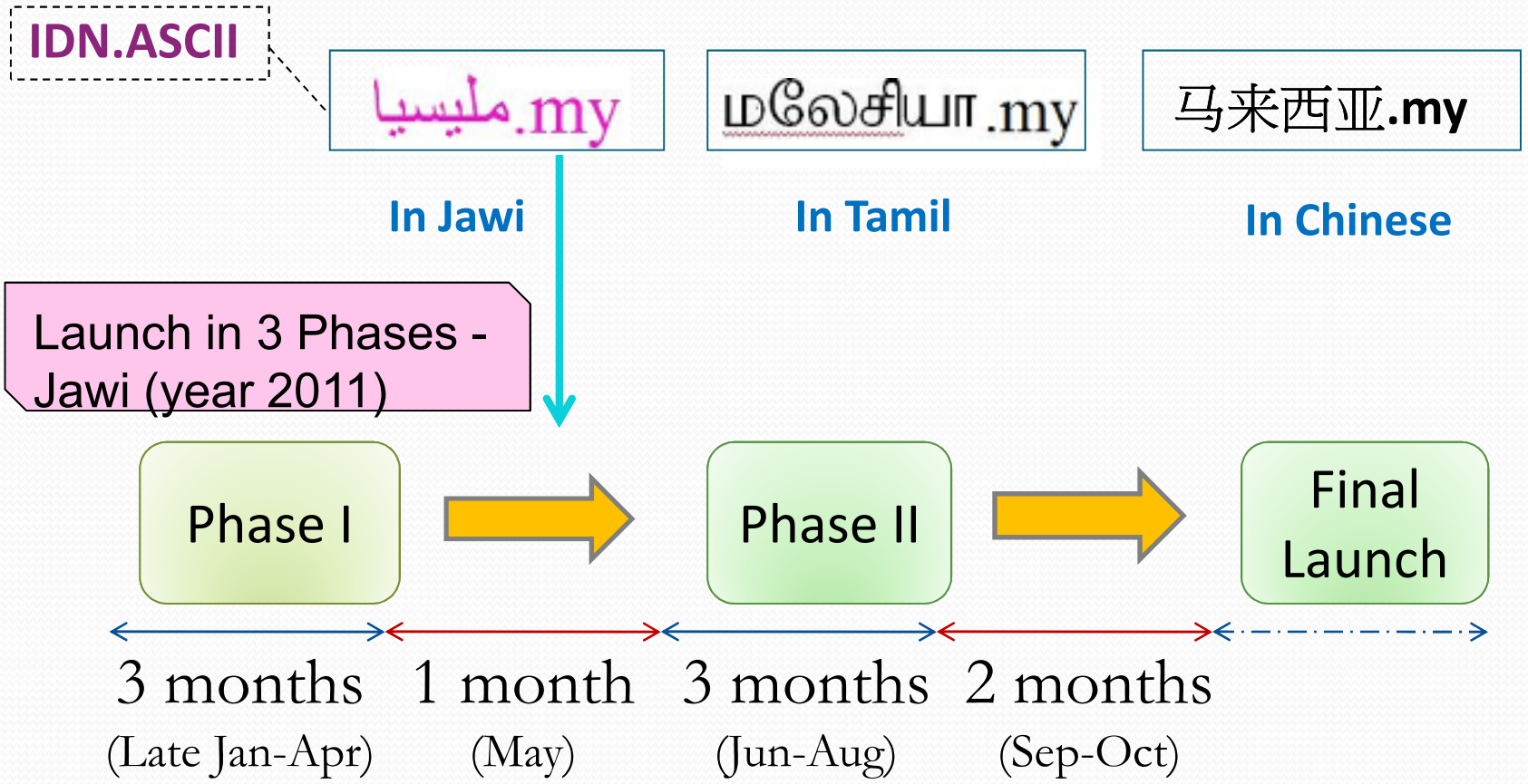


Source: http://rnd.domainregistry.my/idn/Jawi_characters_table.pdf

©.my DOMAIN REGISTRY 2011

IDN 2LD Implementation Plan

2LD IDN in Malaysia will be in 3 language (Jawi, Chinese, Tamil) scripts



©.my DOMAIN REGISTRY 2011

Launching Schedule

Phase	Duration	
Application open for government agencies and government educational entities only	9am 24 January 2011 – 5pm 30 April 2011	Submit via .my DOMAIN REGISTRY
Application open for existing .my domain name registrants	9am 1 Jun 2011 – 5pm 31 August 2011	Submit via .my DOMAIN REGISTRY Acceptance of applications from public on first-come- first-served basis
Public Launch	TBC	

There are no confirmed dates yet for Chinese and Tamil IDNs, target launch by 2012

©.my DOMAIN REGISTRY 2011

Jawi IDN domain name

IDN	Punycode	Organization
جوهر.my	xn--rgbk9dd.my	Jabatan Wakaf Zakat dan Haji (GOV) Jabatan Perdana Menteri
مفک.my	xn--dhbh51a.my	Majlis Perbandaran Kuantan
دوماءينريكيستري.my	xn--ggblkrmbm4llqzcad903b	MYNIC BERHAD

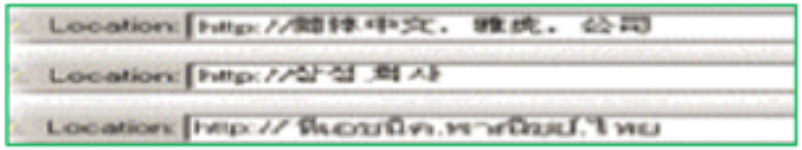
©.my DOMAIN REGISTRY 2011

Conclusion

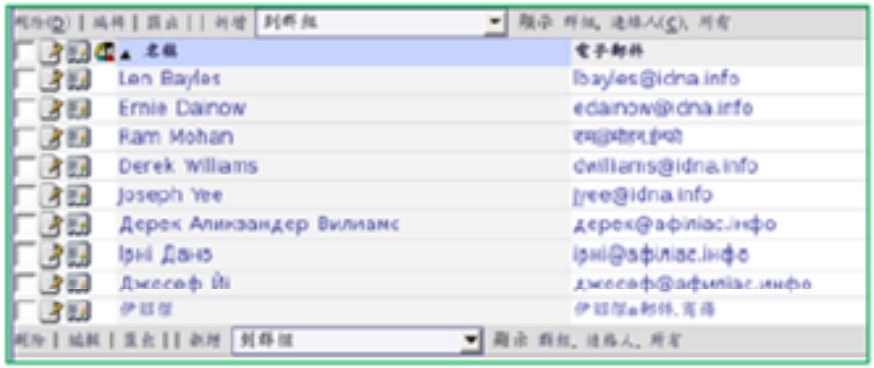
- IDNs will work in all major browsers (include mobile phones)
- IDN Email is already working
- Will it affect SEO? (local content with local language URLs)
- Applications will start adopting/using IDNs

BUT

WILL IDNS WORK IN THE…..



IDNs in browsers, 2008



IDNs in email, 2008

IDN TLDs on-the-go, 2009?

©.my DOMAIN REGISTRY 2011

Local Content Industry?

- Some website contents are in Jawi, Chinese & Tamil:-

- 24 Jawi IDN registrations as at 16 June 2011
- Rolling out to Schools
- Whether local content industry will embrace IDNs remains to be seen

©.my DOMAIN REGISTRY 2011

تريما كاسيه

THANK YOU

TERIMA KASIH

謝謝

நன்றி

Malaysia

www.domainregistry.my

http://rnd.domainregistry.my/idn

Email : idn@domainregistry.my

©.my DOMAIN REGISTRY 2011