

World Report on Internationalised Domain Names 2017



View the maps

Year by year comparisons of IDN growth



Latest Report

Latest stats, reports and analysis



Universal Acceptance

Track the progress of this critical work



United Nations
Educational, Scientific and
Cultural Organization

With the support of
**Communication and
Information Sector**

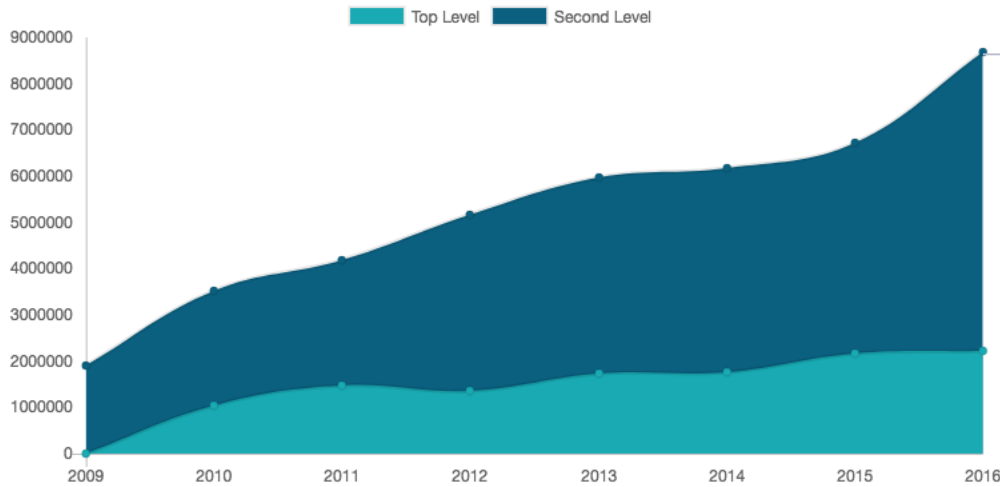
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VERISIGN™



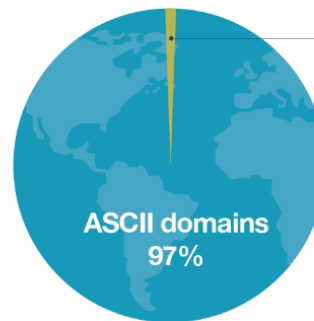
Number of IDNs



8.7 m

registered IDNs
by Dec 2016

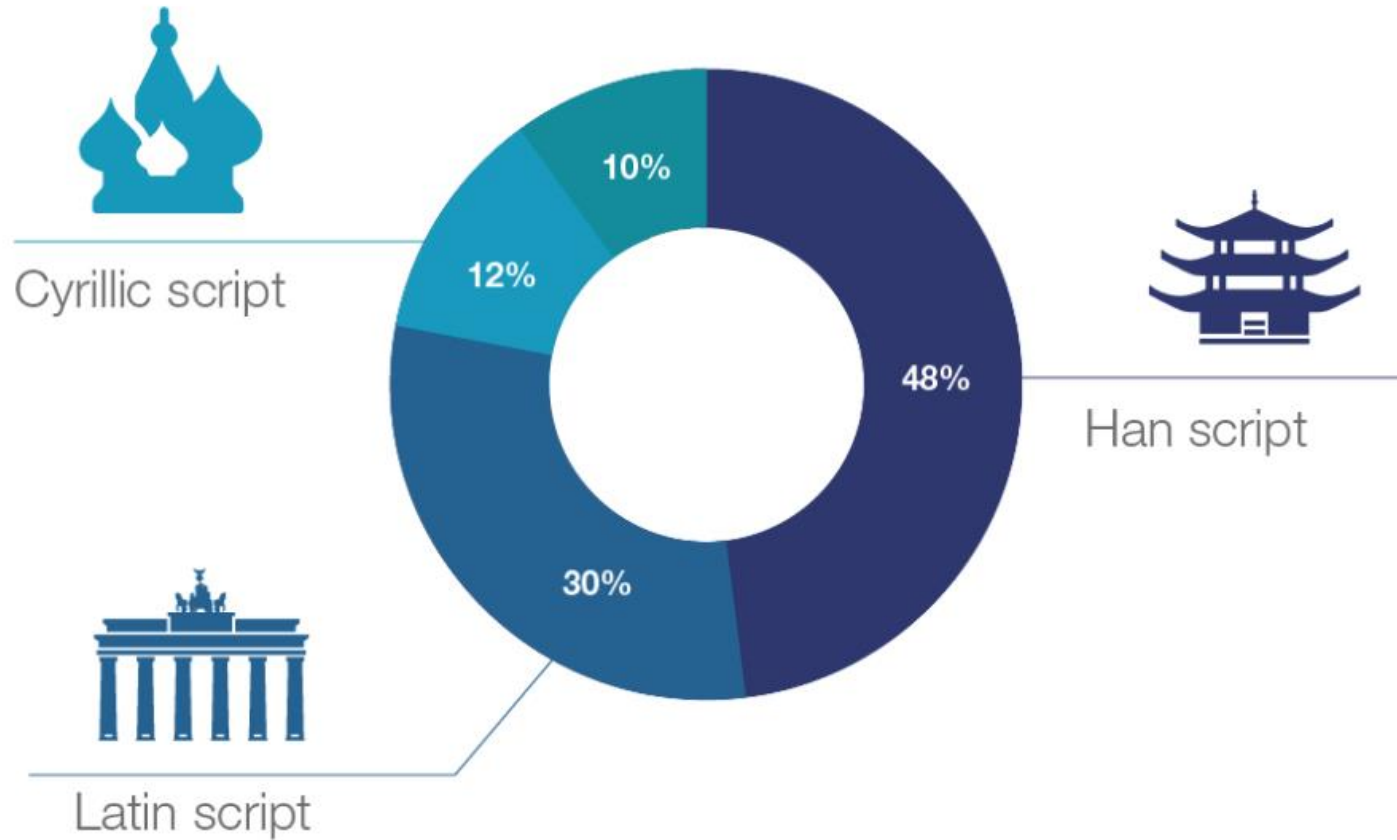
IDNs as a percentage of all domains



3%

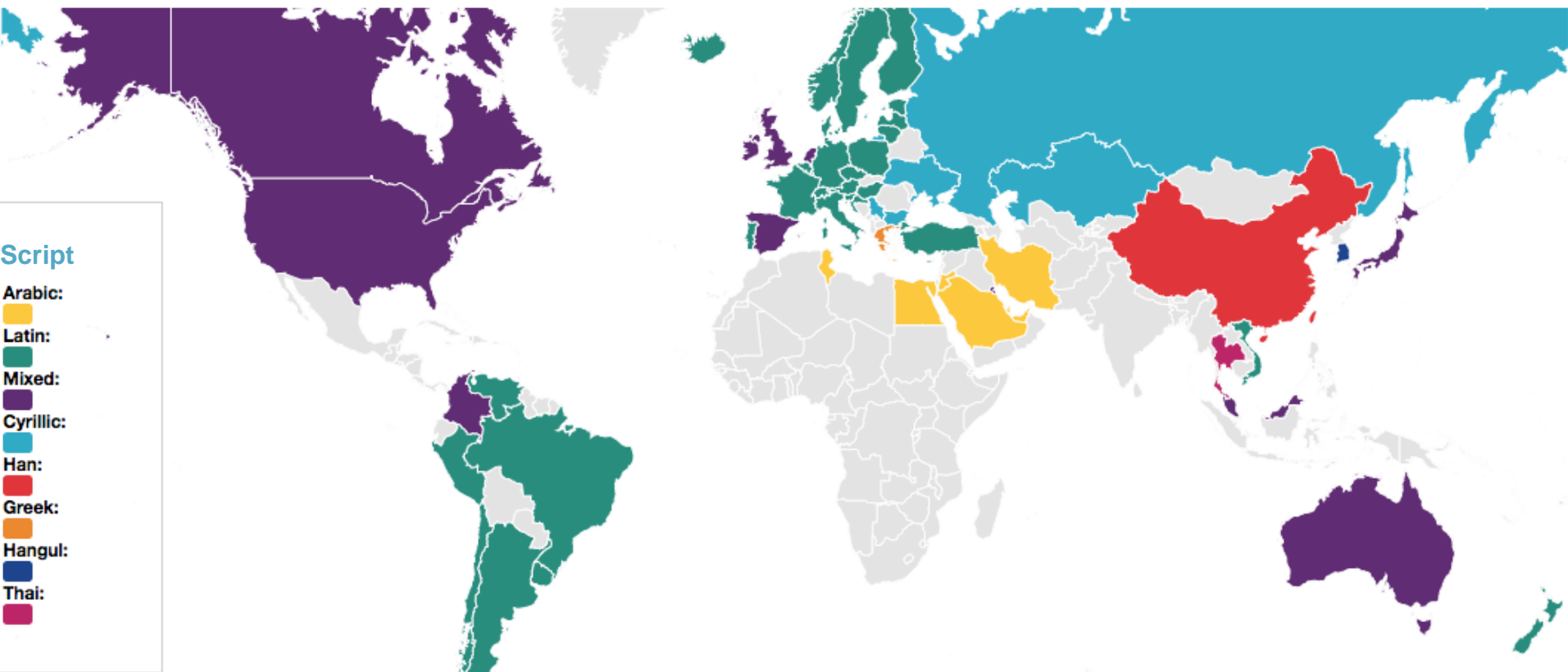
of the world's
domains **are IDNs**

Three scripts make up 90% of the world's IDNs

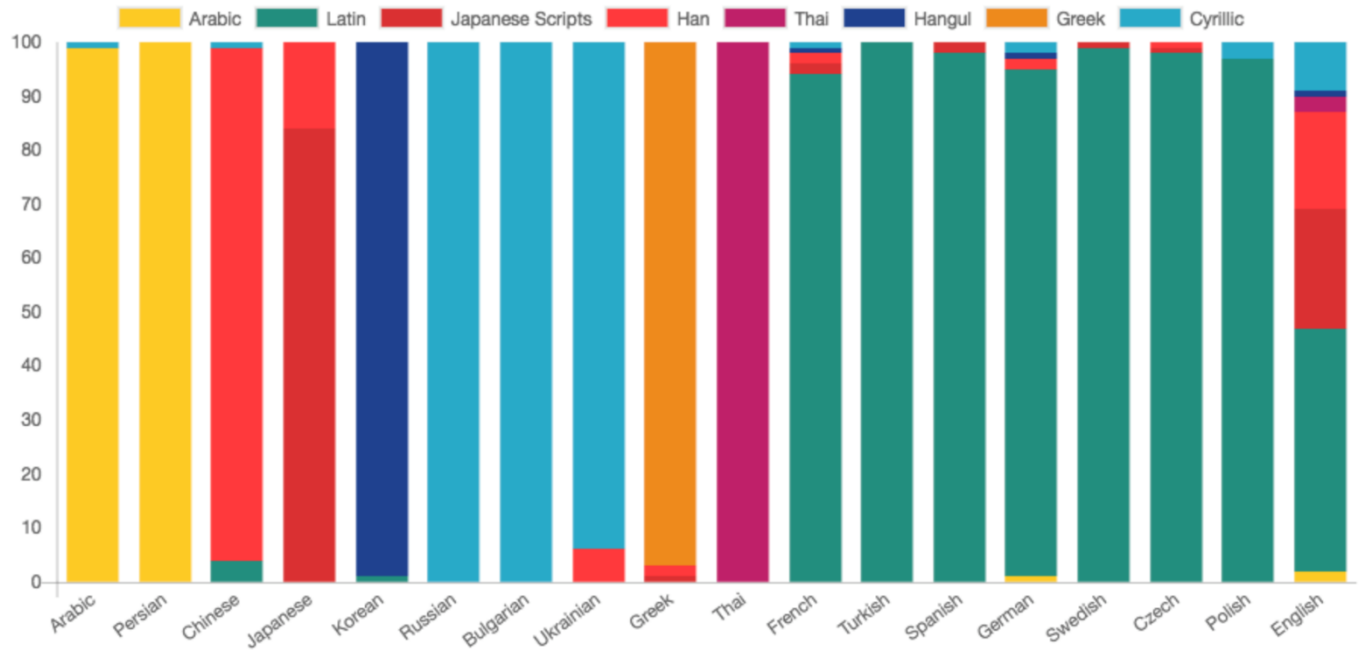


The IDN world map by script

IDN scripts reflect the languages spoken in countries



Domain name script signals language of web content



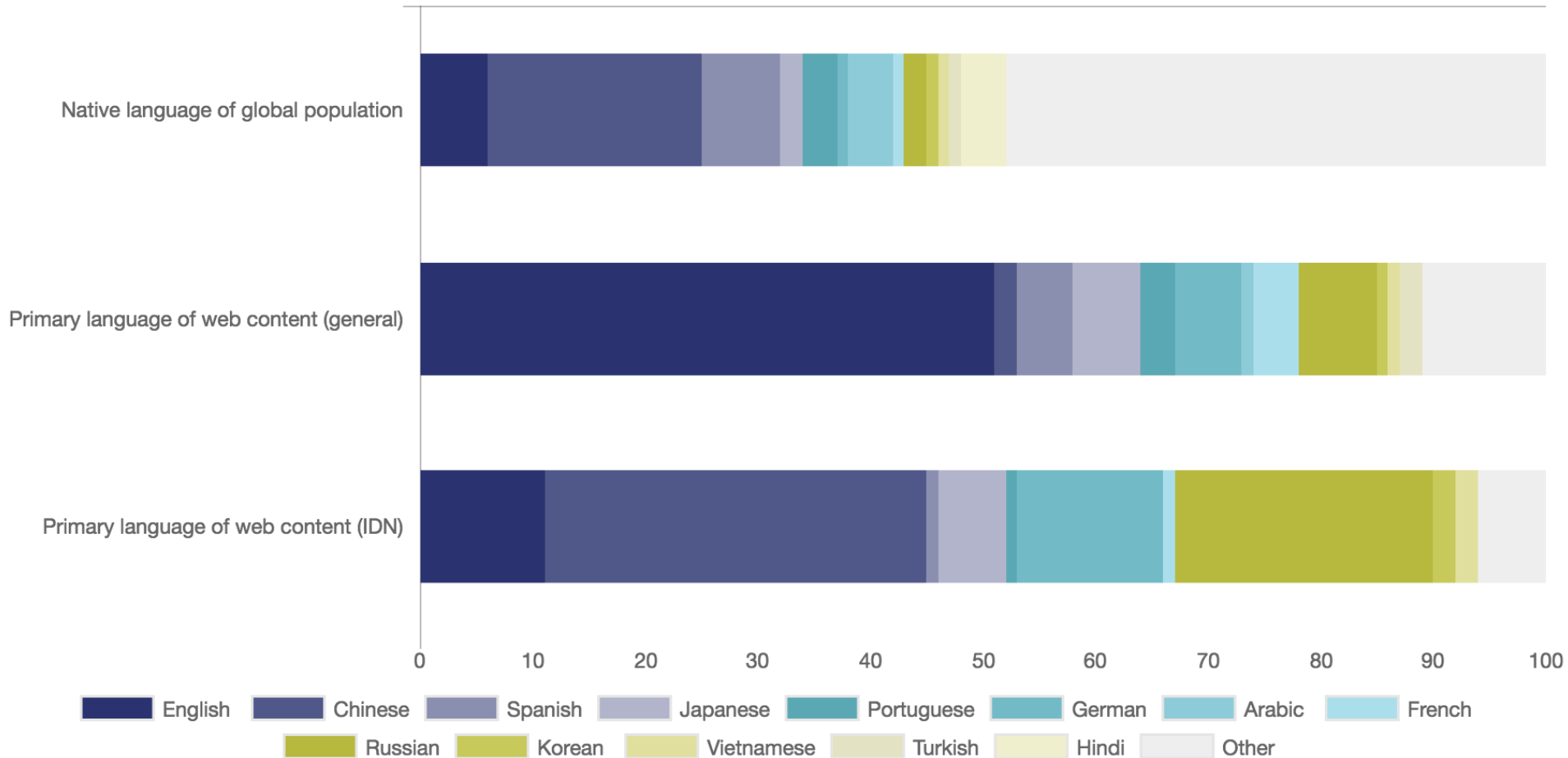
RUSSIAN LANGUAGE

Привет

100%

Cyrillic
script
domain
name

IDN web content has greater linguistic diversity



Usage of IDNs remains a challenge

The Elements of Universal Acceptance



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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