Bringing diverse linguistic communities together for a unified IDN ruleset -

A Truly Internationalized Internet

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5th August 2014

Internationalized Internet

Internet - An evolving Landscape

- Vast reach of Internet across masses
  - Internet has radically changed everyday life.
  - It has created new ways to connect with friends and family, new ways we do business and rewired just about everything in between.
- Supports MultiCultural and MultiLingual user base (crucial in Indian context)
- With the advent of “Standards” the internet is now becoming truly Global supporting most of the living languages of the world.
- Contents, Applications, Access Methods / Devices are now becoming Multilingual-Multimodal with Anytime Anywhere access.

The Next step - Web of Things

- Web of Things – it encompasses of Mobility, Big Data, Cloud, Semantics, Consumers and the “Internet of Things”. It looks beyond the “Connection of Things” and includes issues like heterogeneity, scalability, security.
- Multimodal user interfaces allows user to interact with environment and exchange information with others seamlessly
- A lot need to be done to address the requirements of people with special needs (elderly and people with disabilities).
- Smart environments (for Ambient Assisted living), Social networks, Health services for aging population is need of hour.

Internationalized Domain Names

- Internationalized Domain Names has gone one more step further to provide the URLs in ones language.
- A key to truly Internationalized Internet
- Connects the last mile
- Provides Gateway to the user - entry point to interacting with the Internet.
- Though innovative and useful has couple of challenges and obviously opportunities too.

IDNs : Opportunities

International domains has tremendous potential, whether you're a non-English speaking business owner or an English speaking entrepreneur

Larger Audience:

- IDN will bring the Internet to the rest of the people in Asia who do not speak English.

Localization:

- A big factor that will keep international domains in high demand is localization.

Brand Protection:

- Prevent others from "damaging" ones brand.
- Most companies include IDN into their brand protection strategy

Availability:

- Huge number of IDNs available.

IDNs: Challenges

- Spoofing and Phishing
- Uniform User Experience

RuleSet – Broad expectations

- **Open** - allows the user to register his domain name without any restrictions ?
- **Coherent**
- **Secure:** To ensure as far as possible spoofing, pharming and phishing attacks do not take place one IDN in one language (script).
- **Supporting complexity of Scripts:** To handle the complexities of Indian Language writing systems derived from Brahmi which follow a particular syllabic structure. In other words ensure a well-formed syllable.
- **Language vs. Scripts:** To give priority to languages over scripts and ensure that eventually all 22 languages will be IDN enabled.

RULES

- Generic rules in compliance with .in registry.
- Rules specific to IDN in Indian languages.

DIRECTIVE PRINCIPLES

- ABNF formalism and language specific restriction rules to ensure a well-formed Brahmi Syllable.
- Variant tables to reduce the risk of spoofing and phishing.
- Language Tables along with code-chart and clarification of the same in Unicode terminology to ensure that only those characters pertinent within a given language are used.
- The implementation of these will ensure that the Middle and Top level domain registration is easy and correct.

Expectations from Neo-Brahmi Panel

- The scripts / languages which follows a syllabic structure, especially originating from Brahmi needs to be addressed holistically.
- Focus will be on creation of Label Generation Ruleset with following considerations:
  - Broad approach to be followed while formulating the rules.
  - Increased community participation.
- The Panel will have two thematic cores:
  - The inner core will focus on the work to undertake such a task and the efforts to bring together experts to define such rules and also the challenges to achieve such task. In other words, the linguistic infrastructure.
  - The outer core involves sharing of views from the Industry experts closely working in the area of domain names at large, Internet enabled applications and IDNs. These are Registrars, Registry and above all the consumers: the industry at large, especially the browser developers, to name a few.

References:

http://www.w3.org/2014/02/wot/papers/velasco.pdf

धन्यवाद

Nurturing living languages

जीवित भाषाओं का पोषण