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>>Komathi Ale: Welcome back, ladies and gentlemen.

We'll now continue with our final plenary session for the day.

Before that, just a small announcement. APNIC would like to invite you to the cocktail this evening at about 5.30 at the Gallery East.

It's a friendly and casual atmosphere and you can join us for the cocktail before heading off for your Singapore tour in the evening.

The final plenary session is: IP IDN Governance and Policy for an Equitable and Diverse Multilingual Internet, which will be chaired by Mr Subbiah Subramaniam, from i-DNS.net International.

>>Subbiah Subramaniam: Hi, everybody. In case you're wondering why I'm wearing a hat, I'm going to start with this.

First, IDN in its modern form, pioneered and everything, was done by Tan Tin Wee over there.

I assisted him and I'm the guy who coined the term IDN as opposed to some other. We were arguing about it. Evenutally, it was IDN.

The reason I'm wearing the hat -- given that background, and that was in 1997-98 in Singapore -- is because when we invented or at least pioneered the modern form of IDN, back then, I still had hair.

All right? But actually, I have a medical reason, I had an accident, I can't have the UV light for at least three months. I have a scar.

We have a session of 30 minutes for panel and my take on it is every point that has ever been made at ICANN or IGF has been made already times before, so the speakers, I think it's more valuable, more productive open session for longer at the end, because it's finally going to look like it is going to be implemented, so everybody wants to have their last say to say things, at least in the large scale, coming up, it's something that you might want to discuss.

So we'll try to keep the talk short and I have six people, so we'll try to keep it short and move forward.

As the write-up suggests, it's already 10, 12 years since IDN was really proposed and it was tested out in Asia for a year, through APTLD, APNIC and all that. It was Tin Wee and myself back then in 1999. There's other

people here who remember all that.

Since then, it's taken a long time to get adoption, a lot of it could have been adopted way back then on the tests don't really show anything different over all these years.

It was really mostly an issue of who gets to launch it or who will do it. It was not really a technical issue. I think it's fair to say that the reason IDN didn't get going initially for all these years was that it wasn't really in the interest of not to mean in the demeaning way, but they had other things to do. People who really didn't need it, people who were happy with the different script, ASCII script, were busy doing something else, or at least why not just use English, that was one element of it.

Other elements was just: tomorrow, tomorrow, tomorrow. It took a long effort until regional deployments everywhere, China, which we helped to some, has forced people to finally do something about it.

In the process, we have lost a generation of speakers. A lot of people have gone and learnt English in the period, China and everywhere, because they want to use the internet. Since we are at IGF, it's not really possible to have a very good Facebook revolution if you can't do it in your own language, at least

connecting.

I will tell you a little story and that can give you an idea.

At the last ICANN meeting, I was at the front gate in the western San Francisco and I was trying to -- Clinton was there and there was some reason I wanted to get somebody to meet him, that's besides the point, I looked at the security guy, it had an Arabic name on it and a I said are you from this country? Look he says yeah, I'm Arabic, but I'm American, I grew up here. So what do you do here? I explain, I was trying to get a fey of him. He says, this IDN, you may have noticed, you are a security guard here, I had something to do with helping to get it started. What is that, I heard about it in the BBC, they were talking about it, I explained to him it's not the content, it's the domain name itself. He said, you know, my namely is from Tunisia, this is about a month after the Tunisian revolution, I have been following up a this, it occurs to me that the content is there, but the Tunisian Arabic domain name would really help this effort better. He tells me. So he wants my autograph. OK?

The fact is people can identify it does help the cause of where we want to get to, but now 10, 12 years later, we are going to do it, but the question this

panel is about how we are going to do it. There are still elements of who is going to benefit financially for one thing, secondly, culturally, how is it going to be implemented, different people will implement it differently. This panel, part of the reason is some of these people have already implemented it in regional deployments earlier on before ICANN did it in their own countries and some of these speakers will show you things they have done for a few years, deployed out there in telephone communication companies in their own countries, large numbers of people using it.

But using it in different ways, not the way that we would necessarily been using it, following the sort of English model or the US Silicon Valley model, that's copying everything, but different way that is make sense.

I think part of that speakers who speak of these things would point out basically how they would be able to point out how -- what the missed opportunity might have been during this time, because it could have been deployed in different intelligent ways that would have developed different ways.

Same name, but how do you use it to the benefit? That's one part of it. The other part of it is any policy deficiencies that people have been talking about

for a long time, another way IDN is going to implement, that may favour one group as opposed to native groups.

These are the two things we want to discuss. It's not clear in things that were proposed were never adopted because of global reasons. But still worth a try. There's still some debate left for the next few months, so perhaps some issues can be raised. So that's the general point of discussing this.

My first speaker is Li Qiang. He's mostly fluent in Chinese, but he has an assistant who will take care of delivering it or translating it in English.

I would like to say, some people here may disagree from China, I don't know, but from my perspective, Li Qiang is -- because he's been in this business for 10 or 12 years, his first role was he was at CNNIC when they wanted to increase, its was just a sort of a national registry where you waited three months application for your domain name, 100 or 200 people were applying, they were not automated, they made a policy decision at some point nine years ago to say we are going to have registrars, follow the rest of the world, we are going to get foreign registrations, drop the price, instant registration and stuff like this, so they wanted a marketing business type of person to come in, in a country that does it their own way.

He came in and within a year or two, we are out at a million names from nothing and he had 64 registrars who all became rich and happy with him, I suppose.

Then, at that point, once it was a million plus and the organisation went off to 15 million names by reducing the price, at about that time, he said maybe this is not a good idea, because they have been deleting names.

At that point, he moved on to another agency which is also a registry, which has been given a licence by the Chinese Government called CONAC which got started. It was essentially something like a commission that reports to the Prime Minister's office in this country.

So a commission was interested in launching .gov and .org on their own. Not ICANN, but in Chinese characters. They wanted it for e-government purposes.

So he was brought over there and he helped lead that -- but was number 2, just like in CNNIC in the higher senior management, to push the sales up. It launched a few years ago and it's successful. It doesn't work outside of China, but these .gov and .org actually works and lots of government agencies are required to set up websites.

He then decided about a year plus ago to leave that, once that was started off, to find one of the registrar

companies that were not doing so well thanks to the changes in pricing and the deletion of names, so he partnered with one of them and became more like an entrepreneur now and took a stake in the company and eventually an existing registrar and turned it around in the last year or two to a few million revenue. It's called Goshou Registrar and it's one of the most successful registrars in China today.

He has all these different perspectives about China and if there's one person or two or three people basically in China who has been responsible for shifting the domain names in China from a small number to this huge number now, it has to be him.

I would like to ask him to say a few words.

>>Li Qiang: Ladies and gentlemen, thank you for inviting me to this meeting.

I'm glad to my own opinions and opportunities of IDN in China. I'm sorry, I cannot speak English very well, my assistant will speak. Thank you.

Thank you very much.

>>Ms Li: I will help Li Qiang to introduce the IDN's history and opportunities in China.

Firstly, why we need IDNs. Language plays a very key role in human being's communication. In China, the computer would not be widely used if the operating

system of the computer is not Chinese.

China would not become the largest computer like consuming country in the world.

So different languages and different cultures create the communication problem. That's why we need IDN to adapt this.

IDN plays an important role in language adaption in internet, for example, the.com registration in China before 2006, the English spelling domain name's, the price of it keeps rising in the domain name trading market.

However, after 2006, the Pinyin spelling domain name which has the Chinese pronunciation becomes more expensive than the English spelling domain name in China's domain name trading market, like the Pinyin spelling domain names is something like baidu.com, everybody knows that. So "Baidu" in Chinese means "search very hard". However, it doesn't mean anything in English.

The popularity of the Pinyin spelling.com domain names proves the need of the IDN this China. It also proves the real IDN would have bigger market in non-English speaking country.

The year 2000 is very important to Chinese domain name market. The American company Network Solutions

launched the Chinese IDN .com in China. At the same time, CNNIC launched the Chinese domain name services for .cn, which means, like "(Chinese spoken)", which means .china and also .company in Chinese, we call that "(Chinese spoken)".

Our Singapore company IDNS launched their Chinese IDN in China in the same year.

Among three of them, NSI and IDNS service is not for free. However, CNNIC's service is free for the first year for trial.

After launched the IDN in 2000, the IDN statistics are the free IDN in China, there are over 1 million domain names has been registered. The not free IDN takes approximately 100,000.

However, the good view didn't last long. The IDN promotion in China encountered its own problem. From 2001 to 2003, all the IDNs have to use plug-ins to resolve the delegation problem. It caused a number of issues.

Firstly, the stability of the plug-ins. Secondly, the compatibility between plug-ins and operating systems. For example, the plug-ins cannot be installed, cannot be uninstalled and it's not functioning at all.

We also have the difficulty in, like, downloading the plug ins. Also, problems causes acceptance problem

of users, so and also the applications for the IDN, for example, the emails and the FTPs are not working.

After 2001, the problem still persist and the system capability is low and we have the rogue software interference. Users misunderstanding about the IDN still like stands there.

So application problem as I said like the emails and the FTP problems still persist.

IDNs were rarely being registered and renewed after the first year 2000.

Finally, users give up on the IDN and make the CNNIC becomes the only organisation that was still working on promoting the IDN.

After 2005, CNNIC intensified the promotion of the IDN in China.

The IDN registration started to grow after that. However, it still didn't reach the volume in the year 2000.

In 2006, CNNIC .cn registration becomes the third larger ccTLDs in the world.

CNNIC use this great opportunity and they united other organisations raised this IDN issue to ICANN at the same year, which is 2006.

After four years effort, the 2010 is a great year that IDN ccTLD finally become a member of the domain

name family.

That is the history of the IDNs from 2000.

Let's talk about the current promotion situation and the problems of the IDN in China.

The current promotion stations like this situation of IDN. 90 per cent of the government website started using the Chinese IDN. The latest statistics reviewed after the Ministry of Foreign Affairs, ministry of education, ministry of finance and other central government website started using IDN. All provinces, states, city government websites started using IDN as well.

Such as Shanghai city government website and Guangdong Province website.

Why we talk about the Chinese Government website is because Chinese Government website is always the key approach for the public to understand the government information, acquire the on-line services and join the supervision of the government.

The Chinese IDN has the advantage of setting up a standard and authorised government image and also enlarging the influence of the government among the citizens.

90 per cent of the users are willing to use Chinese IDN. Because IDN like the Chinese IDN is easier to be

remembered and the spread among the Chinese speakers.

According to CNNIC's latest report, 90 per cent of the interviewers like to use their own language to surf the internet.

Over 70 per cent of the internet users think Chinese can explain a better meaning of famous brands in China.

We actually need IDN in China.

Chinese internet users have reached 1,370 million. It becomes the largest Internet Society in the world. They need their own language to surf the internet. This demand will popularise the Chinese IDN and it will raise another wave of IDN application as well.

Let's talk about the advantages of the IDN the IDN can increase the accuracy of the domain name in China. In China, there is a high repeatability of Chinese pronunciation. The same pronunciation can mean differently. There are over 1,000 characters that have different meanings but sound alike.

This causes a very high repeatability of Pinyin spelling domain names.

The Pinyin spelling domain names is a domain name like as I just said, like baidu.com, Baidu is Pinyin in China.

It doesn't mean like it also creates a severe controversy in the, like, internet.

Give me a chance to present this example. For example, "kai xin" in Chinese means "happy". However, the word "kai" has 34 different characters. "Xin" has 46 different characters. Therefore, it will be over a trillion different meanings with different combinations.

Situations above create a severe controversy in the internet. This controversy is harmful for the protection of the intellectual property and the companies have to cybersquat to register their own brand. This is a major cause of dispute.

On the contrary, the Chinese IDN can illustrate the accurate meaning of the brand by using the mother tongue of local people. The significantly reduce the confusion of the domain.

IDN can increase the security and the reduce management cost.

With the Pinyin spelling domain name, a large amount of the fraud website email address can easily commit the fraud crime.

The government and banks, famous enterprises don't have their distinguished name in the internet in China, which is a major reason of widely spreading phishing emails. It also causes the user's confusion that when they receive the phishing email, they don't know where

it come from.

But it will also have the difficulties of the promotion of the IDN. The domain name registration management organisations are profit oriented. They are charging very high management fees. This increase the price of the IDN.

Partly that is because of the low registration rate of the IDN at this moment.

The Chinese domain name registration regulation also doesn't allow the citizen to have personalised domain names. This cannot generate a lot of registration rate as well. There is no marketing advertisement for IDN and people have limited resource to know the IDNs.

Because.com and.net romans domination position for their own profit, they use the public opinions to lead the deviation of the understanding of the IDN.

Now we can add new IDN gTLDs to enlarge the influence of the IDN.

The IDN like gTLDs can increase the accuracy of the meaning of the industries. For example, (Chinese spoken) means pharmaceutical industries, so you can see in English, it's really a long string. However, in Chinese, it's only two characters. They can mean accuracy. Also (Chinese spoken), for film industries, and (Chinese spoken) for finance.

These characters can demonstrate a better idea among Chinese speaking people. This is also an efficient way to reduce the confusion caused by English typo.

After a long domination period of .com and .net, the understanding of the domain name and the domain name business cannot be improved.

Only two of them. By adding the new gTLDs, we can break the development barrier and resolve the problem as below.

Firstly, the difficulty of domain name management and secondly, the surprisingly high cost of which companies need to protect their brands in internet.

Thirdly, the difficulty to register a good name.com or .net domain, because it's like all taken.

Fourth, a lot of large enterprises and organisations have the problem with exposure in internet, so with new gTLDs, they can gain this place again.

By adding the new gTLDs, the famous company like company's brand intellectual property can be well protected. They also can improve the understanding of the domain name and certainly reduce the confusion caused by language, for example, Citibank in China we call that (Chinese spoken). So people can by simply see those four characters, understand it's Citibank.

Only the owner of the business can apply for this

new gTLD. The IDN gTLD cannot be used by other entities, so it's very efficient way to protect these brands.

The opportunities for the IDN in future in China with the increasing attention to Chinese IDNs, the utilisation range of the Chinese IDN, will expand and the users of IDNs will be more and more.

So the Chinese ITN will become the most popular and useful domain in China.

Thank you.

APPLAUSE

>>Subbiah Subramaniam: In the interests of time, we'll keep questions to the end and we'll just move onto the panel.

If you have any questions, jot them down and when we get to the panel session, you can use that option.

I just want to add one thing, I have been involved in China for 10 years for all this stuff and I have been to lots of thoughts, it is actually a very thoughtful talk, it had lots of detail beyond just the issue of IDN, ICANN, can we issue the domain names, how does it affect the user, what's the marketplace, how is it going to be used?

Besides that, the one take home message I had was the issue -- anybody noticed? There was a million names in 2000. When VeriSign only had 5 or 6 million .com,

.net names. Today, they are fighting a hard battle to get people to use this, because we have a hundred billion plus .com. It was a lost opportunity.

In that time, we could have had so many more Chinese domain names. It would be a very different internet in China, for better or worse, but it would have been different.

From governance perspective, it would have been different too, because clearly the reason they are going for the e-government uses, that they launched .gov and .org, the government is using this to build the e-government. It would have been very different. In a state owned country, people look to the government as they're more inclined to look at the government for news and information and assistance.

I think you would have seen a very dramatically different -- today in the papers, you read about China and the internet, certainly issues. That set of issues may have been completely different if they had access to a Chinese way of dealing with it all back then, starting from a million names then. But that's pretty much true for all my speakers in different ways.

My next speaker is Yoav Keren, he's from Israel and he's from a company called Domain The Net, which is more or less is the monopoly or large domain net registrar in

Israel. They started out initially because Yoav's history is a little bit interesting for the governance community. He started out life as a political person and youth member politics and everybody and he ended up being the campaign manager for a man who later became the prime minister of -- deputy prime minister or Vice-President of Israel, he was involved with all these people as a young person helping them in the elections early on. He came across IDN and he thought this is the future, this is where I'm going to do business and he got in. While waiting for my hair to grow, he decided that it was time to just sell ICANN accredited English names, so he made a business with his partners who are here and he's the primary player in Israel market for domain names in English through ICANN.

Over the years, the 10 years, he's been attending every ICANN committee and IDN promoting it and the original president. There's not many people here who will remember an IDN committee that goes back to ICANN 12 or 13 all the way back. He has been in many of them and he's pushed actively -- in the meantime, within Israel itself, there was consensus, small place, a few ISPs, he was able to persuade they couldn't wait, so he's able to persuade local people, including all the ISPs and all the telephone companies, with support from

various elements of government, and was able to launch its several years ago.

So it's usable widely for the last few years locally, both in mobile phones and everywhere else. He will talk to you about the particular Hebrew experience, because it's a language that goes the other way. The Hebrew experience is interesting, because it's only used in one country. It's one of those rare things that's only used in one place and not anywhere else. So it affects things in a different way, say from Chinese that is spoken in many countries.

>>Yoav Keren: Hello, everyone. I was looking around at this late time in the afternoon when everyone are kind of a little sleepy and focused in their laptops, answering their emails. So I thought what would be a good way maybe to get your attention, so maybe we can do maybe a group dance, I tried to put something in my iPhone, but it's not working.

Anyway, I'll try to be as interesting as I can. What I want to advise you is to look, because I looking also at the people. There are going to be some nice interesting slides there. So look at them, because they will actually mean more than what I say, in some cases.

Subbiah took almost kind of what I half of what I intended to say, but I'll still try to inform you, to

have some new things.

I'm not going to get into the need for IDNs.

I think we all understand at this point why we need them. I think the previous presentation of Li Qiang was doing it very well and showing what is the need in China. It's very similar in other countries.

Just for a start, that you know who we are, our company is an accredited registrar or ICANN for almost 10 years, we are the largest registrar in Israel, first one to be accredited. We specialise in brand protection, brand security. We have a division called brand shield that works for large companies to protect their brands.

We developed technology, we are a technology company and we actually registered domain names all around the world and one of our specialties is to provide our services to ISPs and large enterprises.

What we established in Israel is we practically have IDNs working since 2008 in Israel locally. We launched first at 2000. It was a very interesting launch. We launch it based on IDNS.net technology, the Minister of Communication in Israel was the one to initiate the process, to launch the first Hebrew domain name. As subia said, in Hebrew, you write from right to left, not from left to right. It's much harder for many people.

Although internet is highly used in Israel and you look at the number of people that speak English, so it's very high. On the other hand, when you go and look at the lower economic parts of the community, then problems start to happen there, then the number of people that actually use the internet gets much lower.

The need was there. We launched it in 2000, just like Verisign launched it, just like it was launched in other places in the world, based on a plug-in.

As we all know -- I don't know how many of you know that Verisign just lately, I think this month, finished supporting I think what's called iNav, a plug-in.

Our plug-in was the same thing, kind of the same plug-in. INav was actually, if you had that, it would work.

But people, as we know, don't download too many of these plug-ins and although there was a big launch and it was on the TV and frontline in the newspapers, it was not going forward and kind of died after a few years.

We continued together with a few other people to push for IDNs in different communities and I will speak about it in a minute. But then after the technology was actually adopted by Microsoft, of course, and was incorporated into fire fox and Microsoft Internet Explorer, in 2008, we created a local business

corporation with the three largest ISPs in Israel that control practically 99 per cent of the internet counterclaimtivity in Israel. They are all a part of this project and we implemented our IDNs locally in Israel.

Now, if you are using a connection in Israel, an internet connection, you can type Hebrew domain names.

Later on, the other small ISPs also joined. There are three large mobile companies, they also joined. So you can surf from your phone also in Israel.

It practically works in 2008.

To show you a little what happened when we launched, this was the 8 o'clock news.

VIDEO PLAYED this is the 8 o'clock news in the national TV channel of Israel and as you can see, it started by saying in Hebrew it sounds better. I can say you have some difficulty to hear what it understands there, but as you can understand, it was headlines again in the major economic websites and newspapers, so it was just all around we had articles and many domain names were registered within a few days, a few thousands and it passed the 10,000 domain names

Of the major brands, the big companies in Israel, all the telcos, the food companies, everyone registered their names and their brand names.

The it's just started just like the other

communities of the domain names, so speculators started getting into the market. You started seeing signs, billboards, this is actually a store that it's matzevot.com, this is the stones that you put on graves, so this is the word for that in Hebrew.

You saw it on -- you still see it, of course, on buses, this was a TV add of the -- this is just took it off YouTube of the company company, the number 1 phone company in Israel. This is another add.

VIDEO PLAYED

>>Yoav Keren: OK, so what does it mean? This word in Hebrew is "no more excuses". I took a small part of the advertisement, this is something that competes with Viagra or something like that.

If you take this word in Hebrew, there is no way to transliterate it to English. There is no way that you take it or you take the English words that anyone will type it. When you see it this way, in Hebrew, it's very clear to anyone. You immediately remember it.

This shows you why IDNs are really a strong thing and will succeed. We still don't see it around the world used very much. It is used in Israel, but still not strongly at getting more and more as you can see. But with time, this is going to be locally one of the things that are used much better than English based

domain names.

We had all kinds of speculation, like domain names taken for parliament members and people wanted different sums of money, you can see it there. What I wanted to speak in this is on another thing that we did locally to understand also the cultural implications of implementing IDNs.

We understood, by ourselves, we are a company, we are a for profit company, but we are doing something that in some places is a little bigger than us. We are launching Hebrew domain names, we want to be careful, for example, what would happen if someone registered the domain name hitler.com in Hebrew or holocaust.com? And put something, I don't know, offending on that website.

So what we did is we chose a list of names not a long one, a few dozen and we blocked it. We made it, when we launched, we blocked it and then we said, OK, so we did it, we thought about it, but we're not the ones that should decide what should be allowed and whatnot should be allowed.

So then we approached his Honour Vinglad, a very well known Supreme Court judge in Israel. He was also, if you heard, the head of the committee that was investigating the last war that we had in Lebanon and we established an ethics committee.

It included linguistics and novelists and other social leaders. The idea was that if a domain name is registered and we see that it might be offending to someone, that we will provide it to this external voluntary committee to decide whether we should allow it or not.

We put the right wording into the registration agreement, so we can block it after it was registered and if this committee decides, this is an offending domain name, for example, we had a prime minister murdered in Israel in 1995, if you have something like murder the prime minister, that might be offending.

In the US, free speech, OK, we will probably allow it. In Israel, we are a democratic country, you have free speech, but having this kind of -- this is a type of an illegal activity, if you have someone calling, something calling to murder of the prime minister, this is illegal and this domain name can be illegal and we can take it down.

So this is what we did.

What this tells you is -- this is just an example for Israel. I'm quite sure for each country, there is a different implication of having IDNs.

This is why when you're going to implement IDNs, this should be done very carefully and this should be

done by people that understand the local culture.

OK?

As Subbiah say, we are actually in a very good place. We are in Israel. This is the only country that speaks Hebrew.

I don't know how many of you know that, but no one spoke Hebrew for almost 2,000 years. In the early years of the 20th century or the end of the 19th century, when the new settlers, the Jews that came from Europe back to Israel and started settling in Israel, when they came, one of the things that they did was reviving the Hebrew language and it became back again after 2,000 years, a spoken language.

So anyone that speaks Hebrew today is either an Israeli or someone that lived in the past in Israel and moved away. So you have some people in the US, probably in other countries around the world, but they're all either Israelis that just visit or just were Israeli previously.

So this is a very special case. It's easier for us. This is why this is working in Israel very good, because we have 99.9 per cent of the market covered for working with these domain names will work.

That's the market. There is no market outside of Israel.

Now, as Subbiah said before, we took a very active part personally in promoting these ideas. If some of you have been patient like us in the past 10-year, you may have seen me in other places around talking about it.

So we have been involved in ITU and WS AS and WGAG and of course at ICANN.

I was personally a member of the first present advisory committee and then the GNSA working group and all other working groups as Subbiah said. The second thing I'm going to talk about is something that became a small line in this 500, 1,000 long guidebook. One line that is a big issue.

We had the working group talking about it for days. I mean, days, when you accumulate the hours that we were talking about this.

This is the confusing I will similar issue.

It kinds of -- everyone kind of forgot it. It's there. We're not dealing with it any more, but I'll show you what are the implication, that it is till there.

Just two more things I want to say. There were some people during the years calling us alternate routes, calling us people that divide the root. I want to say it here, this is a good opportunity. We always wanted

to have only one root. We were calling to ICANN to implement this for 11 years. We couldn't wait any more. Our community couldn't wait any more.

We still want one root. I am involved, we are involved in this process for years and we are going to apply in ICANN goes out with this process. Hopefully, in this meeting that is going to happen in a few days.

So we are going to do that. We are going to take part in this process, we are not trying to do anything alternate.

This is very important to understand, but there is a way to forward that we need to understand what are the implications.

So what's the problem with "confusingly similar" right now? I'm not going to read the entire wording right now in the guidebook, but look at the section. It's section 2.2.1.1.3. I guess none of you have read it. Look where it is. The red thing is in brackets. It's there.

What does it mean? It means -- and I really fought for a few words:

"That process requires that a string confusion objection be filed by an objector having the standing to make such an objection. Such category of objection is not limited to visual similarity."

The initial GNSO working group -- and I think they spoke -- someone mentioned that there is going to be something in Japan, a CATO committee, the original IDN committee of ICANN, saying that this should -- the only thing that we should look at is the visual similarity and nothing else.

Now:

"Rather, confusion based on any type of similarity (including visual, aural, or similarity of meaning) ..."
in brackets.

Let me show you what will happen. Take the example of .post. Someone applies for .post. I just took a dictionary and looked on what is the meaning of .post.

So here are the different meanings of .post. I'm not going to read it to you, you can look at it.

You can make many TLDs out of these meanings. Here they are. I just chose a few.

As you can see, in red, already there are three that exist.

So these three potentially can say, hey, .post, that means .info, no, no.

Let's say they don't. Let's say they say, OK, we don't mind. If the person that gets .post -- sorry, the company, the organisation that gets .post can do the following. They can block or oppose any IDN TLD that

will be submitted, but a different organisation later on or in this round -- and look what happens.

I took the Hebrew translations for each line. Then I made the TLDs that can be made of it. These are different meanings, different concepts.

You get .post, you get to block all of these.

Now, let's take one word out of these. This one. It comes from publicise and advertise. Look at that in the dictionary. These are the meanings that are going around. These are the meanings of this word. This is what they mean in English. Advertise, distribute, make public.

So if you go around and around, this goes on and on.

So many things are connected in meaning, you get one TLD, you block dozens or hundreds of concepts.

It just doesn't make sense.

People told me, hey, we have to have that. This is coming from the trade mark. I have good friends in this community that are trade mark lawyers that as I said, we are a company that specialise in brand protection, so I'm with them. I'm with them on this protecting the brand. That's OK.

But let's not make it an absurd.

In trade marks, we have a good thing. There are classes. For example, if you own Apple at class 42,

which Apple owns, it doesn't mean you're going to own it in class 31, there's someone else owning the trade mark Apple in class 31, which is agricultural products.

That's very clear.

Do we have something similar in domain names? No.

There's nothing in domain names.

The only thing that can be -- and the problem comes from the fact that we have one root, that we want one root.

So the only thing that we can differentiate on are languages and scripts.

That means IDN TLDs. If we are trying to create something similar in the IDN world, for classes in trade marks, the only way we can do it is by differentiating in languages.

When you have this absurd, you can understand if this is kept there, in the final guidebook, this is going to be a problem and we're going to have major issues happening.

Now, what might happen? People say we are going to have 500 to 1,000 applications, all important words will be taken. That means any concept in IDN languages can be blocked once this is done.

So bottom line, if sound and meaning are used to block IDN TLDs, it would lead to a new western

imperialism. The reason I'm saying western imperialism is that most companies that we know of that are going to apply are western companies. Anglo-Saxon originated companies, most of them.

So this means an imperialism of the digital real estate. This is a big thing, but think about it. Domains are sold. The domain name business is worth hundreds of billions today, just the domain names themselves.

If you allow that to happen, you make sure that the community that uses IDN will be blocked from having its own real estate and it is its own. No one owns those languages except the people that speak that language and should be allowed for them to use it.

That's it. Thank you.

APPLAUSE

>>Subbiah Subramaniam: Thank you. We'll revisit that point later. It's a major point. It make me wish that at least for myself, I don't know about Tin Wee, should we have bothered to invent this in the first place. Let somebody else do it.

Besides that, but I wanted to say, to pick up where Yoav said, something that Li Qiang in his speech also mentioned, he talked about meaning similarity but in Chinese, he pointed out there was a number, but there

was a sound similarity, because the same sound in Chinese, I mean, has many different meanings, so the moment you say I have one sound, you have cut out a lot of words in Chinese. I heard a number like thousands. All the different intonations of it.

Basically, the moment that's done in sound, that means you block the sound in English, it's a transliteration. You block .com, the sound. Automatically, you have taken out a lot of unrelated words in Chinese, because of the combinatorics of what's going on. It's not just the meaning, but it's also sounds.

We'll return to that. In the meantime, I think we want to hurry along here. Prof Han is from Suwon University in Korea. He's also associated with a company that is very active and it's in the smaller stock market, a listed company in Korea, which is called IDN, actually. They have a number of products, but they are also pushing IDN usage, pre-ICANN over the years and that kind of stuff, similar to what the others have done.

The interesting thing about Prof Han's work, is for the past few years, he has been thinking as an academic about the IDN. I also wear an academic hat. I have been a professor for a number of years at a number of

universities.

His angle is, he's looked at -- you know, as with many things in Korea, it's away way ahead in many things, technologically. These are large-scale experiments, working with Korea Telecom, commercial products, deployments, very small scale ones, over the years. Some of the things he will be showing is that if these domain names had been allowed in a particular way, in Korean terms, early on and as more widespread usage, it could have been used in different technical ways, not just usage, do I use it politically for e-gov or this or that, I use it for business or whatever, no it is more the kinds of new technologies that you could have wrapped around it, something that I would never have thought of initiate I will as someone who helped invent this or whatever.

So it comes because of the cultural viewpoint. There is a cultural viewpoint tied with that language and how they use things. All of a sudden, that allows a product like domain names in Korean to be adapted, to be used in different ways that you would never have thought of in the English community. From a technical standpoint, not just a sort of what kind of website should I put around it.

I'll have Prof Han come up and speak.

>>>Prof Young Seok Han: I am Han from South Korea.

First, I would like to thank Subbiah for saying about 30 per cent of what I have to say and Yoav, 50 per cent of what I have to say. I only have 20 per cent I have to say. I'll make it short.

I'm really glad to be here in Singapore, this great city, where the first IDN was invented, Mr Subbiah was the person who has come up with the idea, but today I would like to say maybe a bit of the future of ICANN. Ironically, with the story of last decade Korean experiences.

I first began with the idea of a TLD with no limits, in other words, not just .com, .net. I just envisioned unlimited number of TLDs, so possibly that's what they call new TLDs, so I'll talk about what happened for the last 10 years in Korea.

To begin with, I would like to decalre some statement here. That is the community, for instance, the Hangul community in Korea holds the rights to make linguistic decisions on its language. It's not guaranteed like you mentioned about it's not guaranteed in the IDN.

I have to also call for attention to the fact that the domain names are linguistics. It's about linguistics.

It is as the new gTLD comes in the future.

Thirdly, the linguistic activities should not be discriminated by any means in making any procedures of doing domain things.

For instance, like market sizes. I systemmed the ICANN rule lead to the discrimination of the potential of IDN then by the market size.

This is quick thing that I would like. The naming is linguistics, because it's like vocabulary of language that can be like verbs, objects, even it can be verbs sometimes in the future, like the ordinary words, so I declare that it's linguistics.

So the importance of the domain names cannot be made more to emphasise. The framework I call join liedes naming framework, GNF, is followed.

The names consistent with two things like the membership, TLD, I call it concept. So it's not just category of business, governmentings and school like that, but it's more than that. The TLD corresponds to any concept. Conceptual, you know, category.

It refers to reference and the reference come back to contents, not just websites and object, even can be functors, you might call it commands. So this is why I call generalised framework. This is in fact not theory, but it's an experiment in Korea for many years.

This is a short overview of the history of Korean IDN experiments.

It is like year 2000 the first experimental IDN was shown.

Then over the next several years, I have tried to persuade Korea telecommunication and SKT and LG, the dominant ISPs, it was successful in getting involved.

Now currently, we have like 400 TLDs and 30,000 domain names.

This year, we have some notable landmark event was in Korea, we have founded a public institute like COCIF, which corresponds to ICANN. In COCIF, we tried to regulate the Hangul script, just like ICANN does, in Korean domain.

The status of Hangul script is probably it is the first IDN attempt in the world maybe not first, but I suppose and it is functional address. In other words, the address is probably we tried to replace phone numbers. If you type the Hangul address in phone dial pad, you can directly make a phone call. This is something more than just web address.

Here is an example. You probably know the Girls Generation music group in Korea. If you type in "girlsgeneration.music", then it will directly guide you to the specific page or you can make a phone call to the

girl group if you type it into your phone dial pad.

This is something maybe the ICANN is trying to move on. In other words, at least they tried to leave from .com and .net to something more concrete TLDs.

But it's good news maybe then. We had the IDN people had traditionally one problem. How to internationalise the domain names.

Just about a month ago, we solved the problem. In Korea, .hangul means Korea, just put it in commercial service.

So I must be really happy, but we have another problem. In other words, the new gTLD seems to be a new challenge to us. This is why.

Because first of all, like Mr Yoav said, the Ling which is tick process is not guaranteed. In other words, the choice of IDN TLD is not guaranteed by the Korean people. In other words, the meaning, for instance, here is an example of.Wang is but cannot be obtained with.Wang is claimed by someone else, maybe in China. Because it sounds similar. Let alone the meaning.

So then what if we really want the script is different, just sounds similar, but we cannot have it.

There is another more significant error with the ICANN, I suppose, is that the fairness.

The fairness is accepted in my perspective is that if, only if, the number of IDN TLDs comes to the number of ASCII TLDs. In other words, I expect that another now TLDs may come in in the next two years in ASCII form. What about the Han script in in Korea, we have several hundred TLDs running, but I just ask the companies and the officials maybe 10 are interested in to apply for ICANN IDN TLDs.

There's visible and invisible barriers for making this happen. So while there exists like thousands of ASCII TLDs running in the market, but only we see 10 Korean TLDs, then it is not fair. There should be something done about this.

This is the situation. ICANN say that ICANN's new equation is they said open TLD plus ... IDNs, so this is they call new gTLDs ...

I think this is wrong, but instead it should happen like open TLD by IDNs. It should have product. So that will allow the same number of IDNs as the ASCII TLDs.

This is the vision that I make. Why don't we have the rights to make our own IDN TLDs regionally and then ICANN just unite it, just make it global arrangement. This is like distributed decision making of IDN TLDs or gTLDs. I hope this should make sense to more and more people in the coming years. This is about it.

APPLAUSE

>>Subbiah Subramaniam: I just want to emphasise one other thing. I have been in this business for a long time, learning about languages and cultures around the world and it occurred to me, I think a lot of the people are of Chinese origin in the audience, related origin in the audience and it didn't occur to me until not so recently, visiting Korea, that the whole concept of Korea exists because their script is different. The history of Korea goes back to breaking away with writing differently, I mean, the whole notional concept, that was the king who decided that the script would be different, because it was too difficult to write or whatever, so they make it simpler. The country exists because of the script simplification.

As I said, his name is Han, but he's Korean. So the connections are totally there, but it's the script itself, the change to the script itself. It's such an important part of who people are and this is what we miss when we sit around saying, hey, ICANN and this is your language, this is my language, we just launch it and be done with it, launch even. We missed the people element of this and that people element is so important and it's part of the governance equation. That's when the people element is lost, that's when the governance

issues begin.

But we are going ahead. As he said, it should be let the people in the language group themselves how to decide how to operate their own languages. That's the way it should have been done, but after 10, 11 years, we have just decided that we're going to do this as a uniform thing, there is English and non-English and everything is the same and let's just do it.

That's where we're going with this very fast and we'll see the results, I suppose.

Let me just skip Mr Tin Wee, because I can tell him afterwards that he's been skipped and move on, we'll come back to him later.

I will now introduce the next speaker, Jian Zhang, who is originally from -- she started out several years ago at CNNIC as their policy person, especially for the fast-track issue to get ... set up and dealing with ICANN and so on and so forth, so that's where she got her start.

Eventually, after pushing that through, the fast-track process, from the Chinese side, but it all sorted started off, she decided to move onto another career, which is in the last year plus or so, she's been hired by APTLD, the Asia Pacific top level domain group, and as their general manager.

From that perspective, her presentation will be her activities more on the ccTLD front, because APTLD is a collection of ccTLDs, but the issues are still the same, variant issues and lingering issues. CcTLD launches an IDN last year, done with the view that there will be some changes do you the road that will affect them as well, in terms of variance and doing things.

That still applies to the IDN gTLD launches that are coming up and there are various committees studying all this. One of the larger committees studying these issues is a joint committee at ICANN that does the CCNSO and GNSO, the gTLD side and the ccTLD side, coordinating, she's part of that, she'll give us an update, with respect to these remaining sort of technical issues that have to do with IDN implementation, in particular those that happened and those coming forward.

>>Jian Zhang: Good afternoon, everybody. I know everybody here are tired and Hungary and eager to have the cocktails, so I'm going to keep it short, hopefully I can finish it in five minutes.

As Subbiah mentioned, I start to work on IDN right before ICANN starts IDN fast track. There was about four or five years ago.

So I wouldn't like some people here, like Subbiah,

tan ting way, has been working on IDN over 10 years already, but I feel it's still long enough for five years on IDN.

Right now, I'm the general manager of APTLD, basically we're a group of ccTLD managers in AP region, also the APTLD is one of initiators of the fast-track, so you could understand why we're extremely interested in IDN. So far, ever since the launch of IDN fast track last year, over 90 per cent of IDN strings actually are from our region, from AP region.

So we're closely follow up on the IDN policy development.

I'm glad fast track finally got deployed in the middle of last year, before I start to lose hair.

We have this joint CCNSO, GNSO IDN working group starting more than a year ago, like the end of the year before last year.

The reason we have this joint working group is identified the issues and topics of common interest of both CCNSO and GNSO and the report on identify the issue to both councils and the proposed methodology to address the issues.

Today the topic I'm going to talk about is pretty -- for those who is not so much into IDN, is quite boring, because I'm going to talk about the remaining issues,

unresolved issues on IDN.

This is our current working group members. You can see we have several people from CCISO and several people from GNSO side. Adam and me are the two co-chairs from both sides, also we have several observers from different organisations and also some board members joined us too and a bunch of ICANN's supporting staff.

So you can see it is quite big working group, that means we are working on really complicated issues.

We identified three main unresolved issues on IDN. The first one is the openings of single character IDN TLDs. Second one is IDN TLD variants. The third one is universal acceptance of IDN TLDs.

We have a bi-weekly conference call ever since last March, last year and we already had two face-to-face meetings in the past two ICANN meetings, also we are going to have another one coming next Monday afternoon. For those who's interested in this topic, welcome to join us to have this discussion.

First issue is openings of single character IDNs. For those who speak Chinese here, you could imagine because for a single character, usually have very multiple meanings, so it create quite complicated issues.

We start from there, this shows the whole progress

we made. We had our initial report published in the middle of last year and our final report published at the end of last year.

Basically here gives some contents on the final report, just going to keep it short,.

Basically, we recommended four -- we made four recommendations in our final report on the single character issue.

First, single character IDN TLD should be acceptable under IDN ccTLD fast-track process and also should be taken into consideration on the IDNPDP process.

Secondly, IDN gTLD should be implemented in the new gTLD process and the third one is how to define single character and the last one is requested single character IDN TLD strings should be analysed on case by case in the new gTLD process.

Our final report has been submitted to both councils and has been approved by both GNSO and CCNSO council.

The next step for the single character issue is follow up with ICANN staff on implementation, both in the new gTLD application guidebook and also on IDN ccTLD fast-track review. Also it will be the input to IDN CCPDP process.

The second issue is IDN variant. For those who have been working on IDN, I think it's such a pain, to be

honest, I have to comment it. Ever since I start to work on IDN, I have been working on this variance issue. For those who speak Chinese, probably could easily understand we have this -- actually, variant, the name of the variant start from Chinese language, because we have simplified traditional Chinese for those Chinese speakers very easily to understand the traditional and the simplified Chinese at the same saying.

But for those who is not Chinese speaking people, it's quite hard, especially when other language get involved, they have actually different definition of variant, so that makeses things more complicated.

We have this initial report IDN variance initial report close to end of last year pub libbed close to end of last year, but our work suspended when the ICANN board had this resolution on IDN variants in last year October.

Then we restart our work after ICANN had the Cartagena meeting, when we started coordinating with IDN VIP group and also were coordinating with IETF DNS extension working group.

During Cartagena meeting, basically we clarified the work, the different working group should be done, the main two working group right now is joint working group, and also the IDN variants TLD project initiated from

ICANN. Here is the main picture right now.

The ICANN staff and ICANN board member form the IDNVIP group. Basically, they're going to form several language specified case study working group, working on specified language, also they're going to work on linguistic policies.

IETF DNS extension working group they are going to work on next generation technology, basically they're going to create, produce some technical solution for this issue.

The joint working group, our joint IDN working group is going to work on policy implementation and ICANN process and the relation to allocation and delegation process, also makes a recommendation to focus on policy implementation without new DNS technology getting involved.

Here list all the policy aspect identified so far. I'm not going through all the details. Here is the definition of the different variants, the way we are going to handle it. It's either going to be allocated or not or it's going to be delegated or not. So you can see how complicated it's going to be.

Next step is going to send observers and also participate in formation of and discussion of IDN VIP starting group. For the Chinese VIP group, we are going

to have one day whole day meeting on coming Saturday, so for those who's interested in Chinese ID variants, welcome you to join us for discussion on Saturday.

The third issue being discussed is in universal acceptance of IDN TLDs.

Basically, the current issues on the acceptance is what if any policy should be recommended? What if any initiatives should be recommended to be initiated by ICANN, like registrant, registrar, registry related or internet infrastructure providers related or internet application provider related or other internet applications. So it's this universal acceptance of IDN extension by other speakers is a very also a very complicated issue. So get involved a lot of multi-stakeholders effort.

That's pretty much it. So if any of you who has questions regarding this issues we are working on for variants for single character, for universal acceptance, please contact me or Edmon.

Thank you.

APPLAUSE

>>Subbiah Subramaniam: The next speaker is Lim Choon Sai.

Let me just say that you wonder why it's like where is the variants as an issue for fairness. It's very straightforward there's so many different ways of

representing the words. If the variance issue is not solved in European languages, there may be two or three forms of the same thing, but in Chinese, it's dozens, it could be hundreds of same thing. If that isn't solved, what it allows for in the context of comparison with sort of English, is it allows for different people registering two different parties registering the same thing. All of a sudden, if this is not solved, then you have the kind of mess we have had with people multiple parties registering the same things, but in different language, depending on the language.

Again, every single thing you take, but when you transport it across to another language, it generates a whole sets of issues that you wouldn't normally not think would do anything in terms of causing fairness issues, but it is.

All these things have to be solved. The very fact that we are going ahead with IDNs in some languages without solving the variance issue first, we are just saying we are going to do a simple minded launch first and then fix it as we go along. That in itself raises issues of who was able to register, who was not able to register and various baggage along the way.

The next speaker I would like to introduce is Lim Choon Sai. He's from the Infocomm Development of

Singapore for the last 10 or 12 years he's been running the show there.

What he runs is the .sg part of it. Just so you are aware here, the Infocomm Development Authority of Singapore is what amounts to the division within the Communications Ministry that is in charge of this sort of activity, the internet and so on and so forth. They are actually IDA, in shortform.

They are the hosts. Choon Sai is the major host of ICANN, when it was moved from Jordan to here, so he's the guy helping make it happen. But in his other role, he runs basically .sg all these years and from the IDN point of view, I would like to point out we are a small country, we may have developed IDN early on, but we have multiple languages here, Chinese, Indian, but small populations of them and we primarily speak English.

So the question is: when we roll it out, do we wait for everybody else to roll it out or we roll it out first?

We can't, because there's lots of Chinese to decide first and the Indians. And there is the issue of do you launch Chinese and Indian at the same time or separately? In Israel, there is Arabic and Hebrew. There are all kinds of issues.

So now that everybody else is launching, we are now

ready, very shortly, to launch Tamil and also Chinese. Choon Sai is going to be involved in that effort.

One of the things about Choon Sai is that he's been quite active in GAC, as Singapore's member. Recently, he's become the Vice-Chair of GAC, as we move forward with all these issues going forward in IDN and other things over the deployment.

>>Lim Choon Sai: Thanks, Subbiah, for the introductions and thanks to the organiser for giving us the opportunity to speak at this forum and I think we have had a long day here, so I have a few slides to briefly share with you, the status of IDN in Singapore and also to tell you what some of the things we have done to launch the IDN ccTLD in Singapore. These are the things I will talk about.

As a very brief background, I think most of you know that SGNIC is our national registry for .sg. We are a rather small registry. We have about 130,000 names so far, as of June. .com.sg is still the biggest portion in our base and .sg the second level is about 34 per cent and the rest are quite small segments.

The composition of our population is we have Chinese population 74 per cent, Malays 14 per cent and Indians 9 per cent, the rest 3 per cent.

By the way, our population now is 5 million and residents citizens and permanent residents about

3.8 million.

We have four official languages, as you know, English, Chinese, Malay and Tamil and English is the first language taught in school and the main language of instruction, the mother tongue is sort of mostly taught as the second language, means Chinese, Malay and Tamil.

The mother tongue are not commonly used in writing and not everyone is proficient in using a keyboard to type Chinese and Tamil words.

Just now, I heard colleagues from China said 90 per cent of their internet users are using IDN and 10 per cent is using ASCII.

In our case, it's just the reverse, or even less. We have I think less than 10 per cent using the IDN, but 90 per cent using the ASCII, the traditional internet.

So you can see that our our reason for introducing IDN is not so much for commercial, but rather for strategic and social reasons.

Also to help the business community to reach out to other native speaking countries. We hope that when IDN interest is growing globally and the corresponding interest in Singapore will grow as well.

A few years ago, when ICANN started this initiative of IDN study and come up with a few RFC, interim RFC and we also launched the test bed six months, I think the

reason is more to allow us to get a feel of what is IDN and to let our registrar also have a sense of what IDN is going to look like and get some experience.

So we test six months and we stop.

One of the key technical issues we face in introducing IDN is the language tables. The coding used in the language tables and a key task in language table is we need a lot of harmonisation efforts among the several languages and I think in this respect, we are thankful to the model that we -- the internet community having that on various stakeholders come together and we have benefited the effort of CDNC.

We all know that is comprising China, Taiwan, Hong Kong, Macau and Singapore. We have benefited a lot of their work that they have developed in firming up this language table.

For the Tamil, we have also learnt a lot from the APTLD, the INDIC Working Group and the International Forum for Information Technology in Tamil, INFITT.

But if you were to trace the history even longer, I think just now we heard Subbiah say, introducing some of the history of IDN, I think we would also like to acknowledge some of the IDN pioneers, people like Tin Wee, Subbiah and others.

Without their creativity and innovative spirit and

effort, we don't have IDN today, I think.

Thanks to their initial effort in introducing in coming up with this idea of IDN.

Two years ago, we launched the IDN under the .sg root. Again, we thought for strategic reasons, we ought to provide a platform to satisfy diverse needs of the internet user, even though we know that it's a small portion, a minority of the internet user will use it, we are prepared to sort of launch it and let people use.

Typically, we have three phases, government agency, these are the usual phases we use to launch.

You can see the number of residents is very small, 1,200 and we believe all these are more for name protection registrations rather than for their day-to-day use.

Yesterday we announced the launch of IDN ccTLD. This will be under ...

This IDN fast-track process we started the application, we sent to ICANN in March late March 2010 and it took us about less than three months to get ICANN approval. Two processes of approval that we have to go through to get this IDN ccTLD dedication done.

After that, we go to IANA to get another approval. That took us seven months, quite a long period.

IANA asked very detailed operational technical

questions and we know that because IANA and ICANN are two entities, so they have separate interests to take care of separate issues to resolve.

But I think the from my experience, I think the perhaps it will be better if IANA process could be more transparent, at least when we submit the application to ICANN, perhaps if we know some of the questions, possible questions ICANN will want to know, then we can also prepare it, because we find that a lot of questions are repetitive when we answer to ICANN, IANA also asked the similar type of question, so we have to answer twice and more and we know the need for the evaluation by IANA, but I think we believe we can cut out the time much more if we know the question in advance.

As I said earlier, we announced the launch of IDN yesterday, again, we had three phases and the general launch is targeted on middle of December this year.

That is what I can share. Thank you.

APPLAUSE

>>Subbiah Subramaniam: We don't have a lot of time, so what I wanted to do, as you know, Tin Wee, who has not spoken, I want to make one major correction. Tin Wee is responsible together with his team of hard working students and engineers who are not here, to have actually tried to push IDN forward early on, as far as

the Singapore effort is concerned. My role was just to help him and then lose hair waiting for it. So that's basically, although I have some technical talents, they were not much use in this process. It's all Tin Wee.

I was going to allow Tin Wee to speak for some time, so we are going to cut this short, so I'm going to ask Tin Wee, as having helped start this, I'll give him three minutes and he'll share with us one story from the old days, just one.

>>Tan Tin Wee: Thank you very much. He always put me on the spot.

I really like to thank all of you for really a remarkable effort to really push IDNs forward.

There is always a time for us to work towards goals that are larger than ourselves and once in a while, it's useful to reflect about the years past and I really like to thank all of you, the entire community here, for working together through all the differences that we have gone through, to really find some degree of consensus going forward, to really make IDNs a reality.

ISOC has a really wonderful motto: internet for everyone. For us, we would extend that to include internet for everyone everywhere in your own language.

So I really hope that going forward, all of us will be able to find some degree of satisfaction, some degree

of utility in the usage of IDNs in the promotion of the internet, in disseminating valuable information for our own peoples.

In that regard, I would like to encourage some of my friends who have lost weight, lost hair, and lost loads of money and lost a great proportion of their time and energy in terms of sacrificing for the greater good and I really hope that you will understand that the internet is actually at a fairly early stage of its inception, in the history of mankind.

I'm actually a molecular biologist by training. Some of you may look mildly shocked. The rest of you may look seriously betrayed.

I think that you have been listening to a molecular biologist do IDNs all these years.

Really, biologists know a little bit about evolution and survival of the fittest.

So just a little bit.

So we think that every time a new dramatic invention takes hold of anything related to living organisms, it takes a little bit of time to settle down and eventually the adaptability of the system will be such that it gravitates towards a fitness to a particular environment.

The environment has become multilingual, has become global, then these organisations, these centralised

levers of power now will have to adapt and adjust to fit the environment that they are serving or else be forever condemned to the dustbin of history.

It's imperative for us to sit down, especially in IGF, to work towards finding solutions.

This morning, we heard about many issues of subsidiarity. I think that's a nice concept to seriously consider, especially if you come from Europe, because you are pretty familiar with that idea.

My good friend Jeff C Morphin has spoken quite emphatically about the centralisation and subsidiarity. So I really think that both policy people, governance people, legal people, specially technical people, must really come together to work out possibly a new internet infrastructure that will support that concept with decentralisation and subsidiarity that has been spoken about quite often, in order to better support the demands, the needs and the aspirations of the global community which we serve.

Thank you.

APPLAUSE

>>Subbiah Subramaniam: I was just going to have a very short panel session.

I want to bring up one issue, taking off on two or three of the talks, that I think is a an important issue

you should reflect in terms of IDN going forward.

The first thing is, as an aside, I think the internet gets invented, but people make, people change it to the way they are. They take a technology and they change it to where they are.

The internet is not Facebook if it's just one side, everybody is talking the each other. Basically, people took the notion of a technological thing and turned it to the way they behave. They like chatting and talking to each other. They transform it to their own ways of living.

I suspect, despite the launches today that ICANN is going to do in IDN and new gTLDs, particularly in the IDN component, as it goes into languages and cultures, the start may be the way we are seeing it happen right now, but it may well be, given the political influences, the governance issues and the multicultural issues, its may evolve 5 to 10 years, it may not be as centralised, the language groups may go off and do their own thing, but underneath this coordination model, just the same way the people took the internet and shaped it in their own way, for example, Facebook. Aside that as an aside, it's just a prediction.

I want to address a very key point and it was touched on by two or three speakers and I want to

crystallise this as one thing and you can use that as a start point to have a discussion.

Long ago, when I had this thing, someone should make a chart, the original IDN working group committee, there are a number of people here, I was on it. When we finished, it was like 30, 40 pages. Once ICANN said we're going to IDN in 2007, because various regional groups have already done it, so we better do it or some time like that. It was about 50 pages, a bunch of us worked for a long time.

Then it was fused with the new gTLD program which was only a hundred pages or so, then over the years, my check in point was head of Belgium ICANN, every ICANN meeting for the last four years I check with him, is it 300 now, is it 500, is it 700? We are probably at over 2, 300 pages, that thing with all the attachments, nobody has read it totally.

So there's all this stuff, you have a chart, you can just watch this document just grow and grow.

In the process, everything has been changed back and forth, back and forth. IDN committee is not the only one. There is civil society and everybody. What they watch is things they thought they had agreed on with a group of people, because of the delay, three, four years, it gets changed again, back and forth.

It depends on who the power lever group are, the trade mark people or the existing incumbent registries, so this happens quite a lot.

From the perspective of IDN, that particular paragraph that's there, it's actually worse than he imagines, because or at least he presented, it's that here is the deal. Back then, we talked about three types of confusion, across languages or within a language, even, its meaning, visual and similarity. The similarity is obvious, you don't want spoofing, there is a dot or something, so that's win thing.

The two things that were not -- that everybody agreed on is meaning and sound.

This is what people agreed on.

But as tile went on, largely incumbent registries, people.com, .net, people who have a stake in the game, they wanted the language equivalents, meaning or whatever, not just necessarily similarity.

They pushed the levers at every single opportunity, what we left with is that clause that went back in, which although people had agreed, what it says is that incumbent registries, that means anyone who is a registry today, in the gTLD side, that's largely .com, .net, it's 100 million, and the others with 5 or 10 million or whatever, it's a bunch of 10 or 15 gTLDs.

These registries can have now a special right provided that for very little amounts of money, they can object and given that clause, can use it to their advantage to block an equivalent meaning, in sound or as we discussed words, to block a similar thing, from once that is done, if it is already blocked, then the concept belongs to essentially that party, they are the only ones who can later try and invoke it.

Here is the problem.

We have talked about 500 or a thousand new gTLD applicants out there waiting all these years. Most of them, as we know, are western registries because the price is very high, a couple hundred thousand dollars to get in the game and more to spend.

Clearly, as things stand, that's the situation with the 500 who are going to apply, there is the existing 10 or 15. When they go in, if anyone else tries to apply to an equivalent.com or.net but across languages, if they apply, these incumbent registries will just spend a few thousand dollars and block you using that clause, so it's going to prevent poor countries who is going to spend \$200,000 knows they are going to be blocked out when you apply. When you apply, you have to spend 200,000 plus lots more and by the way, the money you put in is lost, gone, if it's objected.

People are self selecting right now. They're not going to apply to begin with. So let's say, no problem, use that clause, the.coms and whatever who are there get to protect by default or otherwise, their turf.

Now, next round, is going to be in a year, they have committed to it, but some of these will not even have been launched, the ones that go through this cycle wouldn't even have been launched yet, but we are talking about a promise that in a year we will launch the others.

Many of these 500 they have gone through, mostly English names, .sport, .whatever, they don't have money to apply to different languages because it costs a lot to do different versions, at least right now, so they are going to go and they are going to see what the current incumbent registries have already done to protect it.

By then, they would know that their sports or whatever has been approved already. So what are they going to do? They are going to invoke that same clause again, a year from now, to say, by the way, guys, nobody else apply when the price gets cheaper or whatever the next round, because the same incumbent rule, saying .sports belongs to me now, so I'm not going to allow the different versions of it to go to somebody else.

What happens? This particular round that we are

about to launch that not many IDN people are going to be applying and mostly it is going to be western companies for English gTLDs. In effect, the danger is that this round is in effect a round to get the best 500 concepts for yourself.

I dare anyone to imagine that in this round, people have been creative for in our years waiting for this round, many people are keeping secrets.

What happens is that after this round is over, all the best 500 concepts in any language may have been gone. It's been taken.

Who takes them? Well, better funded registries, incumbents and others from a different part of the world, not the native language people. Take Ethiopia, I don't think there are any applications.

What's going to happen is, and I want to finish with this, is what's going to happen is the danger is the names will be taken by speculators and others, controlled by foreign entities to the native areas and they will be sold back later at high prices, it will affect the cultures and the finances and there is a possibility of reverse colonialism, in a way, but with languages.

To see it after 12 years of waiting for this and then to see this. One of the reasons for spending time

with this group to make this effort is to actually help the poorer people in the world who couldn't get access to the digital divide to get these domain names but the reverse may well happen.

It's a good thing that it's going to happen, but it may happen of the usual way of going to the wrong hands and then passing backwards.

This is a real danger, but nobody is thinking about it. Nobody has read through the consequences of this clause and others.

There are other issues as well. Just for five minutes, I'm just going to say two or three questions and we can wrap up after that.

If anyone has questions for the panel or anybody in the panel wants to raise some issues.

I'm sorry. That's really what you have to do.

OK. Sorry, guys, but we had a lot of speakers, I hope that works out.

>>Paul Wilson: Could I interrupt with a point of order, Mr Chair. Most respectfully, that there is a cocktail waiting that was meant to start about 45 minutes away, possibly a discussion could be relocated to an area where there are refreshments available.

>>Subbiah Subramaniam: OK. Done. Thank you, guys, to the speakers, thanks everybody, you guys can continue

outside, if you have questions directly with them.

Thank you for attending.

APPLAUSE

