



# **Internationalised Domain Names (IDN) in South Eastern Europe (SEE)**

**SEEDIG 2017 Survey**

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# About the survey

# Why and how?

1.1

- The purpose of this survey was to try to capture the perception of the Internet community in SEE on aspects related to the implementation and use of Internationalised Domain Names.
  - It covers aspects such as interest in IDNs, usage of alphabets in our region, relevance of IDNs, advantages and disadvantages.
- The survey was conducted online, in April - May 2017, by the executive committee of the South Eastern European Dialogue on Internet Governance (SEEDIG).

Note: For the purpose of this survey, the acronym 'SEE' refers to South Eastern Europe and the neighbouring area.

# Key findings (1)

## 1.2

- Almost 63% of the respondents have not registered IDN domain names.
- 38% of them have not heard about IDNs. Almost 32% do not see any benefit in the use of IDN domain names, while 36% don't know whether there are IDNs in their country.
- Almost 35% of those who have registered IDNs have faced technical problems, and stated they are not satisfied with usability of IDNs.
- 50% of those who have registered IDN domain names think that IDN TLDs should be connected with existing TLD, while 36% have an opposite opinion.

# Key findings (2)

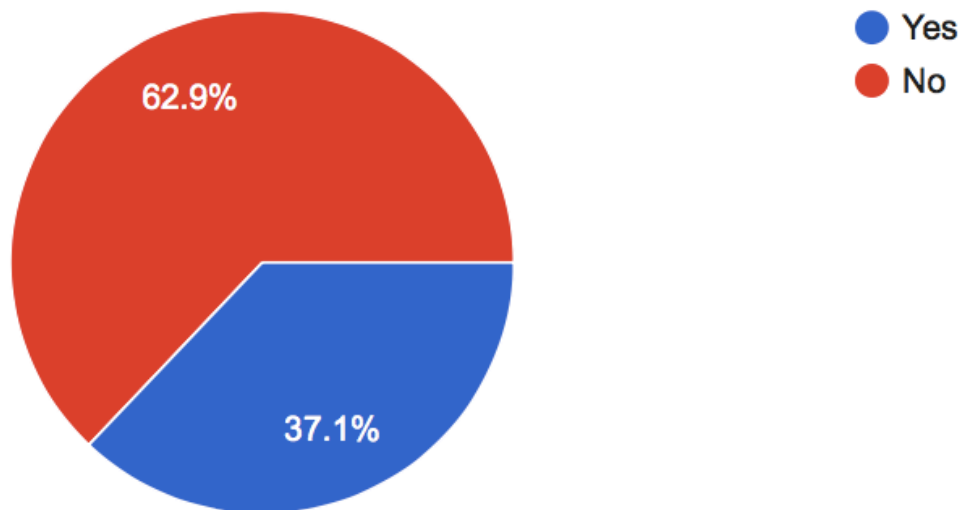
1.3

- More than half (almost 56%) of all respondents think that IDNs are an important issue in SEE.
- When asked whether there is a need for IDNs in their country, 32% of the respondents answered positively, while an equal percentage gave a negative answer.
- The main disadvantage of IDNs is related to unsolved technical issues (almost 70%).
- The main benefit of IDNs is their role in promoting multilingualism online (71%).

## 2

## IDN registration in SEE

Have you registered an IDN domain name for you or your company/organisation?

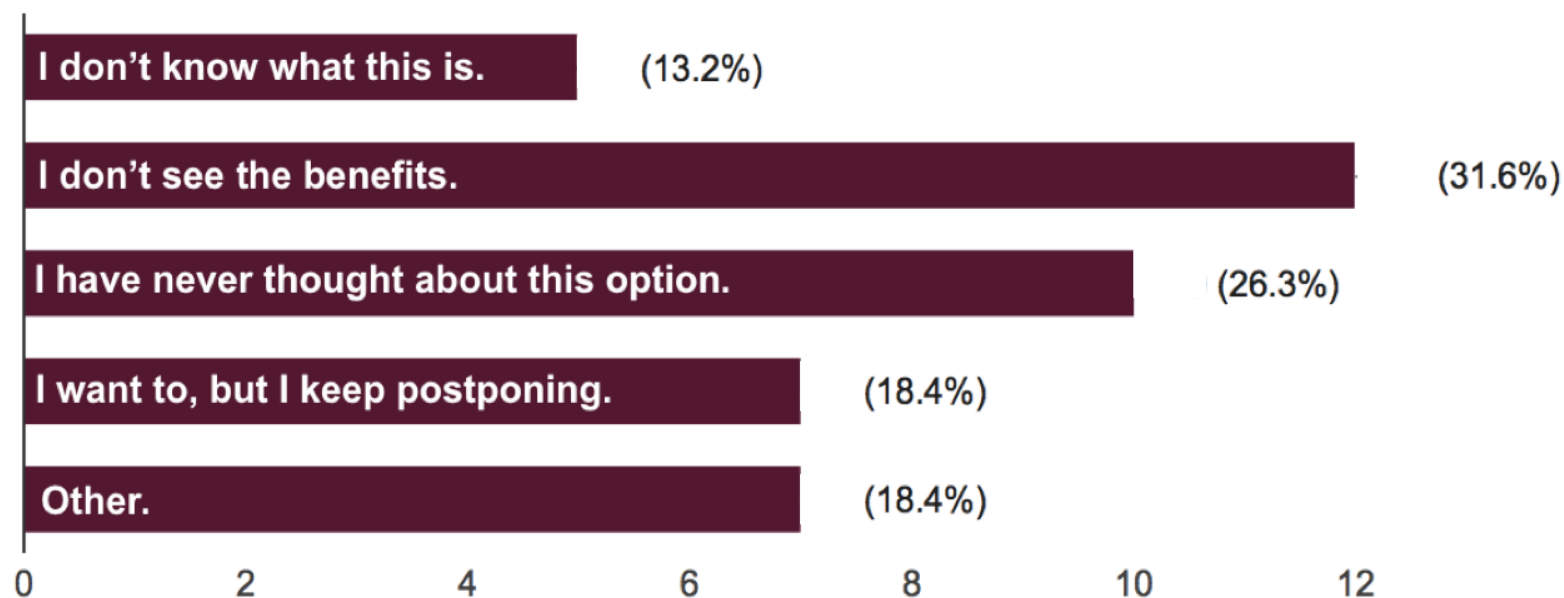


# Not having registered IDNs



2.1.

Indicate the reason for not having registered an IDN domain name so far. (Explain your answer in the 'Other' field, if needed.)



## *Not having registered IDNs*



2.1.

Other reasons:

- “My country is using Latin alphabet so we do not have necessity to have IDN domain registered in any other alphabet/writing.”
- “Using Cyrillic letters cuts off all Latin world from your site.”

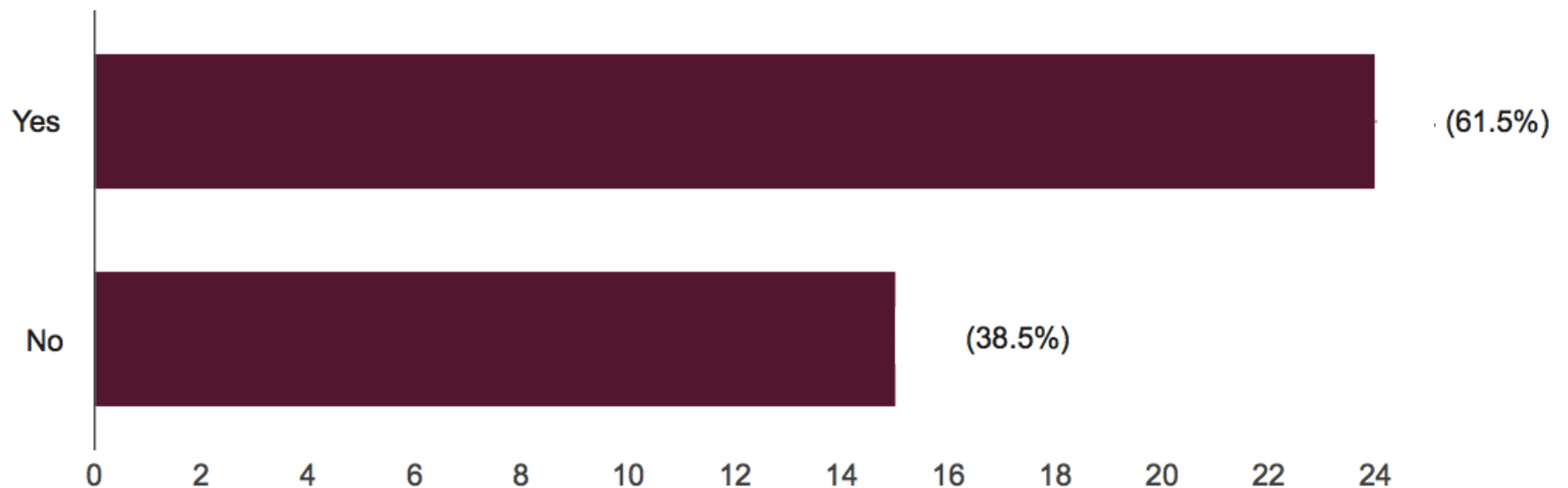


## *Not having registered IDNs*



2.2

Have you ever seen an IDN domain name on the web/Internet?



# Not having registered IDNs



## 2.3

How would you explain what an IDN is?

Internationalized domain name

System will recognize any international language typing symbols

internet address on local language

Domain name in a non-latin script or alphabet: Arabic, Chinese, Cyrillic, or the Latin alphabet but with ligatures, for instance.

Use of local, mostly non-Latin symbols in a domain name

no

Domain in my native alphabet

interaction destructing noise

Էջմիածին.հայ

A domain name that contains at least one character other than the Latin letters a to z.

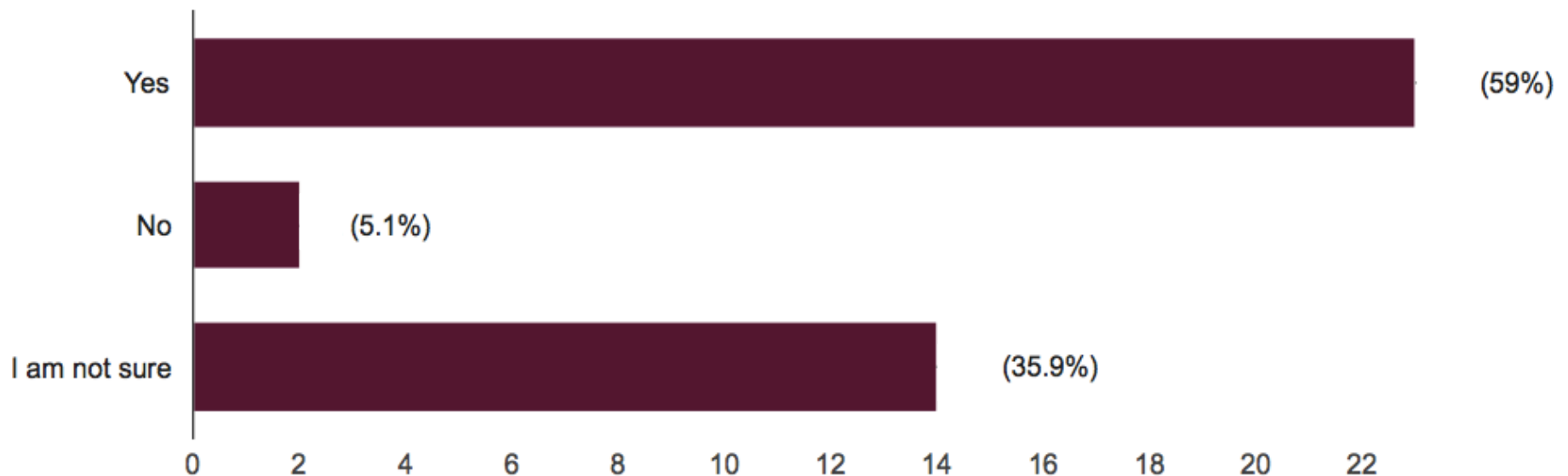
A domain that is not restricted by the use of an alphabet

## Not having registered IDNs



2.4

Do you have national IDN in your country?

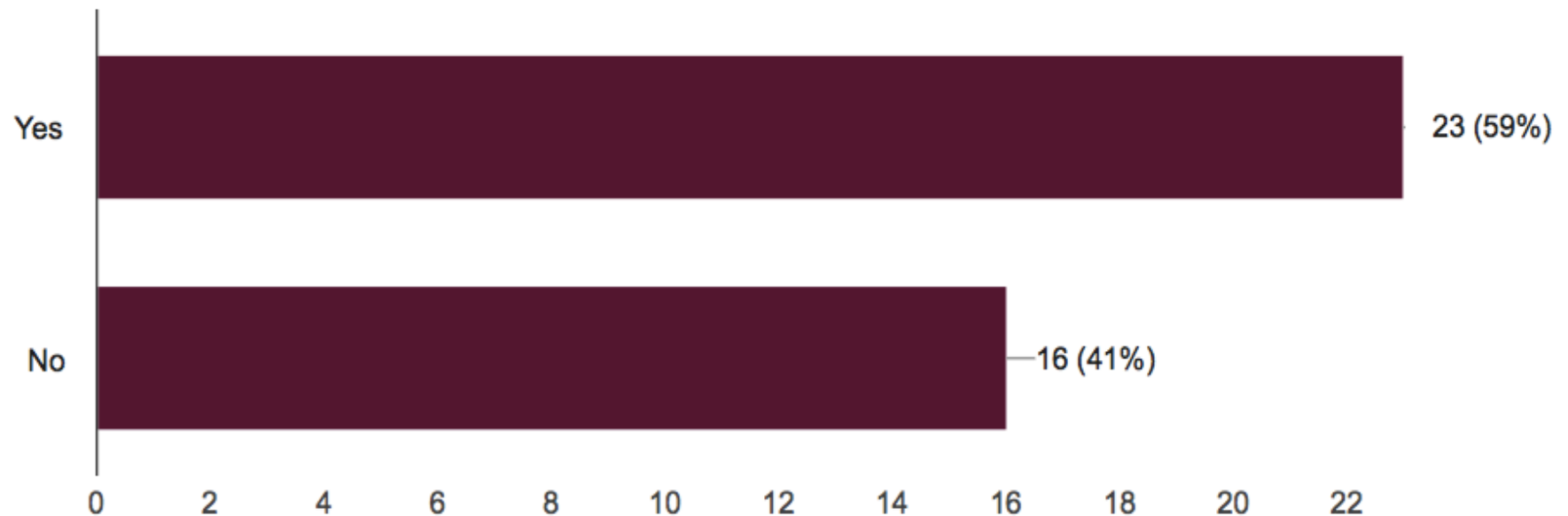


## *Not having registered IDNs*



2.5

Would you like to use IDN domain names?

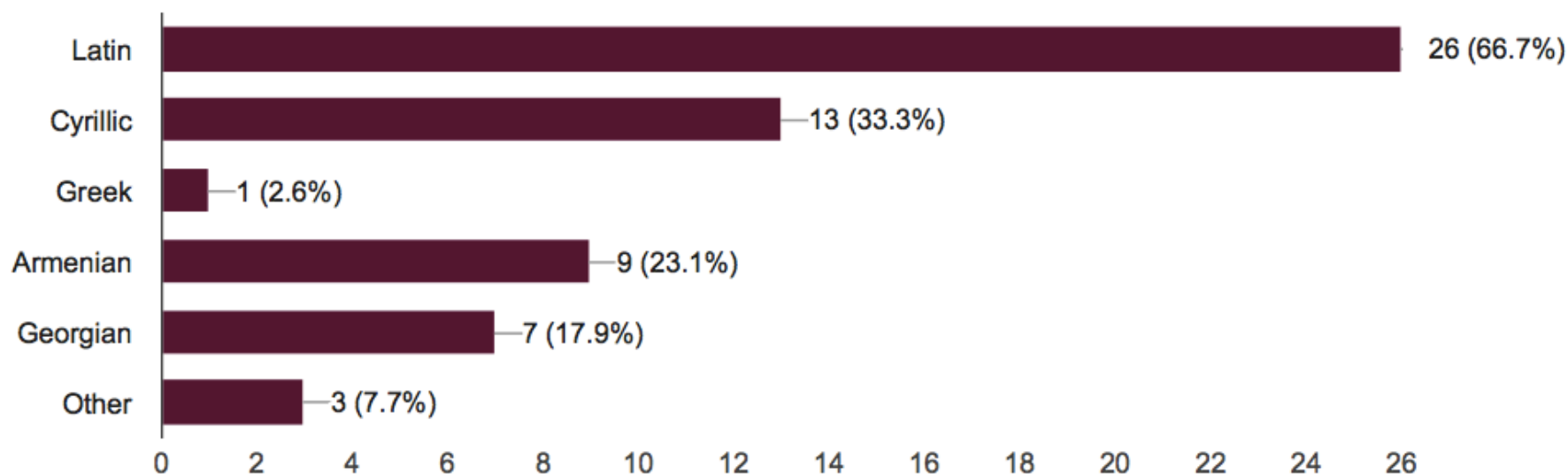


## Not having registered IDNs



2.6

What alphabet do you regularly use when expressing yourself in writing?

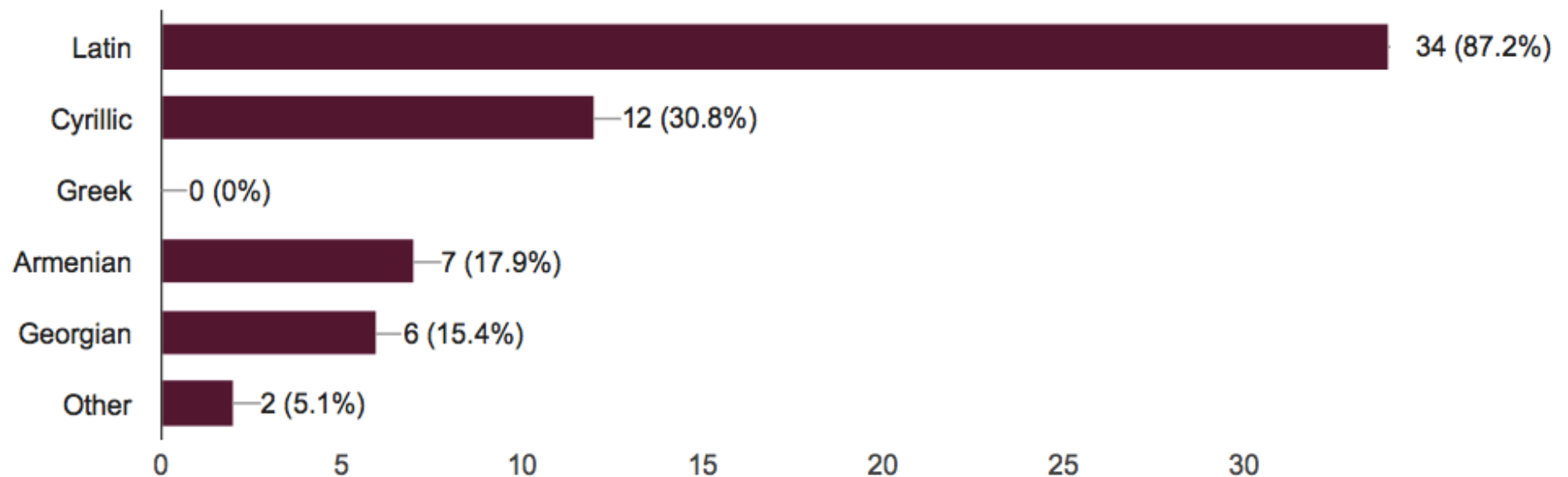


## Not having registered IDNs



2.7

What alphabet do you use on your computer/smartphone?



3

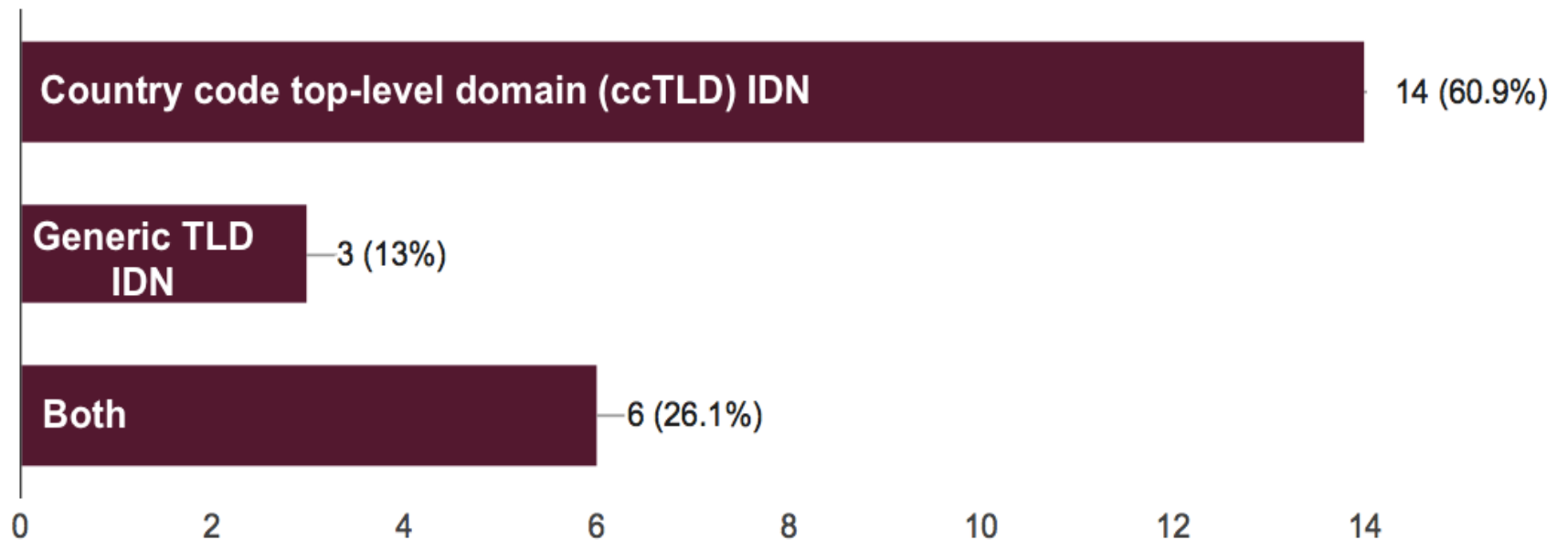
I have registered IDN

*I have registered IDN*



3.1

Is/are your IDN domain name(s) registered under a:





# *I have registered IDN*



3.2

Why have you registered an IDN domain name?

to better satisfy our customers

It's very convenient for local marketplace.

to check how it works

it`s so sexy

To keep my brand mark and use my domain on my local language

protect company identity and company reputation

Business

native language

My company, my home page, application, event and customers

it's interesting to the public and users.

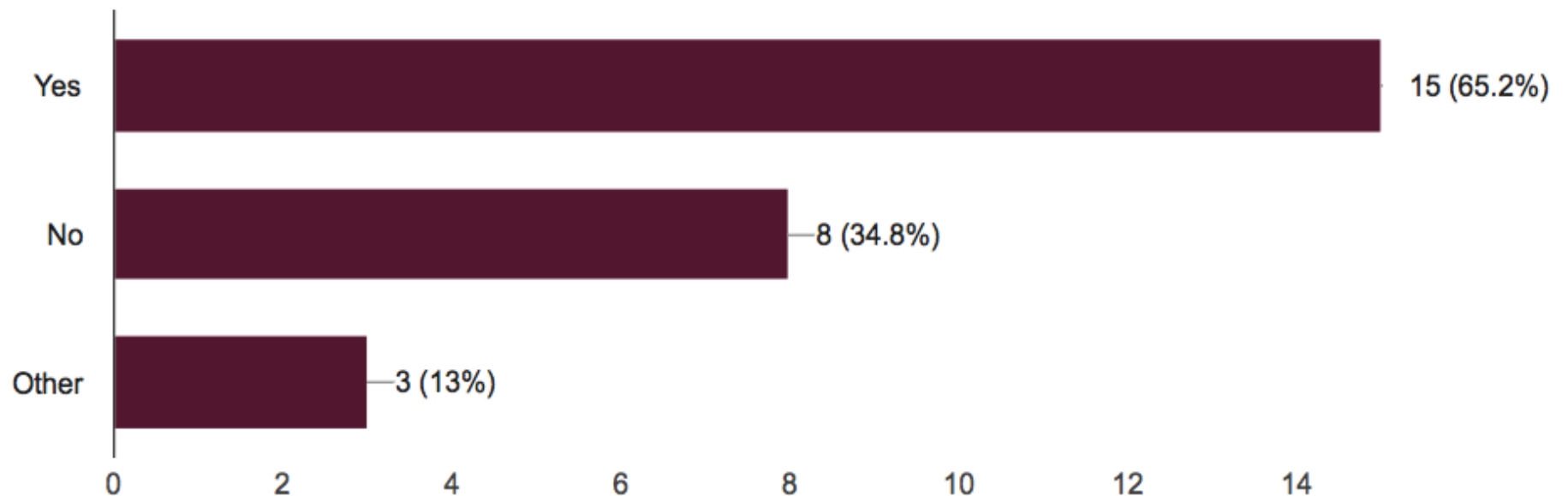
To use and protect our local alphabet on Internet

*I have registered IDN*



3.3

Are you satisfied with usability of your IDN domain name? (Explain your answer in the 'Other' field if needed)



# *I have registered IDN*



3.4

What are, in your views, the key advantages of having an IDN domain name?

The ability to have a domain in your own language

word wide root

It clearly describe who we are and where we are from

visibility

use in national advertisement

It enables locals to have domain names in their own languages. So this is very convenient for local marketplace.

Using domestic script

usability

none

Its enables me to use the domain in my local language

Have not think about it

native language

*I have registered IDN*



3.5

Do you think there are any disadvantages of IDNs?

For Cyrillic letter, disadvantages are using of different keyboard and non available email addresses

-

foreigners don;t use it - you have to register another (ASCII) domain

I guess there are, for foreigners.

IDN email and other technical issues still needs to be solved

miscommunication between IDN administrators (in my case) and Internet users

yes

don't work emails

None

added complexity and unfamiliarity, especially outside of the regional/ethnic coverage.

weak spread in Armenia yet

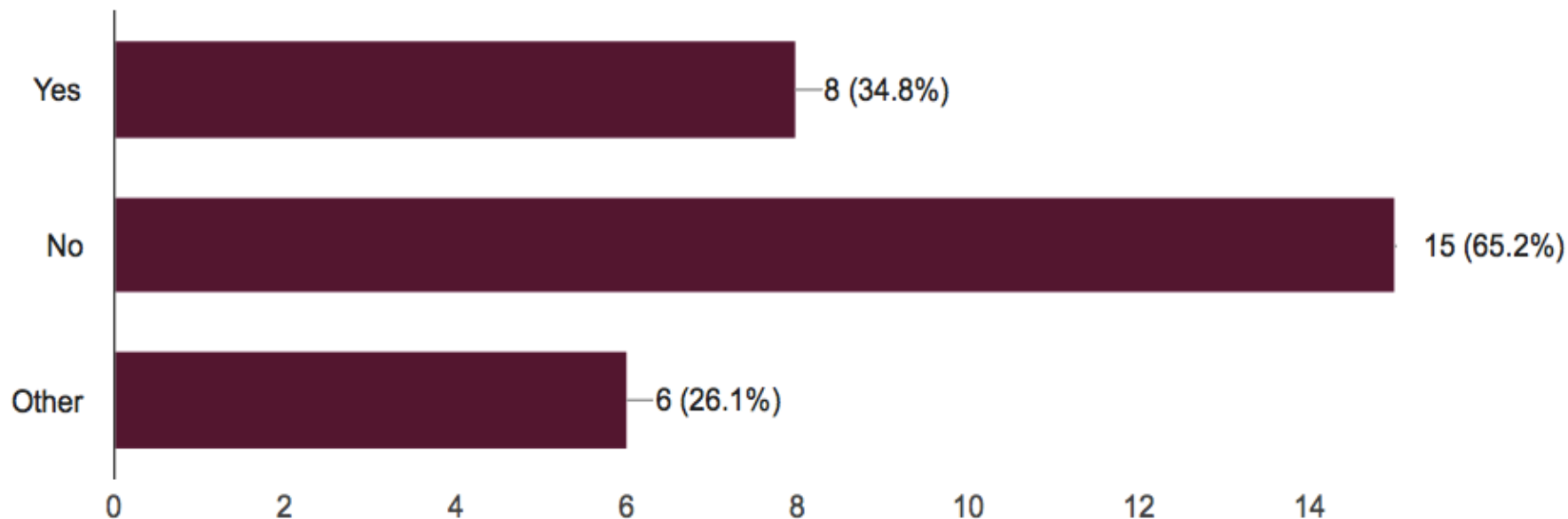
No.

## *I have registered IDN*



3.6

Have you faced any technical problems when using your IDN domain names?  
(Explain your answer in the 'Other' field if needed)



*I have registered IDN*



3.6

## Comments:

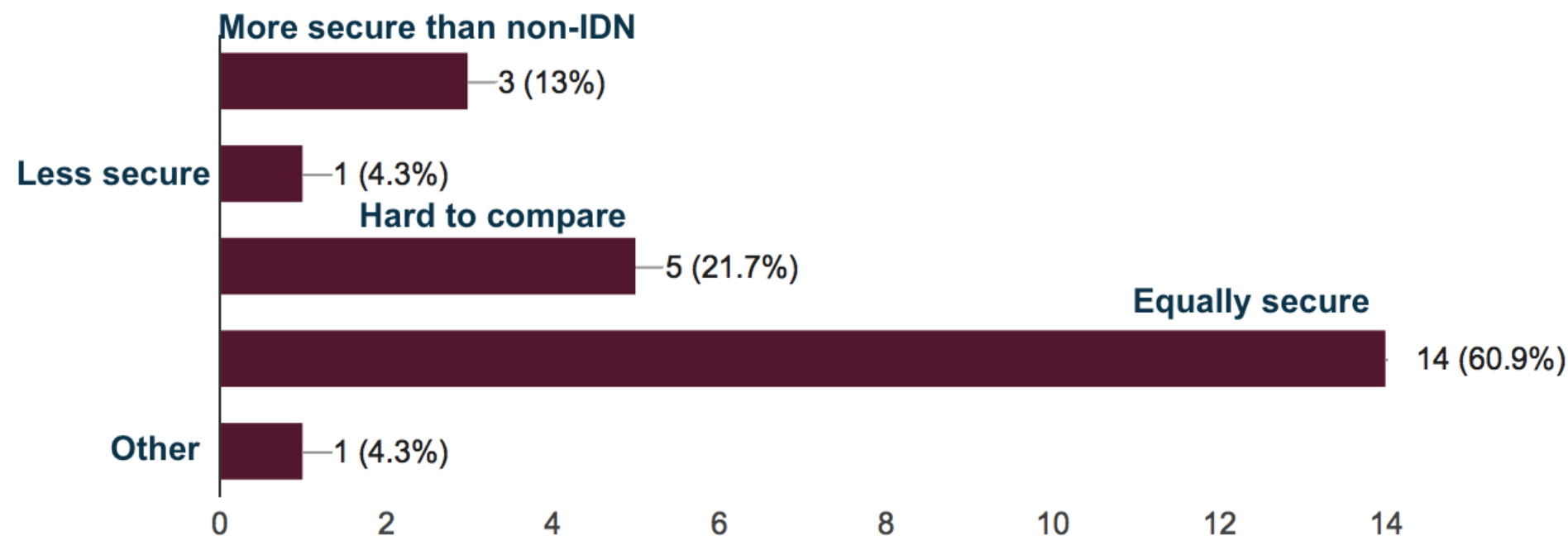
- Yes, need to switch keyboards ('.', '@')
- Yes, email addresses
- Yes, wasn't supported from the start by other services: DNS forms, Let's Encrypt... usually it's supported with a delay on new services.
- No, I random use my e-mail with IDN domain

*I have registered IDN*



3.7

When it comes to cybersecurity, do you think IDNs are: (Explain your answer in the 'Other' field if needed)

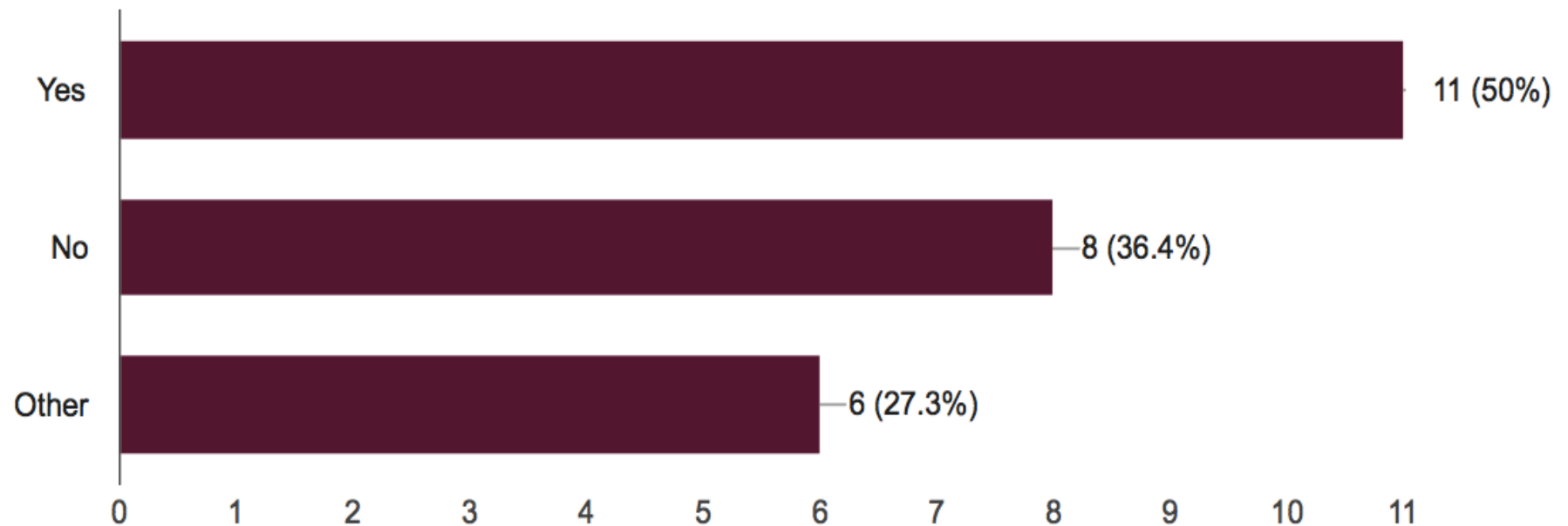


## *I have registered IDN*



3.8

Do you think that IDN TLD should be connected to existing TLDs? (Explain your answer in the 'Other' field, if needed.)





*I have registered IDN*



3.8

### Comments:

- No, all IDN TLDs should be independent from any other TLDs. If we connect them their value drops.
- Yes, there may exist browsers that do not support IDN domains
- Yes, in case of multilingual websites.
- Depends upon reasoning.

4

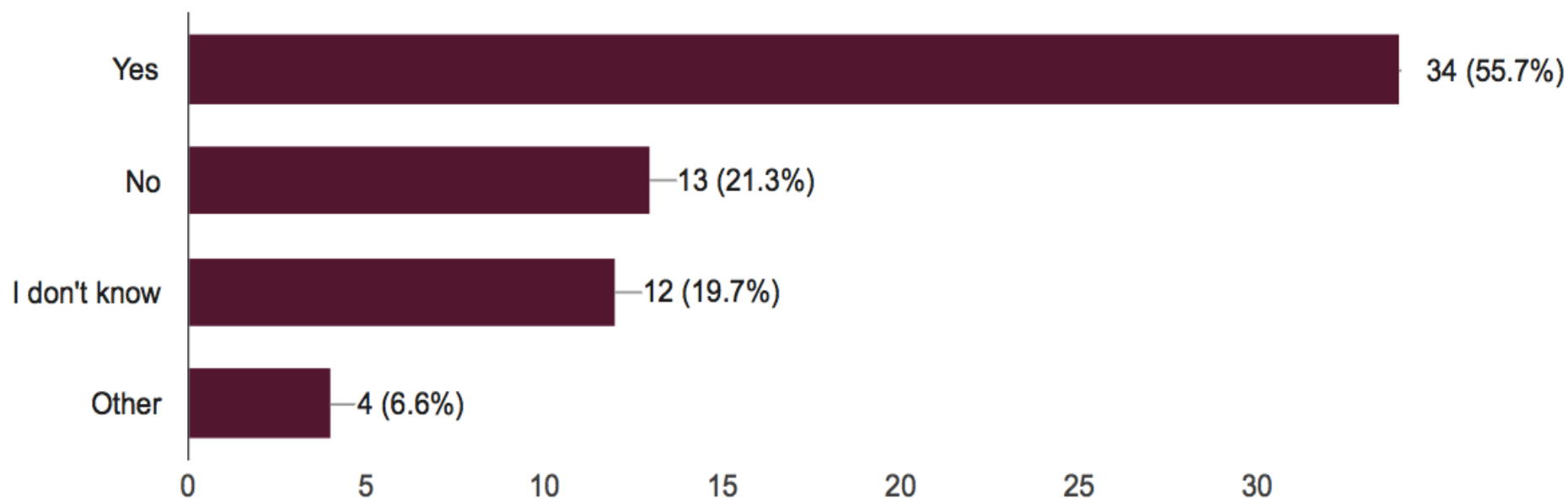
## (Un)usual questions

## *(Un)usual questions*



4.1

Do you think that IDNs are an important issue in SEE? (Explain your answer in the 'Other' field if needed)





### Comments:

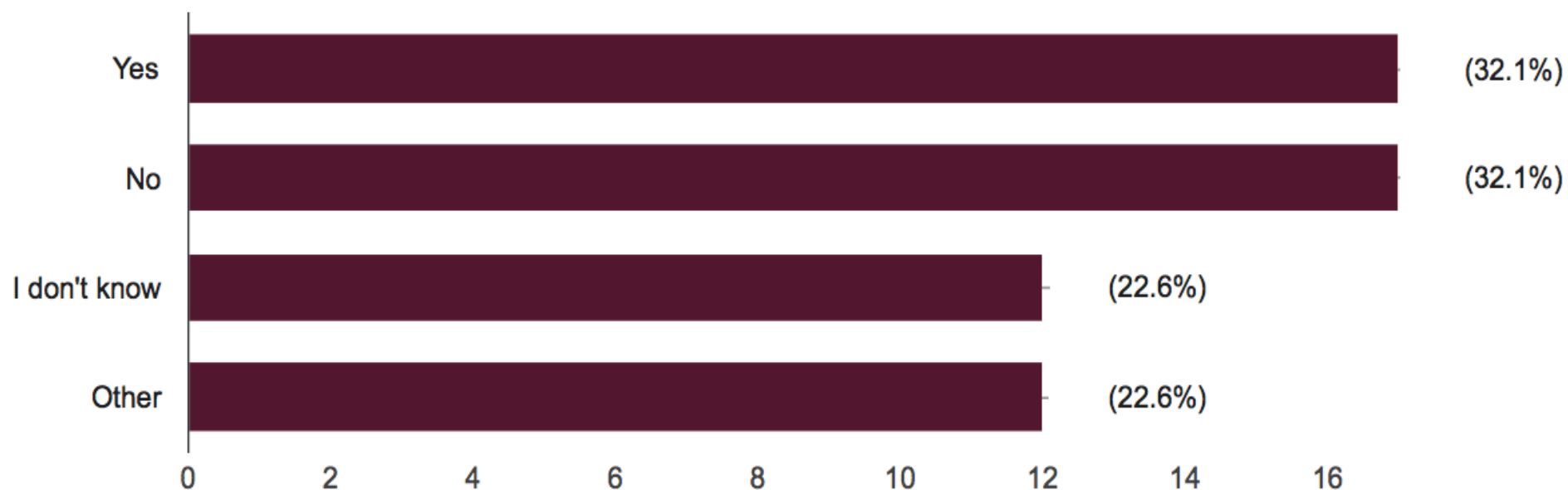
- No, they r barely used and recognized, and when they r, it's very specific and narrow cases.
- I believe that it is important for countries that use alphabet other than Latin.
- Yes, It's definitely one of the many tools needed that will help bridge the digital divide.
- I don't know.

## *(Un)usual questions*



4.2

If your country does not have an IDN, would you say there is a dire need for it? (Explain your answer in the 'Other' field if needed)



## *(Un)usual questions*



4.2

### Comments:

- I don't know, Latin IDN is necessary.
- No, Turkey already uses the Latin alphabet officially. I don't think it would be worth it for only a few special characters.
- Yes, it was done not in the interests of our Internet community, in non-transparent way.
- Yes, protecting identity, improving search engines may be better with IDN domains. When you search for relevant data in the country, IDN domains can help a lot. Example : I was searching for math exams for 3rd grade, I got a lot of results which were not relevant.

# *(Un)usual questions*



4.3

Do you think that IDN domain names need to exist (explain why)?

People not feeling comfortable with Latin can create their own websites.

yes, it helps to non English speaking people surf the internet fluently

absolutly

Yes, especially if we want to bridge digital divides, connect the next billion, and accommodate new Internet users.

get more people interested in getting online by creating more local content

No, since internet-users already get used to the other way so I don't think there is a dire need for it.

Yes, there are billions of people who need it

People easily use their native language

to define the country

Yes because they support the development and promotion of a multilingual Internet

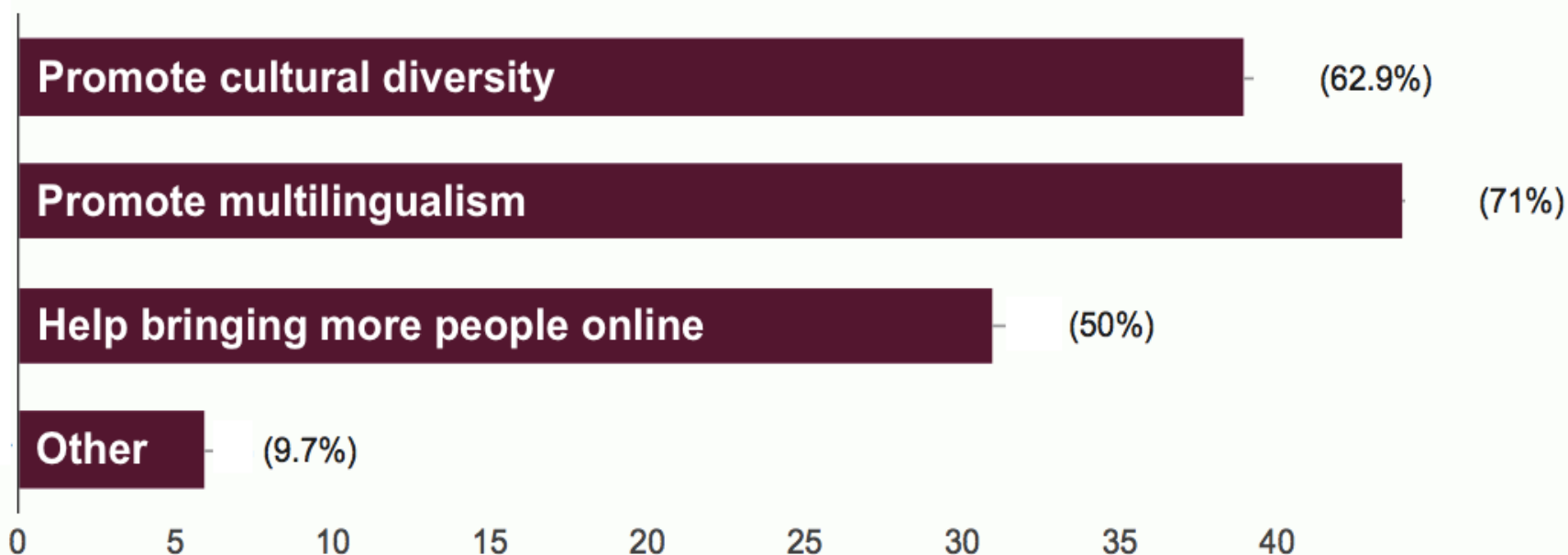
Because of culture, language and heritage

## *(Un)usual questions*



4.4

What are, in your views, the main benefits of IDNs?



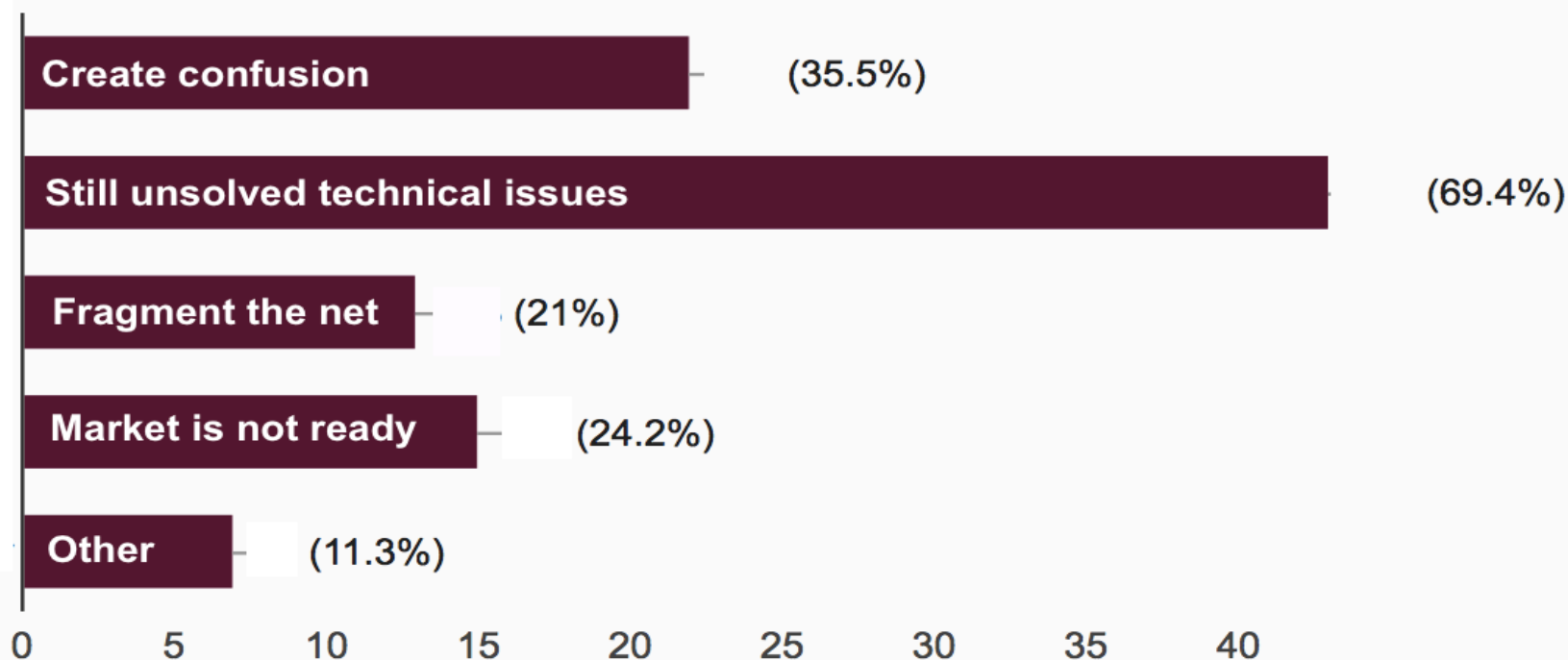


## *(Un)usual questions*



4.5

What are, in your views, the main disadvantages of IDNs, if any?



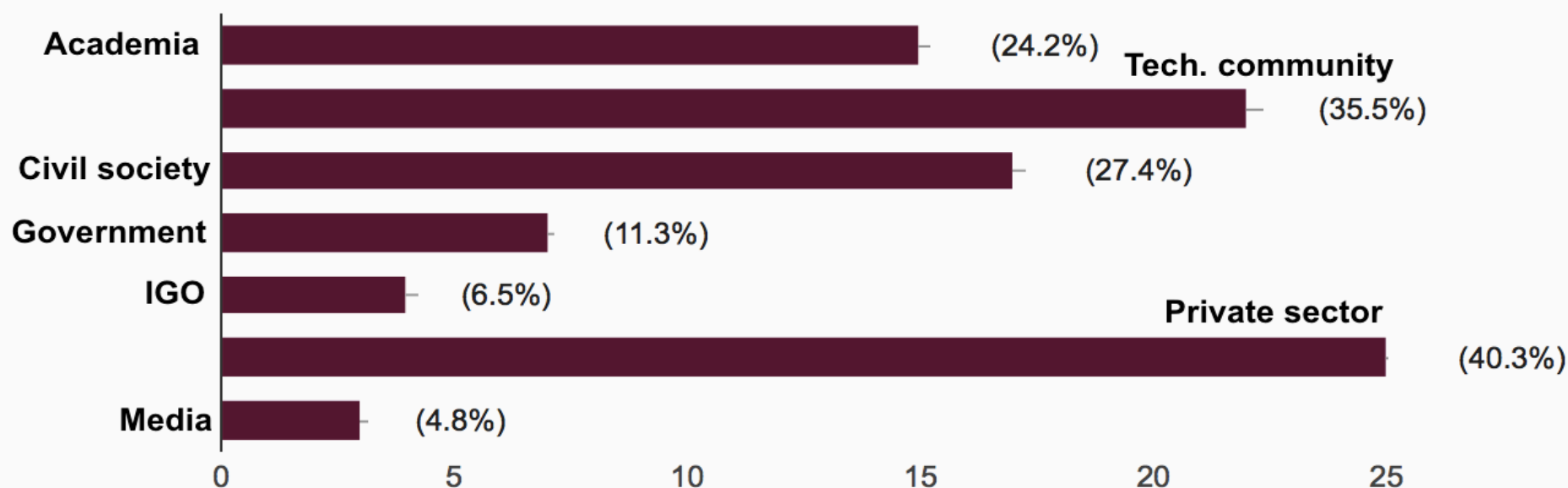
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# Demographics

# Demographics

5.1

Your stakeholder group:

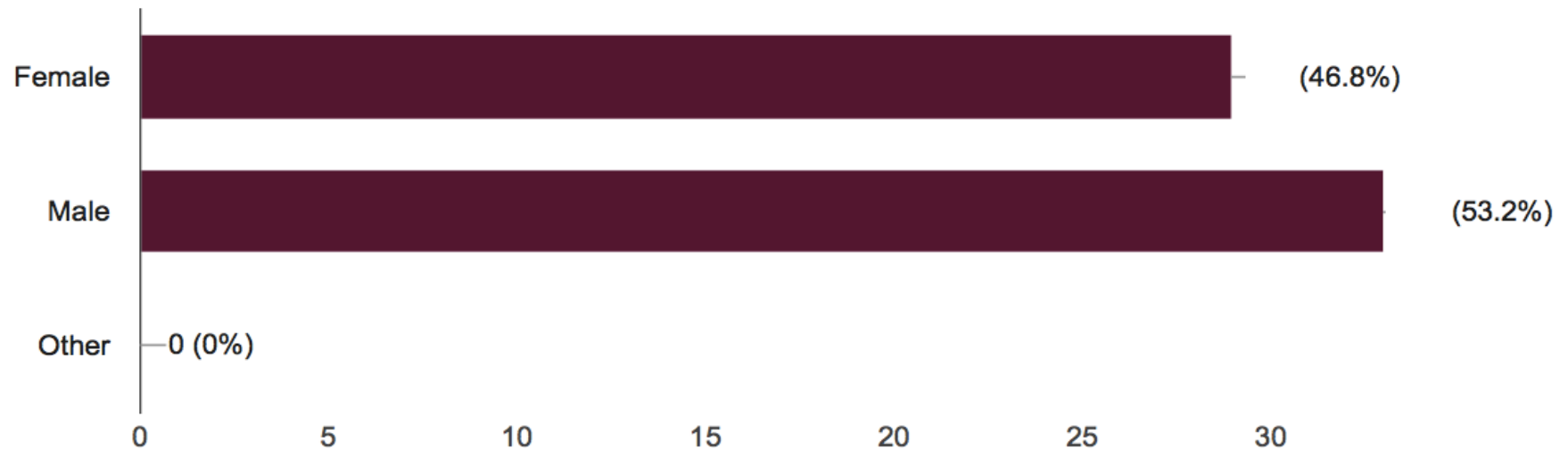


62 respondents from 15 countries

# Demographics (2)

5.2

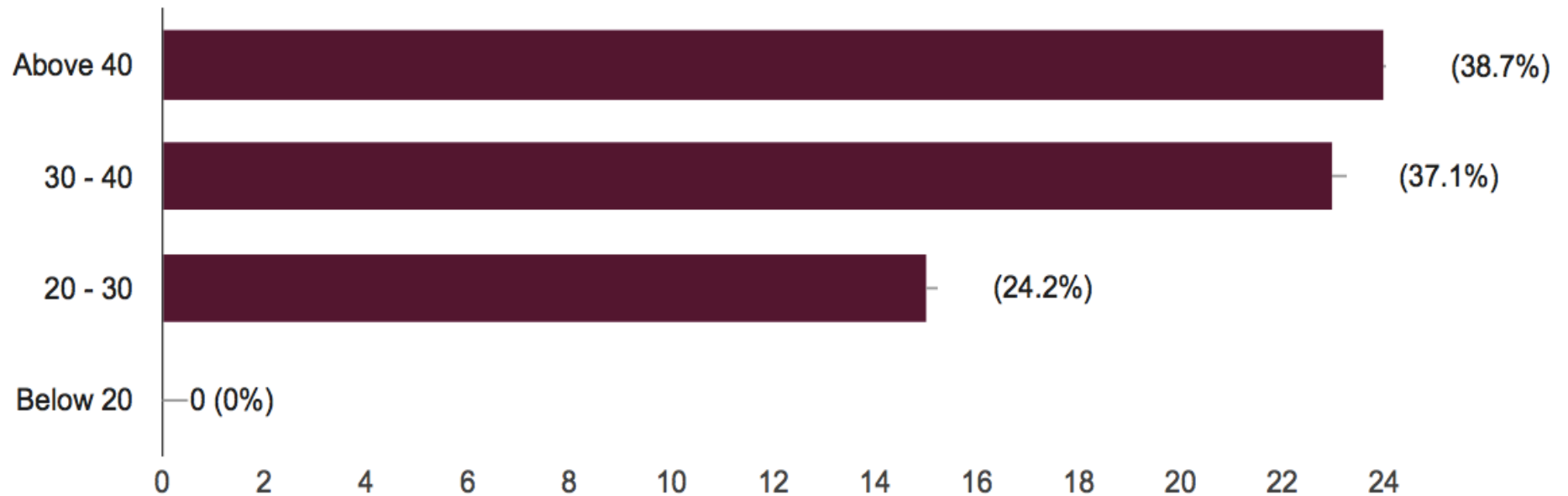
## Gender



# Demographics (3)

5.2

Age group:



# 6

## Final notes

For any inquiries, please contact us at [execom@seedig.net](mailto:execom@seedig.net)



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