

Multilingualism online @EURid

Regina Filipová Fuchsová
Industry Relations Manager, EURid
UA day, Belgrade, 28 March 2024

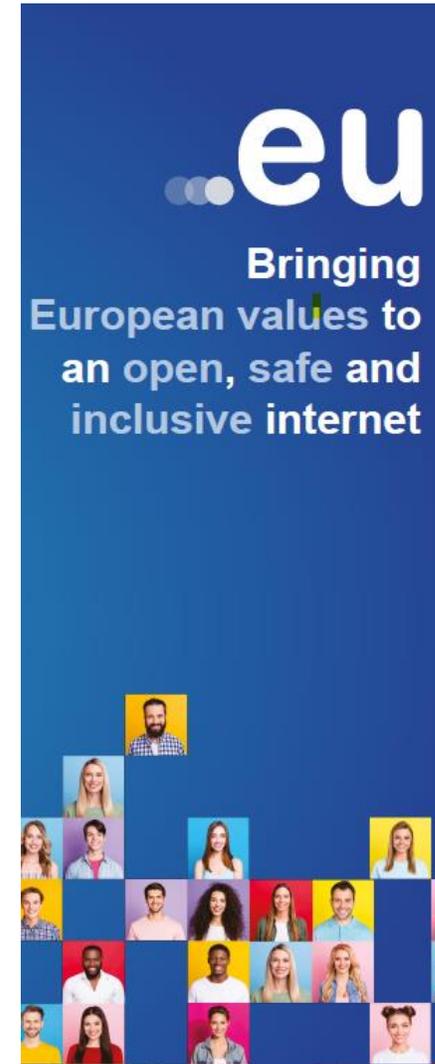
Multilingualism and IDNs at EURid

- EURid is the registry manager of the **.eu**, **.eю** (Cyrillic script) and **.ευ** (Greek script) ccTLDs by appointment of the EC
- Registry services in all EU languages
- 3.7M registrations
- 1% IDNs (40k)
 - 35.8k IDNs under .eu, 2.6k under .ευ, 1.5k under .eю
- Contractual obligation to support IDNs

.eu: European values in an open, safe and inclusive internet

Three pillars:

1. Dedication to trust (APEWS, KYC)
2. **Accessibility and multilingualism online (idnworldreport.eu, Greek/Cyrillic variant, universal acceptance)**
3. Awareness about online brand protection tools (similarity tool, ADR, TM alert) and educational efforts



Technical enablements *connected with media attention*

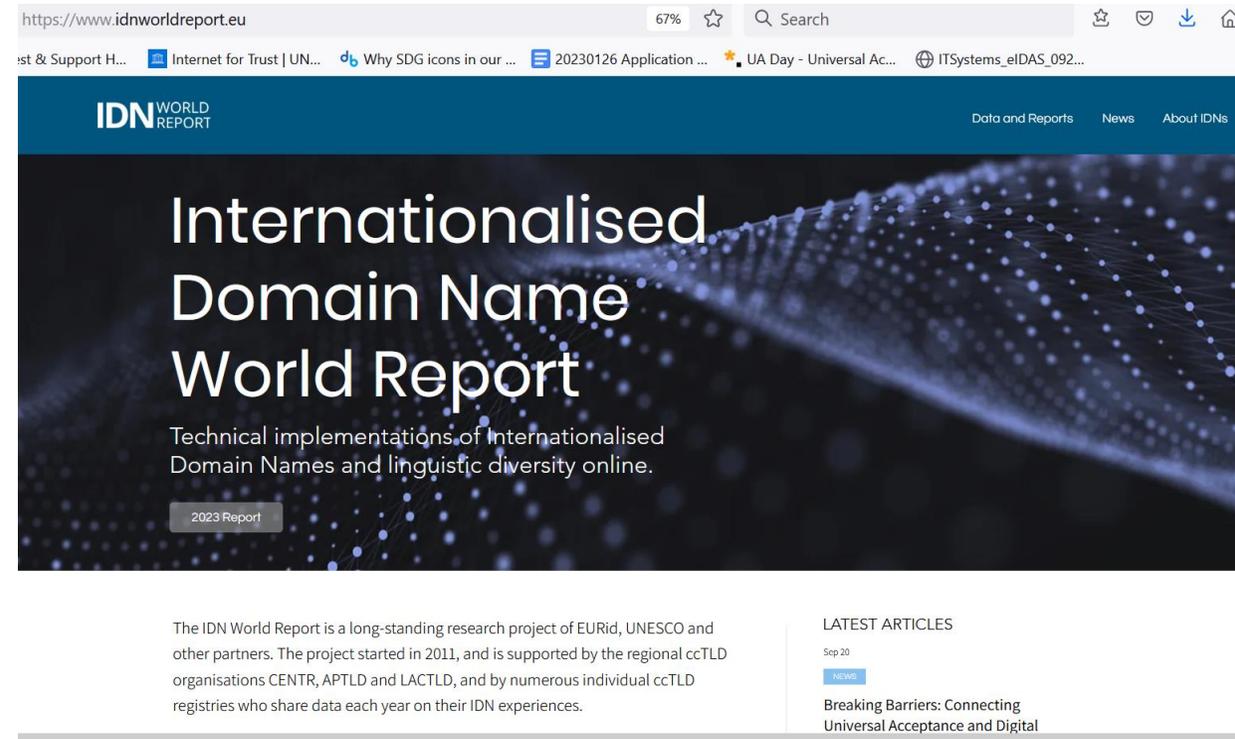
- Enabling *Internationalized Domain Names for Applications (IDNA2003)* 10/12/2009
- Enabling *Internationalized Domain Names for Applications (IDNA2008)* and Homoglyph Bundling 06/05/2015
- Enabling .eu 01/06/2016
- Enabling .eu 14/11/2019
- Ongoing adjustments to software code, protocols, and databases to accommodate IDNs and non-ASCII characters used in domain names (still work to be done at our end e.g. Alma Linux migration)

Registrars – partners for success

- Close to the market and end users
- We tried a variety of incentives – they need to see business potential
- So far in latin script countries: mainly brand protection and redirect to non-IDN domain names
- Repeating survey – trainings/awareness if interest

idnworldreport.eu website

- insights into the global market for IDNs with a **particular focus on ccTLDs**
- resource for **understanding the current trends** in IDN registrations, adoption, and technical implementation



Adoption and awareness

- Significant number of **ccTLD registries offer IDNs**
- IDNs currently represent **less than 1% of the estimated 360 million domains worldwide**
- A **continuous need for increased awareness and adoption of IDNs**, particularly in new and emerging economies

Figure 1. IDNs statistics among ccTLDs



Scoring by Registries

- **User awareness of IDNs**
 - Registries gave an average score of 2.5 out of 5 (increased from last year's score of 2.2)
- **Support provided by Registrars to IDNs**
 - Registries gave an average of 4 out of 5 (increase from 2022 score of 3.1)
- Another evidence of the awareness issue around IDNs

To-do list

- idnworldreport.eu: new edition, more content/case studies and new partners
- Crawl rich content websites on IDNs
- ICANN working groups (UASG, ccNSO UAC)
- Contribution to the UNESCO International Decade of Indigenous Languages (IDIL2022-2032)
- Awareness
 - Session at CENTR Jamboree in May – involve more ccTLDs
 - Presentation of idnworldreport.eu at int'l fora (last year IGF, SEEDIG)
 - Outreach via SoMe incl. UA day
 - Celebration of .eu in Cyrillic and Greek anniversaries, day of the alphabet



Thank you!

regina.fuchsova@eurid.eu