

IDN World Report 2020

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Three overlapping circles in shades of teal and green are positioned at the bottom of the page. The circles overlap each other and the bottom edge of the frame.

Internationalised Domain Name World Report

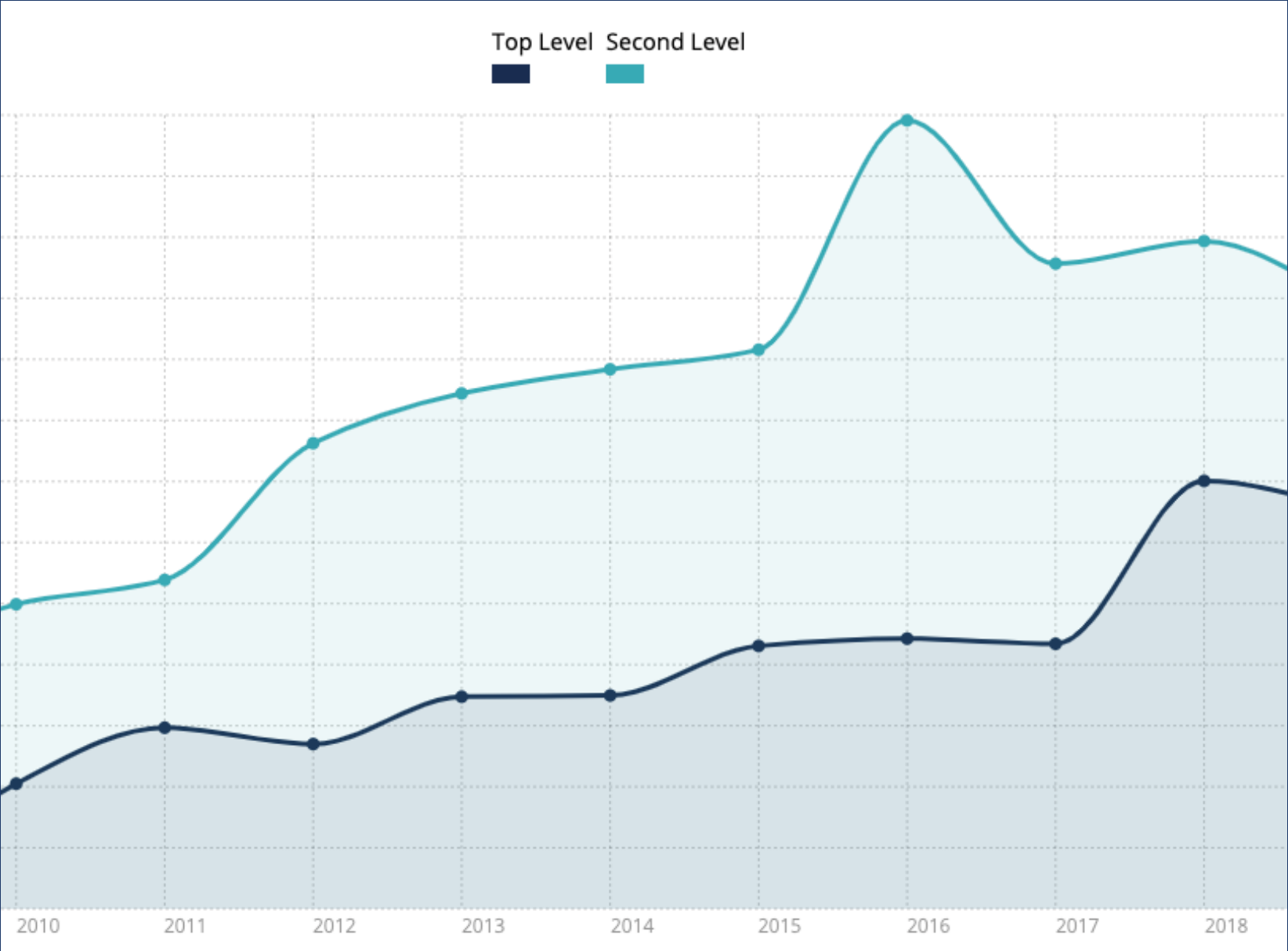
Tracking IDN World Growth

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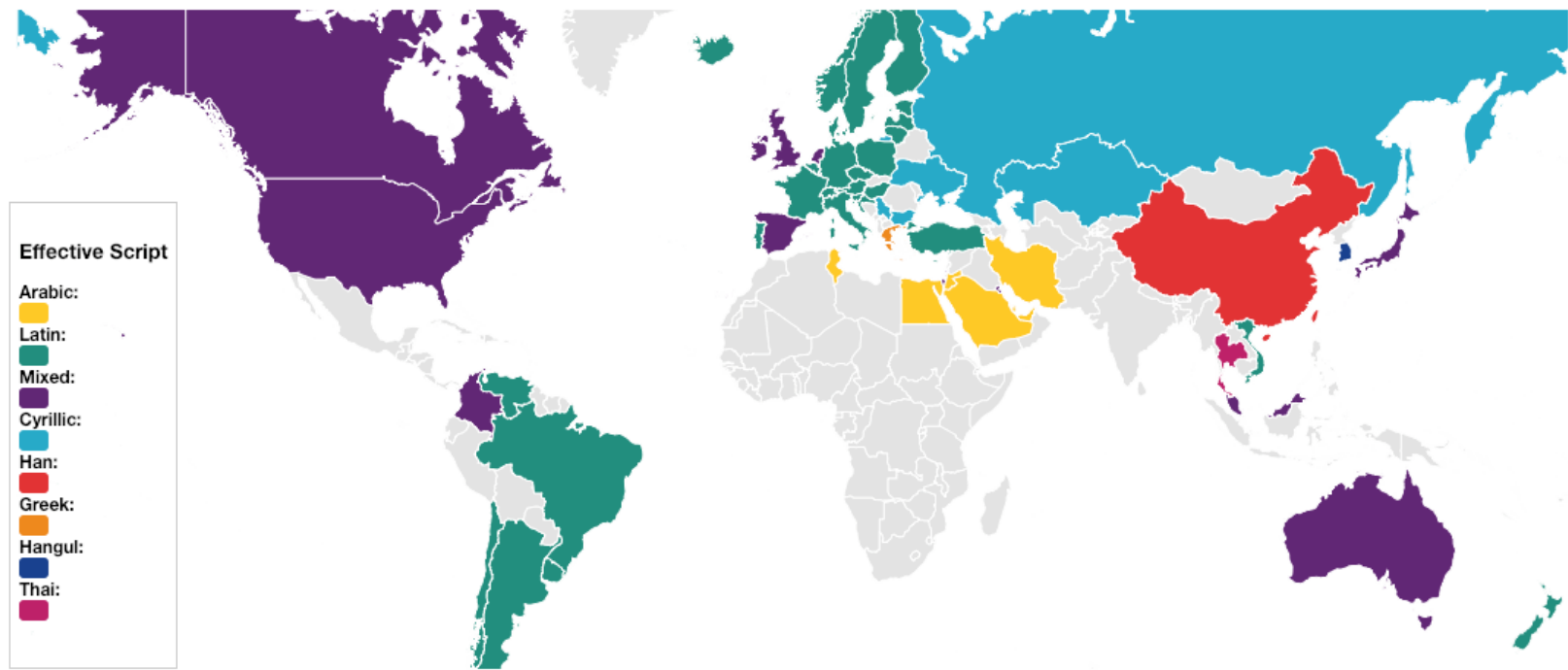
New look, new partners



Key facts and figures



China has largest number of IDNs



A diagram illustrating how Internationalized Domain Names (IDNs) enhance linguistic diversity in cyberspace. It features four smartphone icons, each with a speech bubble above it containing a greeting in a different language: "Guten Tag" (German), "你好" (Chinese), "안녕하세요" (Korean), and "Привет" (Russian). Below the icons, the text reads "IDNs enhance linguistic diversity in cyberspace".

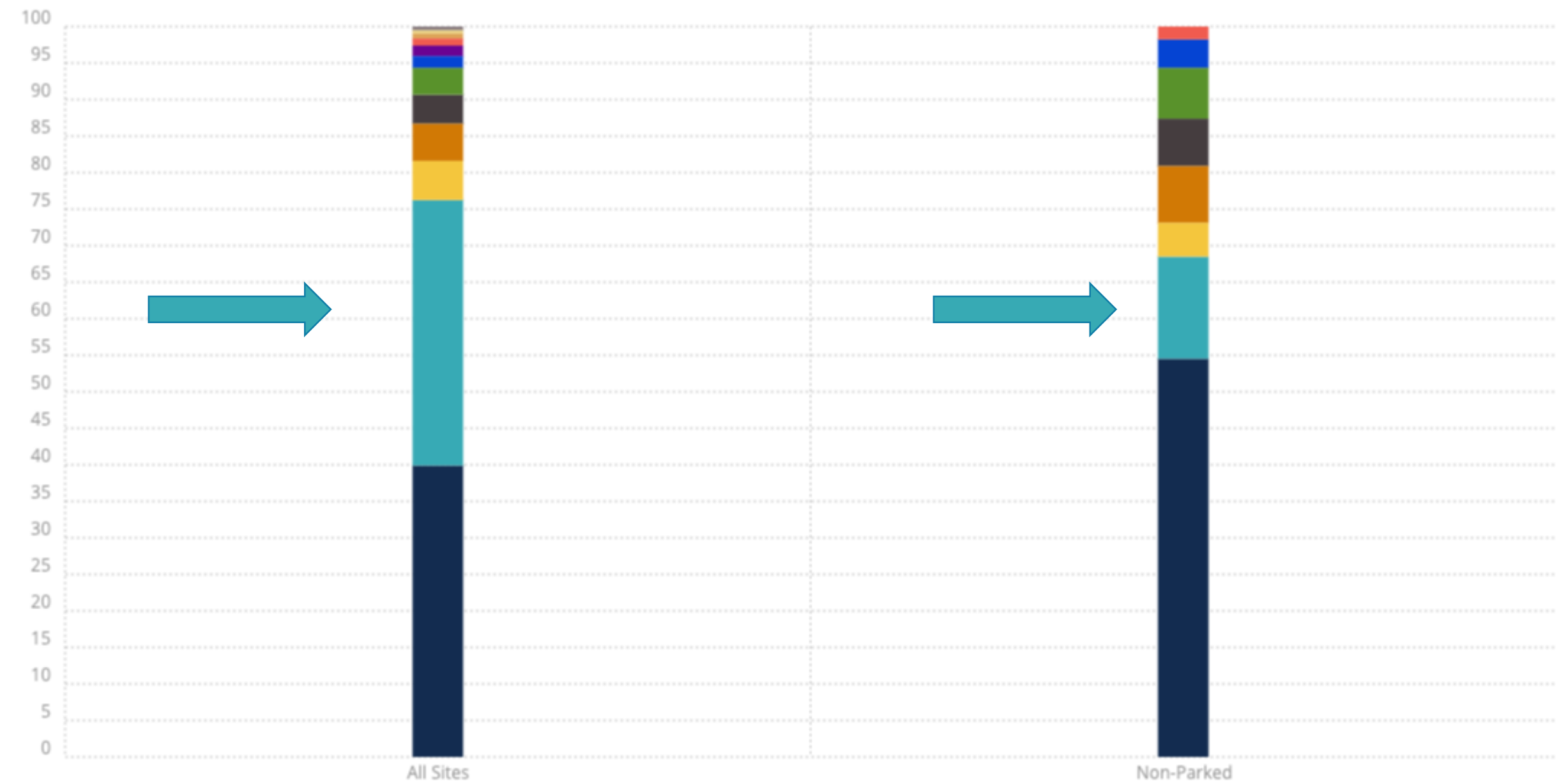
IDNs help to promote linguistic diversity in cyberspace

.eu IDNs and linguistic diversity

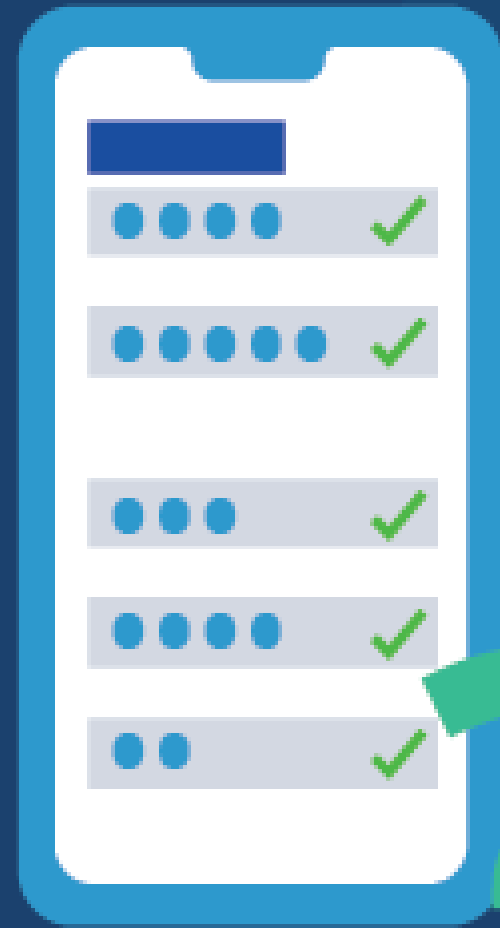
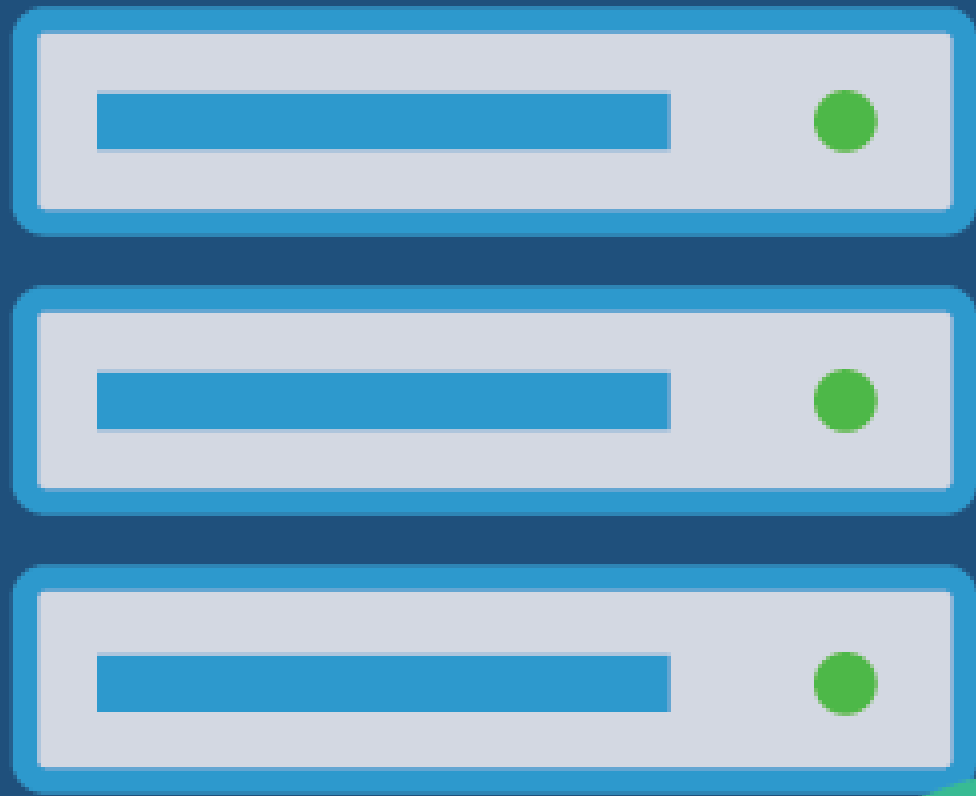


81%
of gTLDs are
Parking Pages

German ■ English ■ French ■ Czech ■ Swedish ■ Polish ■ Estonian ■ Spanish ■ Hungarian ■ Danish ■ Slovak ■ Bulgarian ■

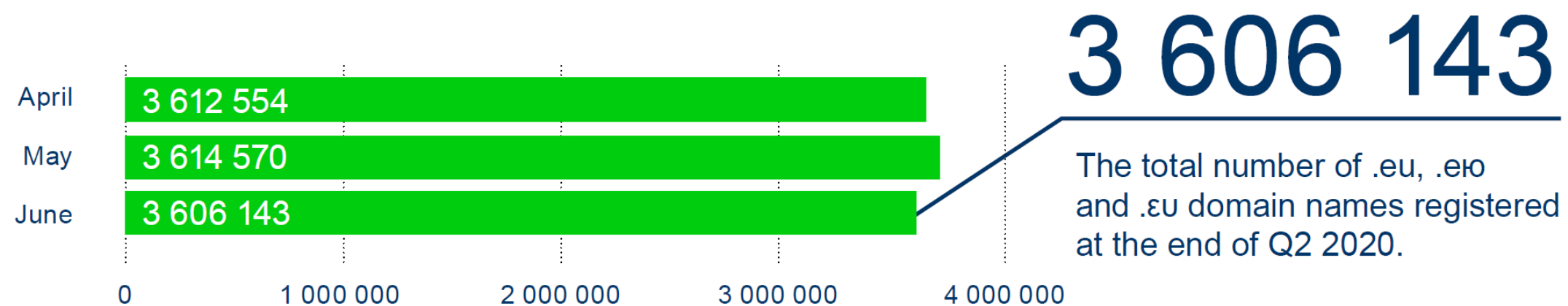


English is more likely to be the language of low-quality content in IDNs



Universal acceptance
remains a challenge

The .eu environment



83.9%

AVERAGE RENEWAL
RATE DURING Q2 2020*

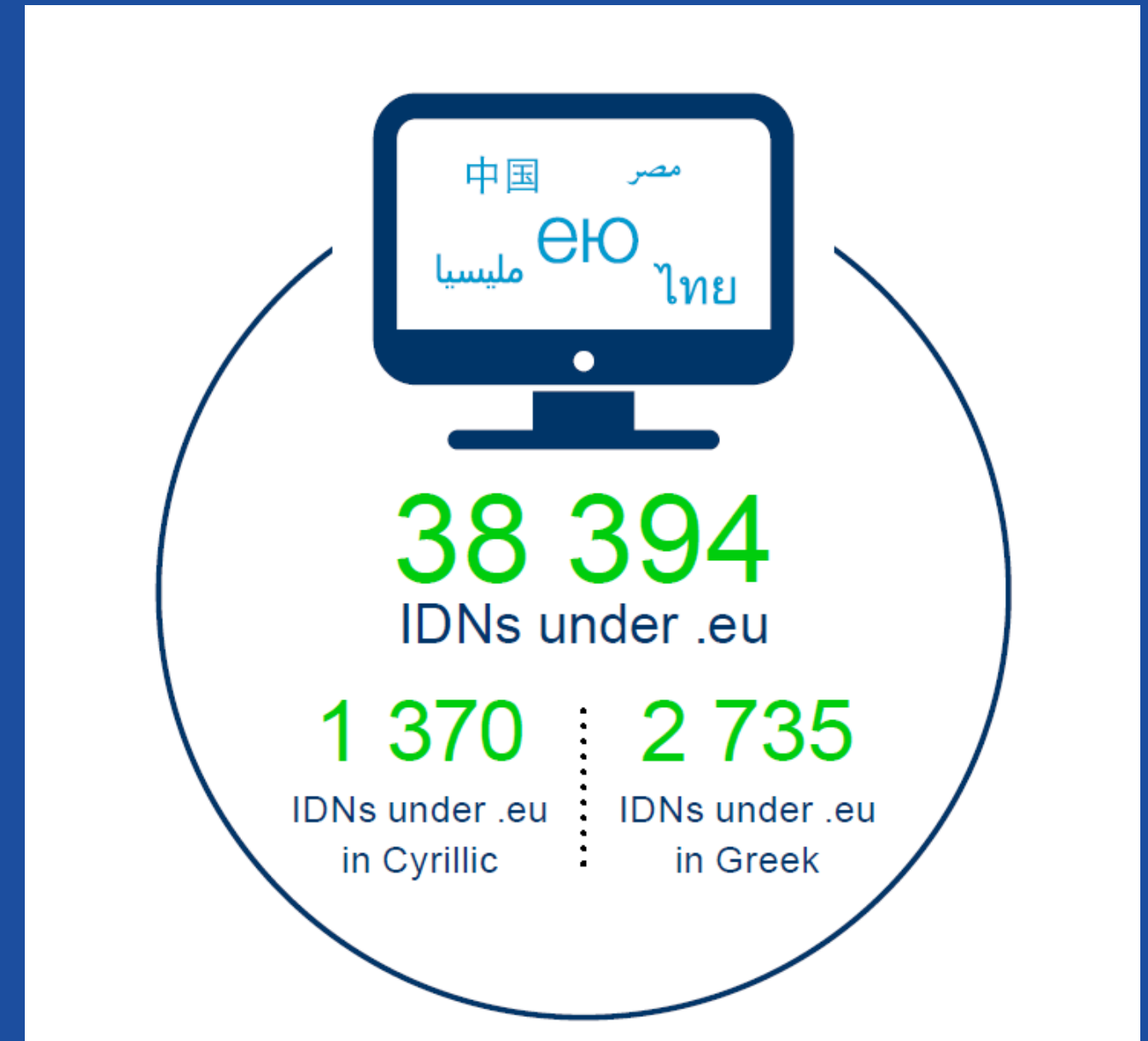


163 277

NEW .eu REGISTRATIONS
IN Q2 2020

IDNs in the .eu environment

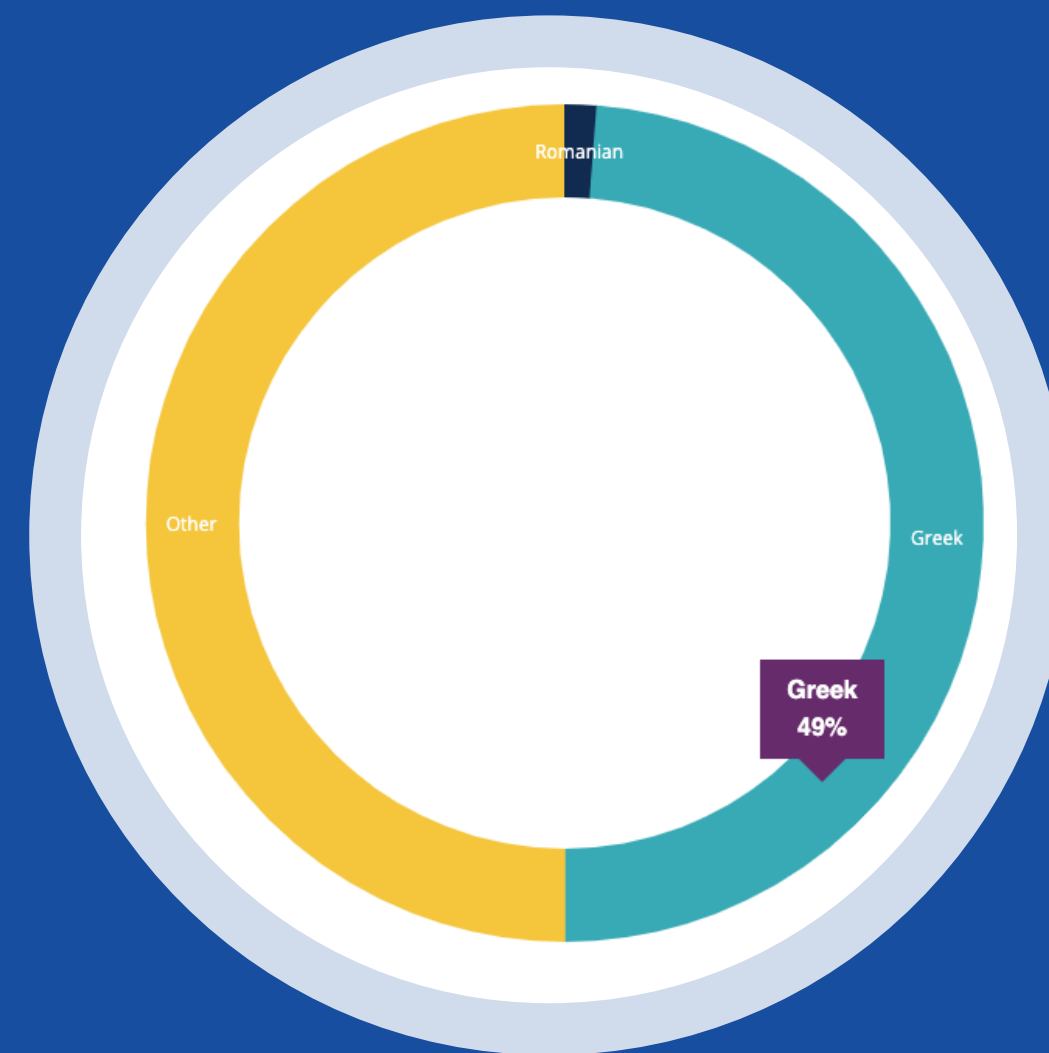
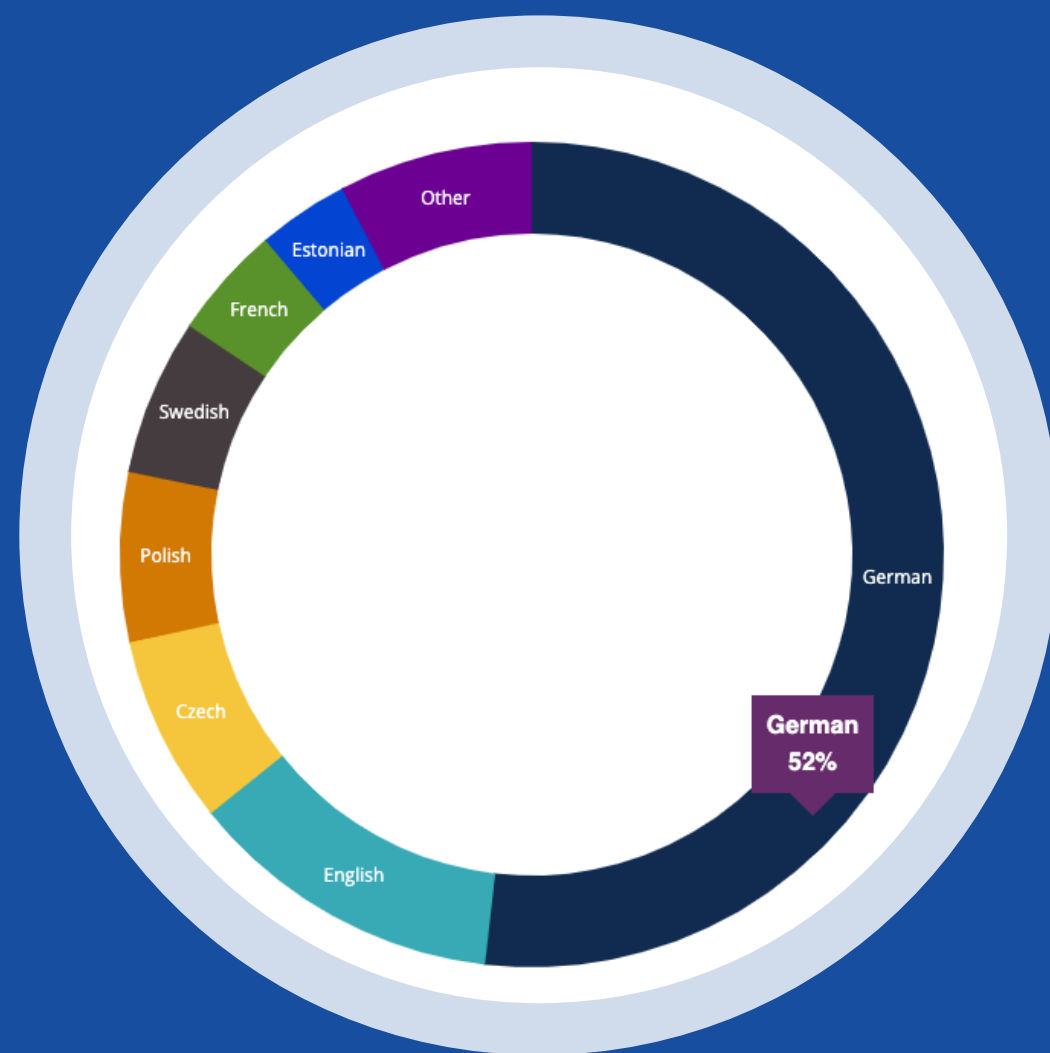
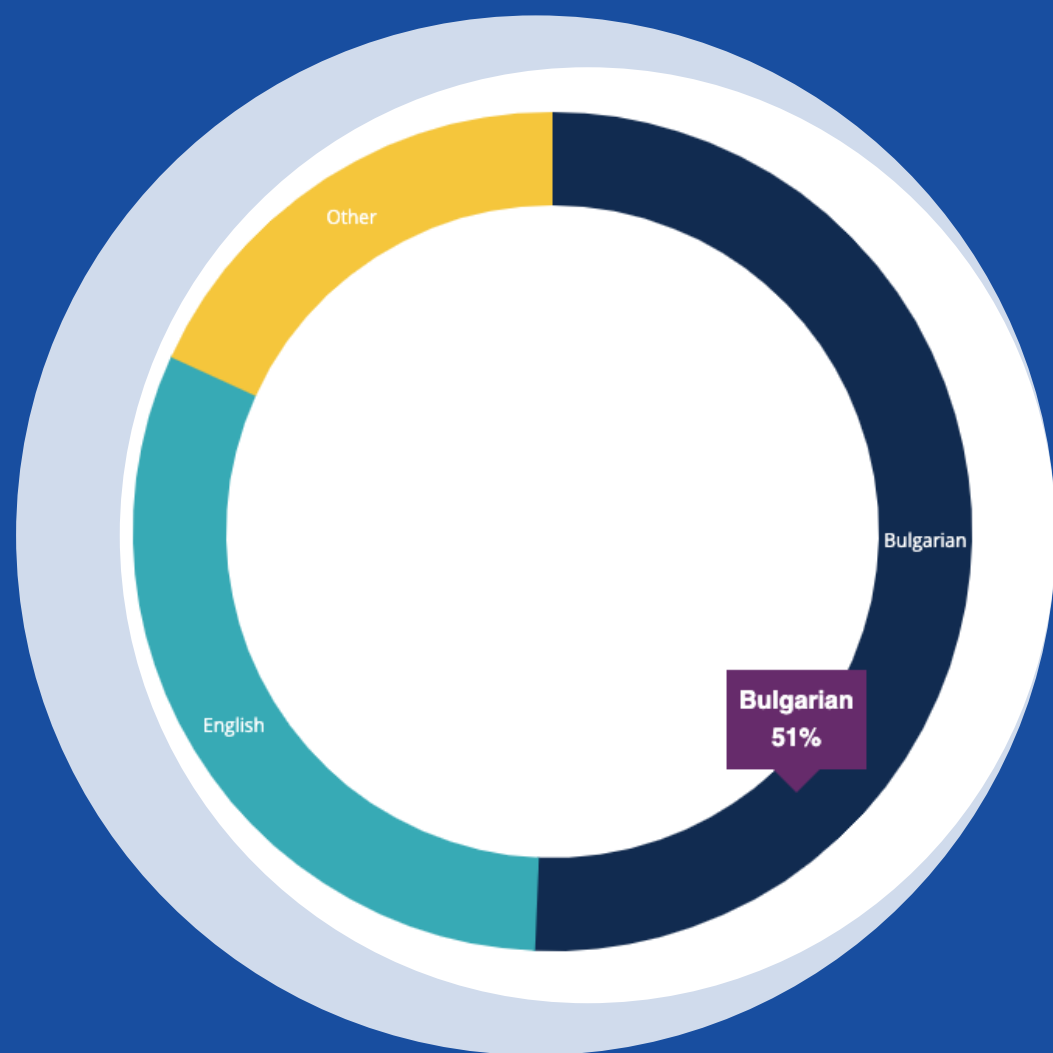
- IDNs under the .eu TLD since December 2009.
- The .eю was launched in Q2 2016.
- The .ευ was launched in Q4 2019.
- For both the .eю and .ευ , we enforced an extensive set of measures to comply with ICANN requirements to reduce confusing similarity issues (no-mixing of scripts, homoglyph bundling,...).
- Good uptake of IDNs under .eu, figures for .eю and .ευ in line with the expectations.



...ευ



in Greek



.eu IDNs – language follows script

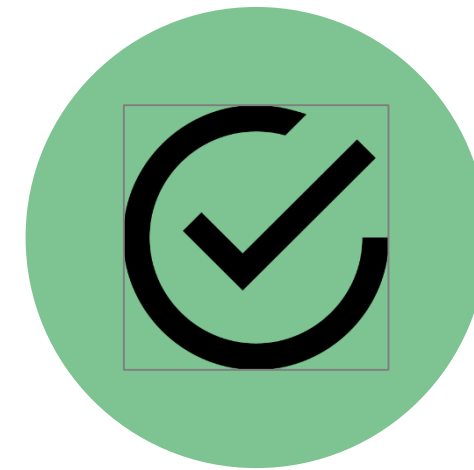
Summary



IDNS HELP TO
ENHANCE LINGUISTIC
DIVERSITY IN
CYBERSPACE



IDNS ARE ACCURATE
PREDICTORS OF THE
LANGUAGE OF WEB
CONTENT



UNIVERSAL
ACCEPTANCE REMAINS
A CHALLENGE

Thank you
To learn more:
www.idnworldreport.eu

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