



jPRS
JAPAN REGISTRY SERVICES

HISTORY OF 10 YEARS

On the 10th Anniversary of JPRS



Koki Higashida

President, Japan Registry Services Co., Ltd.

On December 26, 2010, JPRS celebrated the 10th anniversary of its foundation. I wish to take this opportunity to thank all the domain name registrants, registrars, and many people who have kindly helped JPRS.

JPRS launched General-use JP Domain Name in February 2001. By January 2011, the number of these names had risen to about 800,000, while the total number of all registered JP domain names had grown to 1.2 million. The JP DNS, which started out with six sites in January 2001, had expanded and diversified its location to 26 sites across the world by January 2011 in line with global growth. JPRS has now provided steady DNS operations with no disruption and trouble for ten years. For the last two years, .JP was ranked as one of the world's safest ccTLDs by McAfee Inc. of the United States. All these achievements have been made possible thanks to the concerted efforts of the community.

Since its establishment, JPRS has embraced its corporate mission: "As a company dedicated to maintaining the Internet infrastructure of Japan, JPRS contributes to the development of the Internet and the building of a better future for everyone."

In celebrating our 10th anniversary, we renew our resolve to fulfill this important mission entrusted by the Japanese Internet community and to continuously pursue better services as the JP domain name registry. We are also determined to build a productive future and commit ourselves to new challenges.

Finally, I would like to thank again all those who have generously supported JPRS over the past decade. I would greatly appreciate your continued assistance.

Corporate Mission

“As a company dedicated to maintaining the Internet infrastructure of Japan, JPRS contributes to the development of the Internet and the building of a better future for everyone.”

■ Supporting the Internet Infrastructure and Building a Better Future

The Internet is now an essential foundation of modern society, and domain names are the key to accessing the Internet. Japan Registry Services Co., Ltd. (JPRS) supports the Internet infrastructure 24/7 through the management and administration of domain names, as well as the operation of the JP domain name system (DNS).

■ Contributing to Society through Domain Name Technology and Creating Greater Value for JP Domain Names

The latest and advanced technologies are indispensable for more stable and reliable domain name management and administration, as well as DNS operations. As a company supporting the network infrastructure, JPRS focuses on providing new services to society, applying DNS-related technologies developed through years of domain name operation. JPRS is therefore actively involved in the research and development of new technologies.

JP domain names can be used not only in Japan but also in countries throughout the world. JPRS is therefore continually improving, developing, and promoting its services so that JP domain names will become easier to use and offer greater value for both Japanese and the global Internet community.

■ Responsibility as a Company Supporting the Network Infrastructure

JPRS is keenly aware of its serious responsibility as a company that supports the network infrastructure, and so takes various measures to improve reliability and meet the expectations of the community. JPRS also acts in concert with the Japanese government and Internet-related organizations at home and abroad, contributing to the development of the Internet.

JPRS will continue to do its utmost to contribute to society in the years to come.

A History of the Last 10 Years

1989	Operation of Organizational Type JP Domain Name started Japan Network Information Center (JNIC) established JNIC reorganized as JPNIC, a membership organization composed of Internet service providers JPNIC received official government recognition as non-profit organization
1991	
1993	
1997	
2000 December 22	Establishment of JPRS decided at JPNIC 11th General Meeting <p>.JP was one of the world's first ccTLDs to start operation. Since its establishment, JNIC, later reorganizing itself as JPNIC, had carried out management and administration of JP domain names as well as operation of DNS servers. JPNIC also introduced organizational type second-level labels such as "co.jp" and "or.jp", a one-domain-per-organization framework, and a charging system based on registration fees, taking a global lead in providing advanced services.</p> <p>In the 1990s, with the growing importance of the Internet in society, JPNIC faced the challenge of meeting the demand for better service quality, in particular, higher reliability and stability of DNS which is indispensable for stable Internet operations.</p> <p>The late 1990s saw the emergence of stiff competition among TLDs for better domain name services. As social demand for the Internet grew rapidly, the traditional service model of JP domain names faced difficulty in meeting the quickly-changing needs for domain names. As a result, users increasingly opted for gTLDs such as .com and .net, for which the registration requirements had been loosened earlier.</p> <p>The Japanese Internet community had to identify what services would satisfy quickly-changing needs for domain names, and what framework would be needed to offer better services to ever-changing society and create new businesses/services to keep up with the times.</p> <p>The community's answers to these questions were to introduce General-use JP Domain Name with less strict registration requirements, to establish a private company for supporting the Internet infrastructure in Japan, and to transfer operation of .JP to the company. Thus, the establishment of JPRS was decided at the 11th General Meeting of JPNIC on December 22, 2000.</p>
December 26	Japan Registry Services Co., Ltd. (JPRS) established
2001 February 22	Started accepting applications for priority registration of General-use JP domain names
March 29	Started accepting applications for concurrent registration of General-use JP domain names
May 7	Started accepting applications for first-come-first-served registration of General-use JP domain names
June 6 to 8	Started regular participation in Interop Tokyo <p>JPRS set up a booth at Interop Tokyo (called "NetWorld+Interop" in 2001), an event for presenting the latest technology and solutions, and provided information on domain names and DNS. JPRS has participated in this event every year since 2001.</p>



JPRS booth

News & Events

Feb. 17, 2000 Microsoft Windows 2000 released

Dec. 1, 2000 BS digital broadcasting started

Jul. 19, 2000 2000-yen notes issued

Dec. 12, 2000 Subway Oedo-Line opened

Sep. 15, 2000 Sydney Olympics opened

Sep. 4, 2001 Tokyo Disney Sea opened

2001 October 1	<p>Started supporting “ThinkQuest JAPAN,” a web award for junior and senior high schools in Japan</p> <p>To assist education about the Internet, JPRS sponsored “ThinkQuest JAPAN,” an award for developing Web-based teaching materials, held by the Japan Association for Promotion of Internet Application in School Education. JPRS has supported the contest since 2001, providing free JP domain names to the participating teams and also presenting the JPRS Special Award.</p>
December 3 to 7	<p>Started sponsoring and participating in Internet Week</p> <p>JPRS sponsored the Internet Week event and set up its own information booth, agreeing to the event’s objective to contribute to the spread, promotion, and development of the Internet. JPRS also actively contributed to the contents of the programs by sending lecturers to main programs and tutorials. JPRS has participated in this event every year since 2001.</p>
2002 February 28	<p>Signed ccTLD Sponsorship Agreement with ICANN</p> <p>The ccTLD Sponsorship Agreement stipulates that JPRS is the registry of Japan’s ccTLD, “.JP”. It also defines that JPRS shall, in the interest of both the global and Japanese Internet community, manage and administer the .JP top-level domain and operate DNS. JPNIC and the Japanese government are tasked with ensuring that this mechanism works smoothly. JPRS was the second ccTLD registry following Australia (October 2001) to sign a formal sponsorship agreement with ICANN.</p>
March 1	<p>JP Domain Name Advisory Committee established</p> <p>The JP Domain Name Advisory Committee was established in JPRS as a structure to guarantee fairness and neutrality of JP domain name registration management processes. The Committee, consisting of a broad range of non-JPRS members, gives advice to JPRS regarding the basic policies of JP domain name management and administration.</p>
April 1	<p>Transfer of management and administration of .JP top-level domain from JPNIC to JPRS completed</p> <p>Based on the ccTLD Sponsorship Agreement signed between JPRS and ICANN, the management and administration of the .JP domain was transferred from JPNIC to JPRS completely.</p>
April 1	<p>Yumi Ohashi of JPRS appointed as APTLD Board Director</p> <p>Yumi Ohashi of JPRS was appointed as the Board Director of APTLD, an association of ccTLD registries in the Asia-Pacific region.</p>
May	<p>Set up DNS Operation Restoration Task Force</p> <p>To prevent failures caused by wrong DNS setup, JPRS, JPNIC and the WIDE Project jointly set up the DNS Operation Restoration Task Force. This observed and analyzed the DNS setup status, published the results, and provided information on correct setup methods and precautions, thus helping to make the DNS more technically sound all over the Internet.</p>

News & Events

Sep. 11, 2001	Attacks on World Trade Center	Nov. 18, 2001	Suica (prepaid rail pass cards with IC chips) service started
Oct. 25, 2001	Microsoft Windows XP released	Feb. 8, 2002	Salt Lake City Olympics opened
Nov. 17, 2001	First iPod released	May 28, 2002	Japan Economic Federation inaugurated

2002 October 1	Introduced “LG.JP,” a new JP domain name space for local governments <p>JPRS introduced “LG.JP” for local governments and started registrations, in line with the establishment of e-government and e-municipalities in 2003.</p>
2003 January 1	Cumulative number of registered JP domain names exceeded 500,000
May 26	Started joint research on measurement of IPv6 diffusion <p>Intec NetCore and JPRS conducted joint research on the measurement of IPv6 diffusion in JP domain names and announced the result, aiming to use it as an indicator of IPv6 network diffusion.</p>
July 10	Started RFC-based operation of Japanese JP Domain Name <p>Internationalized domain name (IDN) standards were published as RFCs in March 2003, following discussions among many engineers including those from JPRS. Later, JPRS formulated IDN operation guidelines in cooperation with relevant parties from other ccTLDs, and started RFC-based operations in July.</p>
August 5	Dispersive operation of JP DNS to improve crisis management <p>JPRS started full-scale dispersed operation of JP DNS in Tokyo and Osaka, jointly with the WIDE Project. DNS servers thus became able to provide better availability in case of emergency or disaster.</p>
September 10	ENUM Trial Japan established <p>JPRS participated in founding the “ENUM Trial Japan (ETJP),” a technical experiment organization, jointly with JPNIC and the WIDE Project. ENUM is a technology which enables unified access to various communication services on the Internet by using telephone numbers.</p>
2004 February 2	Implemented IP Anycast technology to JP DNS <p>The implementation of IP Anycast allowed DNS servers with the same IP addresses to be deployed in diverse locations, making it possible to offer better quality services, support for higher loads, and improved fault tolerance.</p>
March 2	Participated in ICANN ccNSO <p>JPRS participated in establishing the Country Code Names Supporting Organization (ccNSO), an organization supporting the activities of ICANN. Hirofumi Hotta of JPRS started serving as a member of the ICANN ccNSO Council in June 2004.</p>
July 6	JP Domain Name Registry Report published <p>JPRS started publishing annual JP Domain Name Registry Report on the management and administration of the .JP top-level domain. The report has been published every year since 2004.</p>
July 21	.JP started the world’s first full support for IPv6 as TLD <p>IPv6 addresses of .JP domain name servers were registered in root servers, marking major progress in the deployment of IPv6 in the Internet in Japan.</p>
2005 April 1	Compliance with the Personal Information Protection Act <p>In line with the enforcement of the Personal Information Protection Act on April 1, 2005, JPRS reviewed all of its documents related to JP Domain Name management and administration, and made partial revisions to clarify the scope and process of information disclosure.</p>



News & Events

Aug. 5, 2002	Basic Resident Register Network started	Nov. 1, 2003	ICOCA (prepaid rail pass cards with IC chips) service started
Apr. 1, 2003	Japan Post took over operations from thePostal Services Agency	Apr. 1, 2004	Teito Rapid Transit Authority became Tokyo Metro
Apr. 25, 2003	Roppongi Hills opened	May. 10, 2004	Winnie developer arrested



2005 June 1	Participated in Hosting-Pro JPRS participated in "Hosting-Pro," a networking event for rental server and hosting businesses, as one of the organizers supporting the industry through JP domain names. JPRS also held seminars to share knowledge on global trends and latest updates regarding DNS. JPRS has participated in the event every year since 2005.
June 2	Yasuhiro Morishita of JPRS wrote RFC to provide information necessary for DNS servers to support IPv6 RFC 4074 "Common Misbehavior Against DNS Queries for IPv6 Addresses," co-authored by Yasuhiro Morishita of JPRS and Mr. Tatsuya Jinmei (then with Toshiba Corporation), was issued.
November 1	JPRS's website became IPv6-enabled As part of its activities to promote IPv6 networks, JPRS set up an environment in which JPRS's own website can be connected with IPv6 addresses.
December 5	Took measures to eliminate risks caused by improper setting of DNS servers JPRS started deleting DNS server settings that may permit third parties to obtain administration authority, in order to eliminate the risk of improper management of DNS servers.
December 20	WIDE Project and JPRS started joint operation of a Root DNS Server JPRS started joint operation of the M-root DNS server with the WIDE Project. The M-Root DNS server, one of 13 root DNS servers in the world, supports the foundation of the Internet worldwide.
2006 March 1	Cumulative number of registered JP domain names exceeded 800,000
April 3	Drastic reduction of JP DNS update processing time to 15 minutes JPRS significantly raised the frequency of DNS update for JP domain names from once a day to once every 15 minutes. This enabled JP domain names to be used on the Internet immediately after registration.
November 1	Cumulative number of registered General-use JP domain names exceeded 500,000
2007 November 1	Cumulative number of registered CO.JP domain names exceeded 300,000
March 1	Introduced registration recovery procedure for General-use JP Domain Name JPRS introduced a procedure for recovering mistakenly deleted domain names to the previous registration state, provided that the request for recovery is made within a certain period after deletion.
June 14 to 15	"Beijing Declaration" announced by seven ccTLD registries to build a sound information society Seven ccTLD registries including JPRS signed a declaration in Beijing, China, announcing their commitment to increased cooperation and contribution to building a robust information society.



"Beijing Declaration" Photo:CNNIC

News & Events

Aug. 13, 2004 Athens Olympics opened	Mar. 25, 2005 EXPO 2005 , Aichi opened
Oct. 1, 2004 Ichiro Suzuki broke the Major League season hit record	Feb. 10, 2006 Torino Olympics opened
Dec. 2, 2004 Nintendo DS released	Oct. 24, 2006 Mobile number portability system started

2007 August 1	Held Internet seminar for teachers of technical senior high schools To assist Internet education, JPRS cooperated with a summer seminar held by the National Association of Principals of Technical Senior High Schools and gave a lecture entitled “Useful Tips—Threats on the Internet and Countermeasures” for teachers of technical senior high schools. 
November 16	Shinta Sato of JPRS appointed as ICANN SSAC member Shinta Sato of JPRS was appointed as a member of SSAC, an advisory committee on security and stability in ICANN.
December 4	WIDE Project and JPRS expanded JP DNS Server [e.dns.jp] To increase the reliability of the JP DNS, the WIDE Project and JPRS added overseas-based servers to the JP DNS server [e.dns.jp] and also implemented IP Anycast technology.
2008 March 1	Cumulative number of registered JP domain names exceeded 1 million
2009 March 4	Kazunori Fujiwara of JPRS wrote RFC to promote ENUM standardization RFC 5483 “ENUM Implementation Issues and Experiences,” co-authored by Kazunori Fujiwara of JPRS and Lawrence Conroy of Roke Manor Research, was issued.
April 2	Kazunori Fujiwara and Yoshiro Yoneya of JPRS wrote RFC to promote the standardization of internationalized email addresses RFC 5504 “Downgrading Mechanism for Email Address Internationalization: EAI,” co-authored by Kazunori Fujiwara and Yoshiro Yoneya of JPRS, was issued.
April 22	Announced participation in BIND 10 development project To contribute to the further operational stability of the Internet, JPRS participated in the BIND 10 development project. BIND 10 is the next version of DNS software to be launched by Internet Systems Consortium, Inc. of the United States.
September 7	Set up a game website “総統の夢.jp” (President’s Dream) to boost understanding and use of JP domain names JPRS set up a special website “総統の夢.jp” (http://総統の夢.jp/) in a tie-up with a popular Japanese cartoon, “Secret Society Eagle Talon.” Visitors to this website can learn about JP domain names while enjoying playing the game. 
December 2	JP Domain Name recognized as one of the world’s safest ccTLDs .JP received recognition as one of the world’s safest ccTLDs in the report “Mapping the Mal Web—the World’s Riskiest Domains” published by McAfee, Inc. on December 2, 2009.
2010 April 14	Kazunori Fujiwara of JPRS wrote RFC to promote standardization of internationalized email addresses RFC 5825 “Displaying Downgraded Messages for Email Address Internationalization,” co-authored by Kazunori Fujiwara of JPRS and Barry Leiba of Huawei Technologies, was issued.

News & Events

Nov. 11, 2006 PlayStation 3 released

Jan. 9, 2007 First iPhone released

Jan. 30, 2007 Microsoft Windows Vista released

Mar. 13, 2008 Yen appreciated beyond 100 to the dollar

Aug. 8, 2008 Beijing Olympics opened

Dec. 12, 2008 Google Chrome released

2010 May 25**Distributed free teaching materials on mechanism of the Internet to junior and senior high schools in Japan**

JPRS sent out free teaching materials to junior and senior high schools and technical colleges throughout Japan as part of its Internet-related educational support activities.



Ponta's Great
Adventure in
the Network

June 15**Yoshiro Yoneya of JPRS appointed co-chair of IETF PRECIS Working Group**

The PRECIS Working Group was set up to build a common foundation to promote internationalization of the Internet protocol. Yoneya, a leading expert on internationalized domain names, was appointed co-chair to promote the group's activities.

June 17**Masato Minda of JPRS participated in root zone DNSSEC operation at ICANN**

Masato Minda of JPRS was selected as one of the Trusted Community Representatives (TCR) set up by ICANN for implementing DNSSEC in the root zone. As representatives of the global Internet community, TCR will participate in the operation of HSM (hardware for DNSSEC key generation and storage) and key ceremonies (procedures to generate and update keys) for DNSSEC implementation in the root zone.

July 8 to 9**JPRS hosted JANOG26 Meeting**

As a sponsor of the JANOG Meeting, JPRS has continuously supported its activities and actively participated by giving presentations on DNS-related technologies. In 2010, JPRS hosted the JANOG26 Meeting and contributed to the event through providing the venue and helping run the event.

July 15**Released Internationalized Domain Name Tool Kit 2.0**

JPRS released the Internationalized Domain Name Tool Kit 2.0 (idnkit-2.0) which provides tools for website operators as well as API for application developers.

August 17**Submitted application in response to open bid of “.日本” manager**

JPRS submitted an application in response to the open bid of the “.日本” manager held by the Japan Internet Domain Name Council. In October 2010, JPRS was informed that the Council had selected JPRS as the candidate of “.日本” manager.

October 27**JP Domain Name recognized as the world's safest ccTLD for two years running since 2009**

For two years in a row, .JP was recognized as one of the world's safest ccTLDs, according to the report “Mapping the Mal Web—the World's Riskiest Domains” published by McAfee, Inc. on October 26, 2010.

2011 January 16**JPRS deployed DNSSEC in JP Domain Name service**

JPRS released the DNSSEC features in the JP Domain Name service in order to improve the security of JP domain names.

News & Events

Sep. 15, 2008 Lehman Brothers failed
Jan. 20, 2009 Barack Obama inaugurated as President of the United States
Sep. 16, 2009 Yukio Hatomaya inaugurated as Prime Minister; Democratic Party of Japan took power

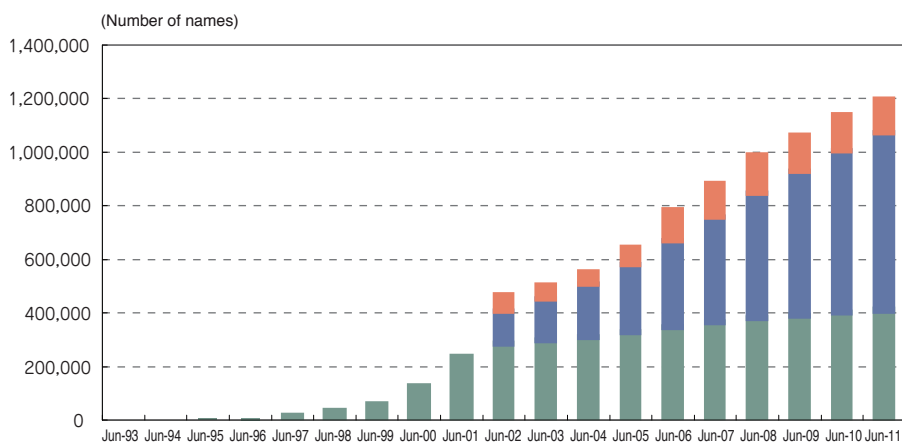
Oct. 22, 2009 Microsoft Windows 7 released
Feb. 12, 2010 Vancouver Olympics opened
Oct. 13, 2010 All miners trapped in a mining accident in Chile rescued

Statistical Data

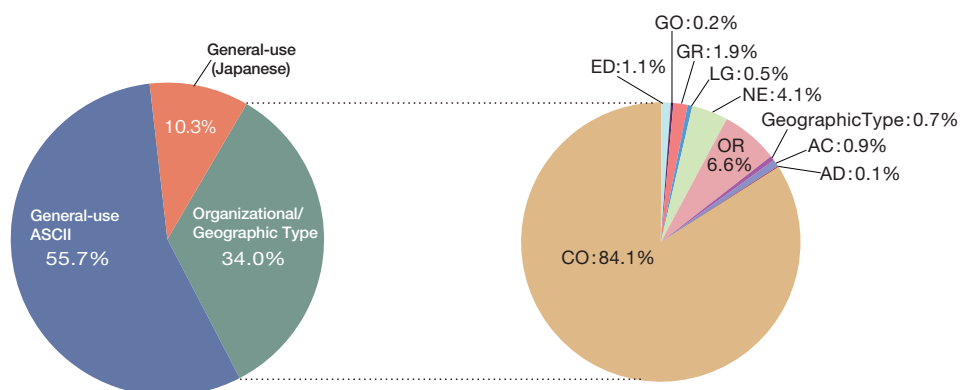
*As of January 1, 2011

■ Cumulative Number of Registered JP Domain Names

On March 1, 2008, the cumulative total of all registered JP domain names exceeded 1 million. On January 1, 2011, the cumulative total of all registered JP domain names reached 1,198,105.



■ Breakdown of the Cumulative Number of Registered JP Domain Names



(Number of names)

JP Domain Name Types		1 January 2011 Number of Registrations
Organizational/ Geographic Type	AC : Higher education institution(e.g. university)	3,512
	AD : JPNIC Member	275
	CO : Company	342,055
	ED : Primary school, junior and senior high school	4,581
	GO : Japanese government	751
	GR : Group	7,627
	LG : Japanese local authority	1,849
	NE : Network service	16,685
	OR : Judicial body other than company	26,855
	Geographic type	2,666
General-use	ASCII	667,538
	Japanese	123,711
Total JP Domain Name Registration		1,198,105

Please refer to "Statistics" (<http://jprs.co.jp/en/stat/>) for the latest information.

Company Information

Company name : Japan Registry Services Co., Ltd.

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Translated: 24 Feb. 2011

Note: This English translation is provided for informational purposes only. For accuracy, please refer to the Japanese version.

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