

General-Use JP Domain Names
Implementation and Evaluations
in opening up 2nd level domain name space of .JP

Aug. 27, 2001
Japan Registry Service Co., Ltd.

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***Outline of
General-Use JP Domain Names***

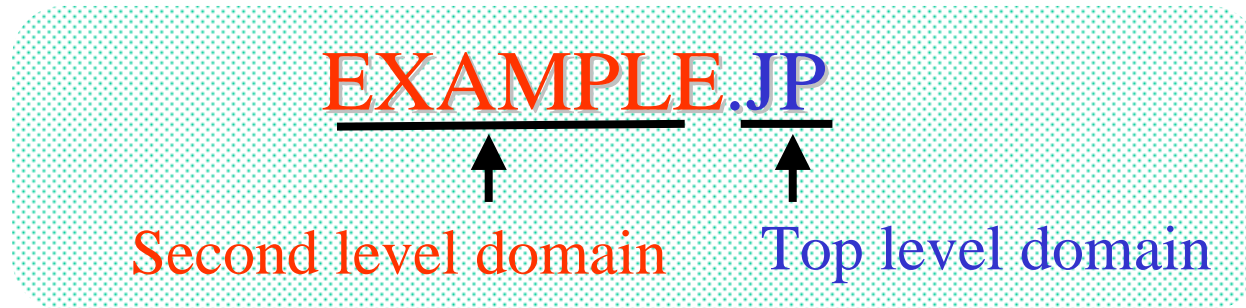
Traditional 3rd Level JP Domain Names

- Registration in the third-level domain name space
 - The second-level domain names are reserved for designated labels:
 - Organizational-type domain names : co, ne, or, etc.
 - Geographical-type domain names : tokyo, etc.
- Restriction of “one domain name per organization”
- Registrant required to have Japanese postal address
- Strict investigation of qualifications
 - Corporate status verified by review of official documents
- The three conditions listed above have been effective in preventing cybersquatting
- Approx. 268,000 domain names were registered as of 01/Aug/ 2001
- JP-DRP, localized from the UDRP, was launched on 19/Oct/2000 : JP-DRP is also adapted for the general-use JP domain name

Background of the Introduction of New Domain Name Space

- Changes of the Demands on domain names
 - Demands for more than one domain name per organization
 - Demands for simpler, lower-cost registration procedures
 - Requests for registration of short-lived domain names, such as those used in events
- It is not appropriate to meet changing requirements by altering the existing domain name (“co.jp”, etc.) structure
 - This resulted in the introduction of new domain name space
- Draft of the implementation policy was made public in September 2000.
 - Opened for public comment for one month
- On October 10, 2000, the “Outline of the General-Use JP Domain Names” was made public.

Characteristics of General-Use JP Domain Names



Traditional 3rd Level JP

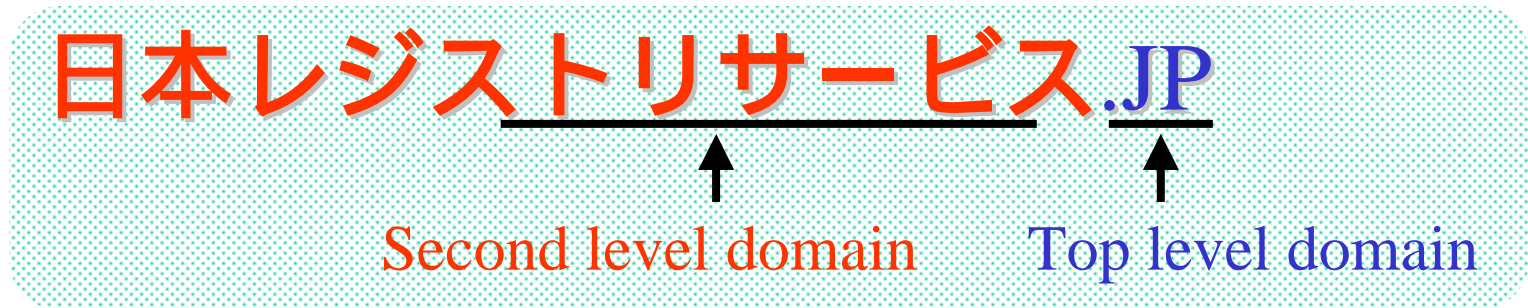
Domain Names

- Classified by organizational type
- Limit of one domain per organization
- Domestic postal address required
- Registration in the third level

General-Use JP Domain Names

- Any corporation or individual may register
- No restriction for the number of domain names to register per organization
- Domestic postal address required
- Registration in the second level
- Japanese domain names can also be registered

Introduction of Japanese Domain Names



- Japanese domain names, consisting of Chinese and Kana characters as well as ASCII characters, can be registered
- Japanese domain names are registered only as general-use JP domain names.
- Up to 15 characters

Examples of General-Use JP Domain Names

- <http://jprs.jp/>
- <http://jpdrink.jp/>
- [order @jpdrink.jp](mailto:order@jpdrink.jp) (as a mail address)

- <http://JPドリンク.jp/>
- <http://ドメイン太郎.jp/>

Reserved Domain Names

- Applications for registration of reserved domain names are not being accepted for a time
- Consideration for registration of some domain names will be given to appropriate applicants
 - Names of primary and junior educational organizations (“... primary school” in Japanese characters, etc.), and names related to administrative, judicial, and legislative agencies.

Refer to “Reserved Domain Names in the General-use JP Domain Names”

<http://www.nic.ad.jp/dotjp/doc/dotjp-reserved.html>

Categories of Reserved Domain Names (alpha-numeric)

- TLDs, other than ccTLDs, as determined by ICANN
 - COM, NET, ORG, ... (including the seven new TLDs)
- Geographical-type JP domain names that are defined as metropolitan, prefectural, and municipal labels
 - PREF, CITY, TOWN, ...
- Tokyo and the prefectures; large cities designated by ordinance; prefectural capital cities
 - TOKYO, YOKOHAMA, UTSUNOMIYA, ...
- Names of organizations related to Internet management
 - ICANN, IANA, IAB, ISOC, WIPO, ...
- Names required for JP domain name operations
 - JPNIC, NIC, DNS, WHOIS, EXAMPLE, DOTJP, ...
- Character strings which may be confused with ASCII-converted Japanese domain names
 - Prefixes and suffixes representing ACE-converted character strings (BQ-- etc.)

Categories of Reserved Domain Names (Japanese)

- Tokyo and the prefectures; large cities designated by ordinance; prefectural capital cities
- Single characters in Hiragana, Katakana, numbers written in Chinese characters, prolonged sound symbols, and others.
 - あ、イ、五、一、...
- Names of primary and secondary educational organizations (primary schools, junior high schools, etc.)
 - Names ending with “小学校 (primary school),” “中学校 (junior high school)” and “高等学校 (high school).”
- Names of international inter-governmental organizations (such as the United Nations)
 - Refer to “The List of Reserved Domain Names (International, inter-governmental organizations)”
- Names related to administrative, judicial, and legislative agencies
 - Refer to “The list of Reserved Domain Names (Administrative, judicial, and legislative agencies)”
- Japanese common nouns
 - Refer to “The list of Reserved Domain Names (Japanese common nouns)”
- Names required for JPNIC operations
 - ジェイピーニック、ドメイン名、日本語ドメイン名、...

Preliminary Registration

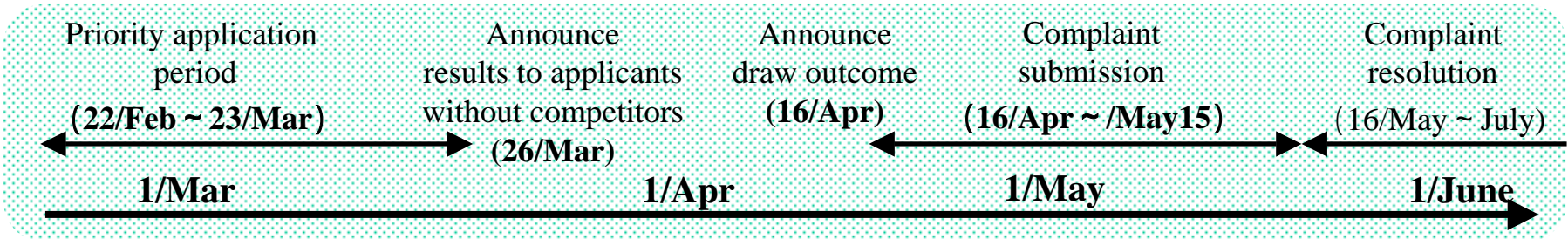
Potential Problems at the Time of Introduction of General-Use JP Domain Name Space

- The following problems were expected to arise if registration service were to start on a first-come, first-served basis, without preemptive measures in place:
 - The possibility of frequent intellectual property dispute occurrences, such as cybersquatting
 - Catastrophe caused by an overwhelming number of applications at the start of service
- As a general rule, domain name registration should be on a first-come, first-served basis. However, it was considered that measures should be implemented to help avoid/reduce disputes and catastrophe at the start of service for a new domain name space.

Preliminary Registration

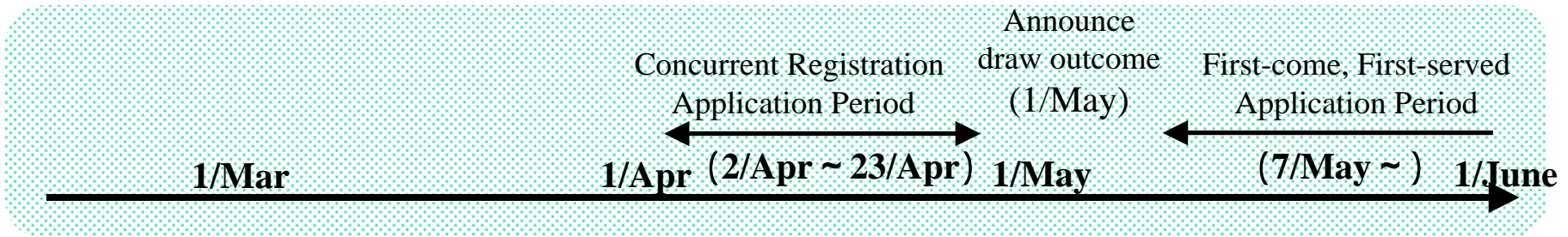
- A preliminary registration application system was employed to help avoid/reduce disputes and catastrophe at the time of introduction
 - ***Priority registration*** application period (22/Feb. ~ 23/Mar.)•••
Category 1 and 2
 - Category 1: JP domain names already registered as traditional domain names
 - Category 2: copyright holders of trademarks and registered names; personal names in full
 - This was to reduce disputes, such as cybersquatting
 - ***Concurrent registration*** application period (02/Apr. ~ 23/Apr.)•••
Category 3
 - All applications which arrived in this period were regarded as arrived at the same time, not in the order received. When there were several applications for the same domain name in this period, decision was made by draw.
 - This was to reduce catastrophe caused by receipt of a large number of applications at the start of the service

Priority Registration



- Applications accepted from 22/Feb. to 23/Mar.
- Registration/Start of use
 - Domain names without competitors were registered on March 26
 - Available for use from 2/Apr. (provisional operation period)
 - Formal operations began on 7/May
- Draw results for competing applicants announced on 16/Apr.
- Period for submission of complaints (16/Apr. - 15/May)
 - Acceptance of complaints from unsuccessful candidates (details to follow)
 - Domain names for which complaints were not submitted confirmed for registration on 28/May
- Complaint Resolution Procedure (16/May - end/July)

Concurrent Application Period and First-come First-served Basis Application Schedule



- Concurrent applications accepted from 2/Apr. to 23/Apr.
- Draw results for competing applicants announced on 1/May
- Registration/Start of use
 - Domain names without competitors that won the draw were registered on 1/May
 - Available to use from 2/May (provisional operation period)
 - Formal operations began on 7/May
- First-come, first-served basis registration (7/May -)

Priority Registration Application (Category 1)

- Registration for character string identical to already-registered third level domain name
 - Subjects for registration include domain names that had been registered prior to 31/Mar/2000.
 - If there were several applications for the same domain name, priority was given to the one with earliest original registration.
 - This rule was applied only if an application was made.

e.g: In the following case, priority for registration of “EXAMPLE.JP” would be given to company B:

EXAMPLE.CO.JP (1996/01/01) : Company A No application filed

EXAMPLE.NE.JP (1999/12/01) : Company B Application was filed

EXAMPLE.GR.JP (2000/01/01) : Group C Application was filed

Passwords for Priority Registration Application

- E-mail notices sent regarding preliminary registration (23-26/Jan/2001)
 - Information on the start of the general-use JP domain name service, and start of preliminary registration application
- Passwords for priority registration sent (14/Feb/2001)
 - Passwords were assigned to the registrants of existing domain names registered prior to 31/Mar/2000
 - Sent by Postal Mail to relevant registrants
- Applications submitted by applicants using assigned passwords

Priority Registration Application (Category 2)

- Acceptable subjects for application
 - Registered trademarks
 - Registered names (corporate names, etc)
 - Organizations that had registered AC.JP domain names (universities, vocational schools)
 - Personal names in full
- In the case of competition
 - When competing with a Category 1 application, priority was given to the one in Category 1.
 - This is because the set of applied domain names as Category 1 is a subset of traditional domain name space, where it was confirmed that cybersquatting rarely occurs.
 - When competing within Category 2, decisions are made by draw
 - For decisions related to the above, unsuccessful candidates may submit complaints (details follow later)

Domain Names for which Applications could be Submitted (Category 2)

- Domain names containing a character string that is included in the trademarked name
- Domain names that are exactly the same as the registered name, and those without “Inc,” “Co., Ltd,” etc.
- Domain names that are the same as the registered organizational names of AC.JP domain names (universities, vocational schools)
- Domain names for personal names (one’s full given name, stage names in full)

Confirmation of the Qualification of Priority Applications

- Information to be entered as relevant, as proof that the application is proper:
 - Registered trademarks
 - Trademark registration number
 - Registered names (corporate names and others)
 - Formal Registration documents
 - Organizations with registered AC.JP domain names
 - Application passwords sent by JPNIC by Post
 - Personal names
 - Submission of documents for confirmation (if required)
- Only in the event of a detailed investigation, such as one initiated by the filing of a complaint, submission of documents verifying the above information is required

Decision by Draw in the event of competition

- Draw number assigned
 - In the case of multiple applications for a domain name, a draw number (positive integer) was assigned, in order of application.
- Draw key number
 - The source of a draw key number, unknown by anyone at the time assigned, was the Nikkei Dow Average (225 brands, closing price, in yen) of the Tokyo Stock Market of a specified day; this is a public number with only one interpretation.
 - A predetermined number of digits was extracted from the Nikkei Dow Average (4 digits for preliminary applications, 5 digits for concurrent applications)
 - e.g: Nikkei Dow Average 13381.38 yen draw key number 33813
- Determination of successful candidates
 - Successful candidates were determined by a pre-publicized algorithm using draw key numbers and the number of applicants
 - Algorithm : The key number was divided by the number of competing applicants; 1 was added to the remainder; the result was the winner's number

Complaints Filing (1)

- When a complaint could be filed
 - Submission of a complaint was accepted if it was believed that the winner of a Category 2 draw decision did not conform to the guidelines.
- Who could file complaints
 - Persons who had applied for the same domain name during the preliminary period and who were not successful at the drawing
- Periods of Filing Complaints
 - Within 30 days after the announcement of draw results

Complaints Filing (2)

- Complaints filing procedure
 - Formal documents and certificates in support of complainant's argument were to be submitted by Post during the complaints filing period
 - JP registry also requested that the successful candidate also submit the appropriate documents
 - With these documents, an investigation was undertaken, to confirm whether or not there was conformation to guidelines

Complaints Filing (3)

- Investigation of appropriateness of application
 - The guidelines state that an outside panel should make judgment regarding the difficult cases, such as domain names relating to trademarks
 - JP registry appointed a three-person panel to make a judgment
 - The panel consisted of intellectual property specialists, such as patent attorneys
 - Panelists' names and brief personal histories were made public
 - If it was decided that the successful candidate did rightfully conform to the guidelines:
 - The candidate was confirmed as the registrant
 - If it was decided that the successful candidate did not conform to the guidelines:
 - Another draw was held among all complainants who did conform, to determine the registrant

Concurrent Registration (Category 3)

- Anyone may apply as long as the general-use JP domain name requirements are filled (Japanese postal address requirement)
- Applications may not be submitted for domain names that fall under Category 1 or Category 2
- All applications made during the application period were considered to have been received at the same time.
- In case of competition, registrants were determined by draw (same procedure as Category 2)

Results of Preliminary Registration (1)

- Priority Registration Applications

Category		ASCII	Japanese	Total
Category 1		34,700	0	34,700
Category 2	Trademarks	8,300	11,900	20,100
	Registered names	0	12,400	12,400
	Personal names	200	600	800
	ac.jp	0	400	400
Total number of applications		43,200	25,400	68,500
Number of domain names registered		39,500	22,600	62,100

Note: Numbers have been rounded to the nearest hundred

Results of Preliminary Registration (2)

- Concurrent Registration Applications

Category		ASCII	Japanese	Total
Number of applications	Multiple applications	32,500	41,700	74,200
	Single applications	22,600	23,400	46,000
	Total	55,100	65,200	120,300
Number of domain names	Multiple applications	4,600	5,200	9,800
	Single applications	22,600	23,400	46,000
	Total	27,200	28,600	55,800

Note: Numbers have been rounded to the nearest hundred

Results of Preliminary Registration (3)

- Priority Registration Application
 - Just 10 complaints were filed after the draw
 - With comparison to the registered domain names (33,800) in Category 2, the number of complaints were considerably below the expected level
 - As the existing domain name space where disputes are rare was prioritized, general-use JP domain name registration service started stably along with the introduction of sunrise period for registered trademarks
 - Approx. 80% of Tokyo Stock Exchange I listing made application
 - Importance of General-Use JP domain names for the domestic companies is recognized.

Results of Preliminary Registration (4)

- Concurrent Registration Applications
 - About 120,000 applications were submitted during the period
 - It was ascertained that treating those applications as being concurrently received did reduce the operational workload.
 - There was an average of 2.2 applications for each domain name, which showed a high level of competition.
 - Number of applications received at the start of the first-come, first-served service did not explode
 - Operations began smoothly, without an overload of either the computer system or human resources.
- The preliminary registration application system was effective in smoothing implementation of general-use JP domain names, and by synergistic effect with the JP-DRP enforcement, domain name disputes were considered to be effectively controlled. (As of 24/Aug/2001, only one complaint had been submitted.)

Domain Name Registration
Organizational Structure

JPNIC and JPRS

- JPRS was incorporated as a for-profit company, in order to more flexibly and effectively cope with the growing needs in the domain name registration industry.
 - The Japan Network Information Center (JPNIC), which had been responsible for .JP domain name registration and administration, is a public-service organization, and is responsible for establishing policies of JP domain names.
 - Japan Registry Service Co., Ltd. (JPRS), a for-profit company, was established on 26/Dec/2000 to register and administer JP domain names and operate the domain name system.

JPRS and JP Registrars

- The Registry and Registrars' responsibilities for the general-use JP domain names were clearly distinguished by the separation of services for registrants. This resulted in enhanced the operational scalability of JP domain name registration.
 - The registry (JPRS) administers general-use JP domain names to avoid duplication, and provides DNS and WHOIS database services.
 - The JP registrars (designated service providers) act as a window for registrants, providing continuous support.