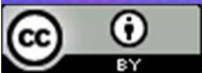


Indigenous Domain Names in Aotearoa/New Zealand

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Introduction

- What is an Indigenous Domain Name
- What is an International Domain Name (IDN)
- Public, Corporate, Education and Government Perceptions
- Individual usage

Indigenous Domain names of Aotearoa

- .maori.nz
- .māori.nz
- .iwi.nz
- te reo in domain name
- International Domain Name (IDN)

Indigenous Domain names around the world

Native Sovereign Nations created in 1995

- .nsn.us
- .nsn.gov

International Domain Name (IDN)

- The ability to use non Roman characters in domain name.
- Popular usage in Chinese, Arabic, Spanish, Hebrew, Hindi etc,.
- Web servers need modifying
- Not email friendly
- Puny code) [http://taiuru.xn--mori-
qsa.nz](http://taiuru.xn--mori-
qsa.nz))

IDN usage in.nz

- Māori Language macrons ā, ē, ī, ō, ū have been available in .nz since 2011.
- 119 IDN registrations in .nz
- Lack of knowledge that a macron can be used.
- Minority do not know how to create a macron
- 76% of Iwi did not know a macron could be used in .iwi.nz or any other .nz

Māori words used with no macrons

.co.nz 67

.maori.nz 28

.kiwi.nz 4

.net.nz 1

.school.nz 1

Total of 101

Māori words used with no macrons

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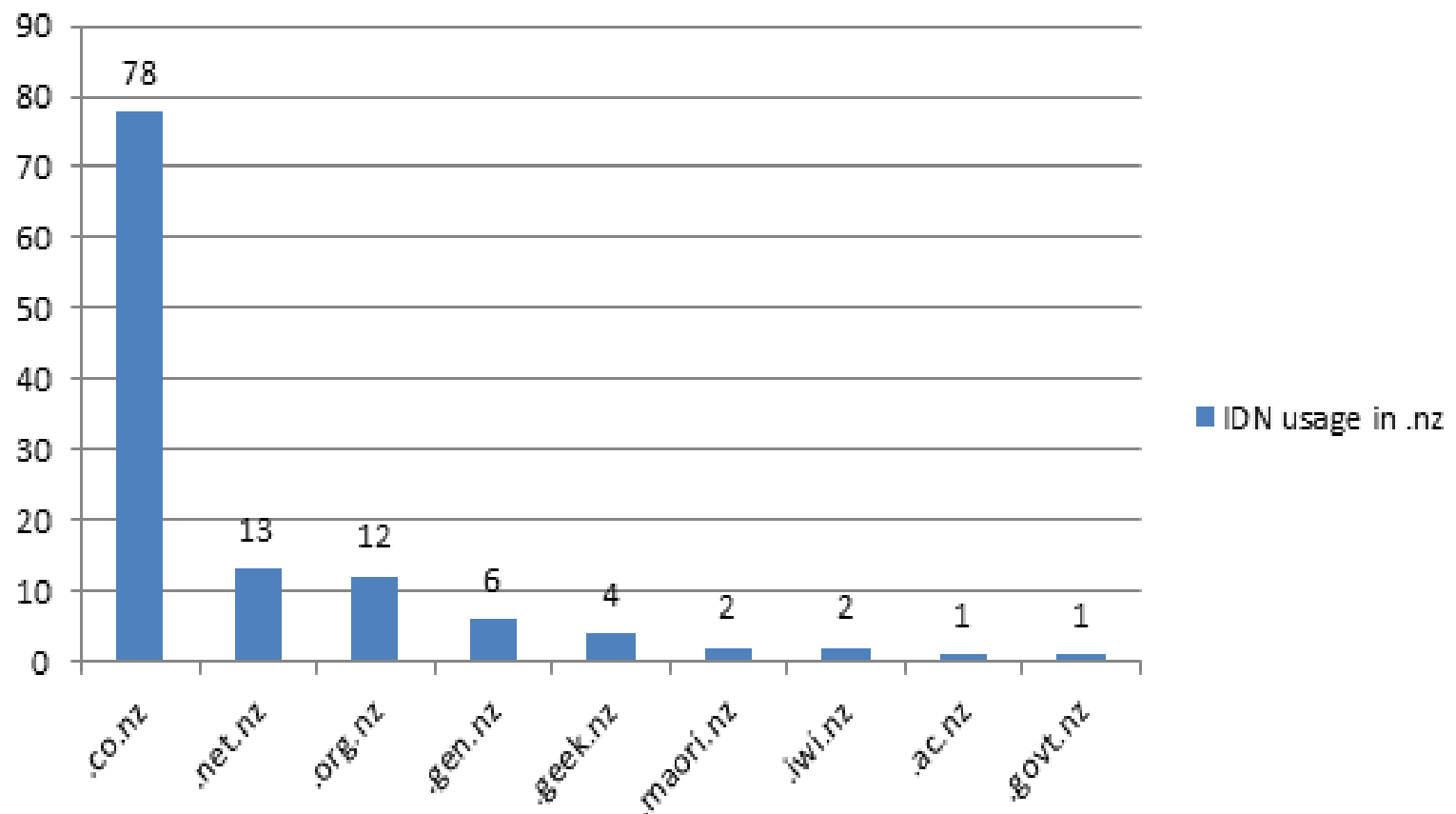
.net.nz 1

.school.nz 1

Total of 101

IDN Stats

IDN usage in .nz



Registrar Stats

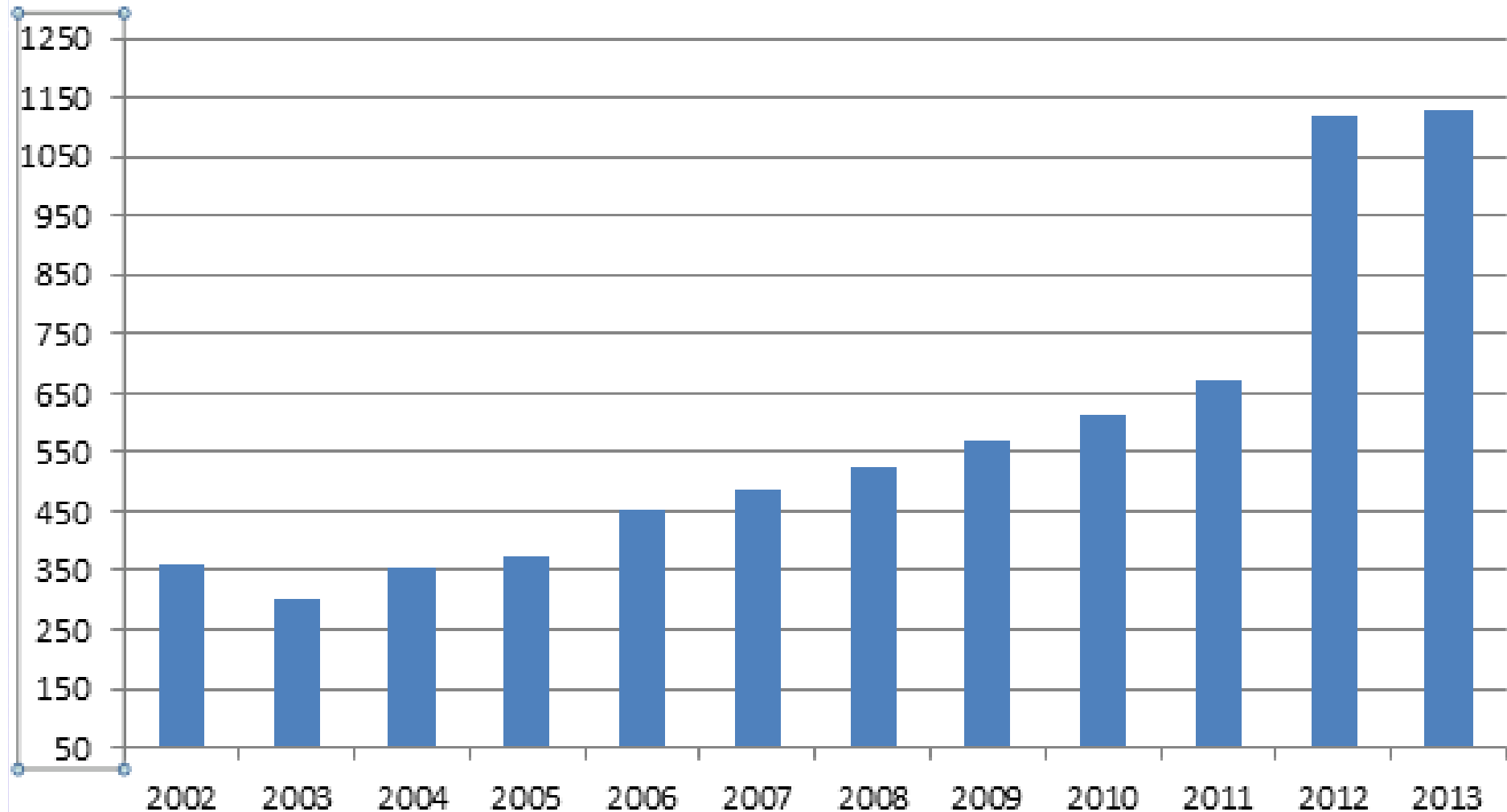
- 3 Authorised resellers offer IDN registrations.
- Only two are New Zealand Companies.
- The biggest domain name Registrars do not offer .māori.nz as a default.

What is .maori.nz

- Originally applied for in 1997
- Created in 2002
- Aotearoa's Second Indigenous Domain
- For anyone and thing that is about Māori.

Statistics of .maori.nz

.maori.nz



Usage of .maori.nz

- At least 10% are racist and cyber squatted
- Preference for Hāpū to use .maori.nz
- Not For Profit and Community Groups
- Little use for branding protection

Perceptions of .maori.nz

- Web developers recommend a .co.nz or .com
- Free with other deals such as web site hosting
- It is viewed as having a limited audience.
- Did not know it existed

Māori Web Designers

- .maori.nz is recommended on a case by case basis or if the .com and .co.nz are not available
- .iwi.nz is always recommended for Iwi and Hāpū.

Preference of domain name

1. .com
2. .org
3. .net
4. .biz
5. .maori.nz/.māori.nz
6. .iwi.nz
7. .co.nz
8. .net.nz
9. .org.nz

Registrar Stats

- 27 .nz registrars, 5 of whom do not sell .maori.nz.
- New Zealand's largest and most experienced domain name registrar will not recognise a search for a .maori.nz

Racism and offensive behaviour

- Iwi names were cyber squatted when .maori was introduced in 2002.
- Generic Māori names continue to be cyber squatted.
- \$1 Domain name registrations in 2011 to 2013 created mass offensive registrations.

What is .māori.nz

- IDN default of any registered .maori.nz domain. Implemented in 2011.
- Web servers need modifying
- Not email friendly
- Puny code - xn--mori-qa.nz = .māori.nz

Usage of .māori.nz

- ¼ of .maori.nz addresses do not resolve to .māori.nz
- Māori web developers and the larger domain name companies are statistically more likely to not use or offer .māori.nz by default.
- CPanel = add on domain

What is .iwi.nz

- Arguably the worlds first Indigenous Domain Name.
- Created in 1994 by non Māori
- Originally excluded most Iwi
- Moderated by Māori
<http://www.register.iwi.nz>
- 84 Registrations to date.

Moderation Policy

<http://www.register.iwi.nz>

- There is widespread satisfaction of the moderation policy.

Why .iwi.nz is moderated

- Cybersquatting
- Branding
- Indigenous Protection

.iwi.nz - Criterion 1.

You must be a traditional Māori tribe, Hapū that belongs to a traditional Māori Iwi or taura here Iwi group operating with the permission of the main Iwi.

.iwi.nz - Criterion 2.

You must be a legal body.

Criterion 3 - .iwi.nz

Only genuine Māori names will be allowed in the domain pursuant to the following:

(a) If an Iwi is known by an abbreviation then they shall be accepted with their abbreviation as their iwi name.

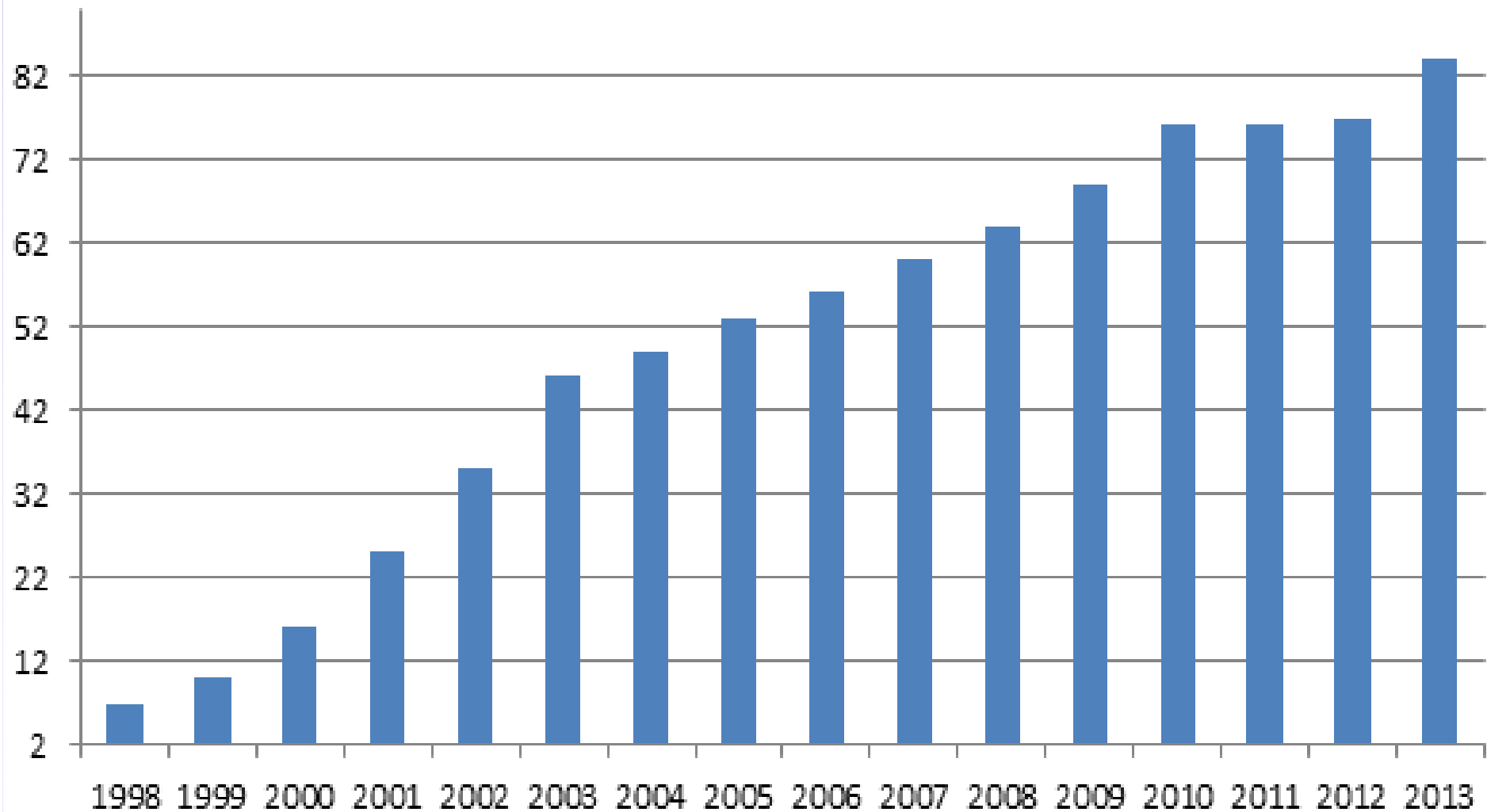
Note: Tribal project names and tribal owned companies will not be accepted in iwi.nz.

.iwi.nz - Criterion 4.

A Mandated Iwi Organisation as described in the Māori Fisheries Act (MIO), pursuant to Criterion 3.

Stats of .iwi.nz

.iwi.nz



Iwi perceptions of .iwi.nz

- Branding
- Uniquely Māori and Iwi
- Offers Tino Rangatiratanga
- Trust
- Iwi are the only Māori group who do not want a bilingual Domain name System (DNS).

How .iwi.nz was heard about?

- Almost exclusively via networks or other Iwi web sites.

Iwi usage of non .iwi.nz

- 84 Iwi use .iwi.nz
- 130 Iwi use non .iwi.nz
- .co.nz is the most popular followed by .maori.nz
- 8 are redirected to .iwi.nz (branding)

New Zealand Government usage of domain names

Here I will discuss how NZ Government Entities use Indigenous Domain Names and compare that usage to non Indigenous Domain Names.

Government influenced moderation polices

- .govt.nz
- .parliament.nz
- .mil.nz
- .cri.nz
- .health.nz

Government influenced moderation policies - Cultural

- No policies consider macron usage
- No policies seem to consider any cultural aspects of a domain name registration

Treaty of Waitangi Considerations

- None of the 5 moderation policies discuss the Te Tiriti/Treaty of Waitangi
- None of the moderation polices discuss The Māori Language Act

Government Entities interpretation of te reo in .govt.nz

- A majority of entities believed that they could use their bilingual name or other te reo Māori as it was not explicitly stated they couldn't.

Bilingual Domain Names

- Most government entities did not use their bilingual name due to confusion/branding/length of the word or had not considered it prior to the OIA.
- Almost all entities with a bilingual name used their name on their web site or for Search Engine Optimisation.

Registered Bilingual Domain Names

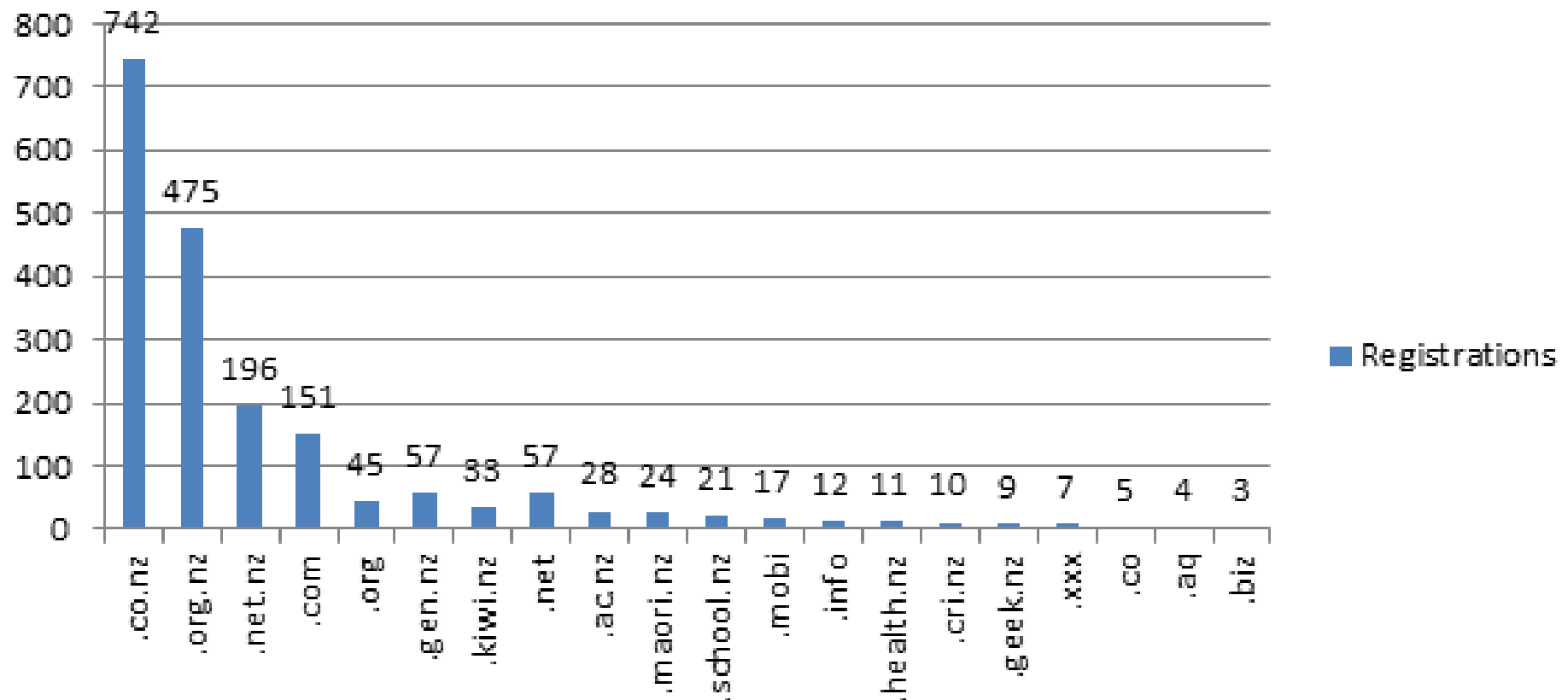
- 3 Government Entities have registered their bilingual name. Only one uses their name - Ministry for Culture and Heritage - manatūtaonga.govt.nz goes to their Māori version of the web site.
- The other two names, one is a 404 error and one does not resolve.
- Entities with a Māori name do not use an English alternative or macrons.
- A number of entities expressed interest in registering a bilingual name.

Usage of Indigenous Domain Names

- 24 .maori.nz domains registered
- 7 go to a web site or Māori version
- 4 of the 7 are compatible with .māori.nz
- 17 registration are not used.

NZ Govt Usage of domain names

Government Entities - Domain Name Registration usage.



NZ Education usage of Indigenous Domain Names

- 196 Schools have a bilingual name
- 272 Māori Language schools including (Mixed Māori language in education or Mixed Māori language in education, School with Māori medium education)
- 0 have a bilingual domain name
- 0 have a .maori.nz address

Tertiary Institutes

- 29 Tertiary institutions were researched
- 2 had a .maori.nz address, 1 has since expired.
- 0 had an obvious Bilingual domain name.
- 4 .maori.nz names are cybersquatted
- 2 registered to other Māori organisations.

Te Reo Māori usage in .nz

- 5318 registered Māori words in .nz

Te reo Stats in.nz

.co.nz	2745	5.12%
.school.nz	674	20.22%
.org.nz	665	2%
.net.nz	450	1.54%
.maori.nz	280	23.48%
.kiwi.nz	228	2.60%
ac.nz	103	5.11%
.govt.nz	66	3.92%
.iwi.nz	64	81.00%
.geek.nz	42	3.40%
.health.nz	1	0.59%
.cri.nz	0	0%
.mil.nz	0	0%
.parliament.nz	0	0%

The word maori in a .nz domain

- .co.nz 221
 - .org.nz 27
 - .maori.nz 14
 - .net.nz 12
 - .kiwi.nz 8
 - .ac.nz 8
 - .govt.nz 5
 - .school.nz 4
 - .geek.nz 1
- TOTAL: 300

The word aotearoa in a .nz domain

- .co.nz 139
- .org.nz 37
- .net.nz 8
- .maori.nz 7
- .ac.nz 3
- .kiwi.nz 1
- .school.nz 1

Te reo Māori URL shortener

- Overwhelmingly no support for a te reo Māori URL shortner.
- Seen as corrupting te reo Rangatira
- Instead there was wide spread support for a bilingual Domain Name System.

Corporate attitudes to .maori.nz

- Yahoo.maori.nz
- Google.maori.nz
- Microsoft.maori.nz
- kaitahu.maori.nz

NZ Govt attitude

- Winz.maori.nz

Māori Leaders and Politicians

- Mana.maori.nz
- MaoriParty.maori.nz
- Tariana.maori.nz
- Honeharawira.maori.nz

The future of Māori Indigenous Domain Names

- .kiwi TLD in Feb 2014
- .nz being flattened
- Bilingual DNS
- .maori
- .aotearoa