Indigenous Domain Names in Aotearoa/New Zealand

Presentation by:
Karaitiana Taiuru
http://www.taiuru.maori.nz
karaitiana@taiuru.maori.nz

This work is licensed under a Creative Commons Attribution 3.0 New Zealand License.
Sponsors

The New Zealand Maori Internet Society

Dot Kiwi Limited

Net Mania Limited

InternetNZ
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
IDN usage in .nz

- Māori Language macrons ā, ē, ĭ, 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

.co.nz 67
.maori.nz 28
.kiwi.nz 4
.net.nz 1
.school.nz 1

Total of 101
IDN Stats

IDN usage in .nz

- .co.nz: 78
- .net.nz: 13
- .org.nz: 12
- .gen.nz: 6
- .geek.nz: 4
- .maori.nz: 2
- .jwi.nz: 2
- .ac.nz: 1
- .govt.nz: 1
Registrar Stats

- 3 Authorised resellers offer IDN registrations.
- Only two are New Zealand Companies.
- The biggest domain name Registars 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.
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 website 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
Registrars 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

- Web servers need modifying
- Not email friendly
- Puny code - xn--mori-qsa.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](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
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.
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.
A Mandated Iwi Organisation as described in the Māori Fisheries Act (MIO), pursuant to Criterion 3.
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 polices - 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 no 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 institution 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
<table>
<thead>
<tr>
<th>Domain</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>.co.nz</td>
<td>2745</td>
<td>5.12%</td>
</tr>
<tr>
<td>.school.nz</td>
<td>674</td>
<td>20.22%</td>
</tr>
<tr>
<td>.org.nz</td>
<td>665</td>
<td>2%</td>
</tr>
<tr>
<td>.net.nz</td>
<td>450</td>
<td>1.54%</td>
</tr>
<tr>
<td>.maori.nz</td>
<td>280</td>
<td>23.48%</td>
</tr>
<tr>
<td>.kiwi.nz</td>
<td>228</td>
<td>2.60%</td>
</tr>
<tr>
<td>ac.nz</td>
<td>103</td>
<td>5.11%</td>
</tr>
<tr>
<td>.govt.nz</td>
<td>66</td>
<td>3.92%</td>
</tr>
<tr>
<td>.iwi.nz</td>
<td>64</td>
<td>81.00%</td>
</tr>
<tr>
<td>.geek.nz</td>
<td>42</td>
<td>3.40%</td>
</tr>
<tr>
<td>.health.nz</td>
<td>1</td>
<td>0.59%</td>
</tr>
<tr>
<td>.cri.nz</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>.mil.nz</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>.parliament.nz</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>
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 shortener.
- Seen as corrupting te reo Rangatira
- Instead there was widespread 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