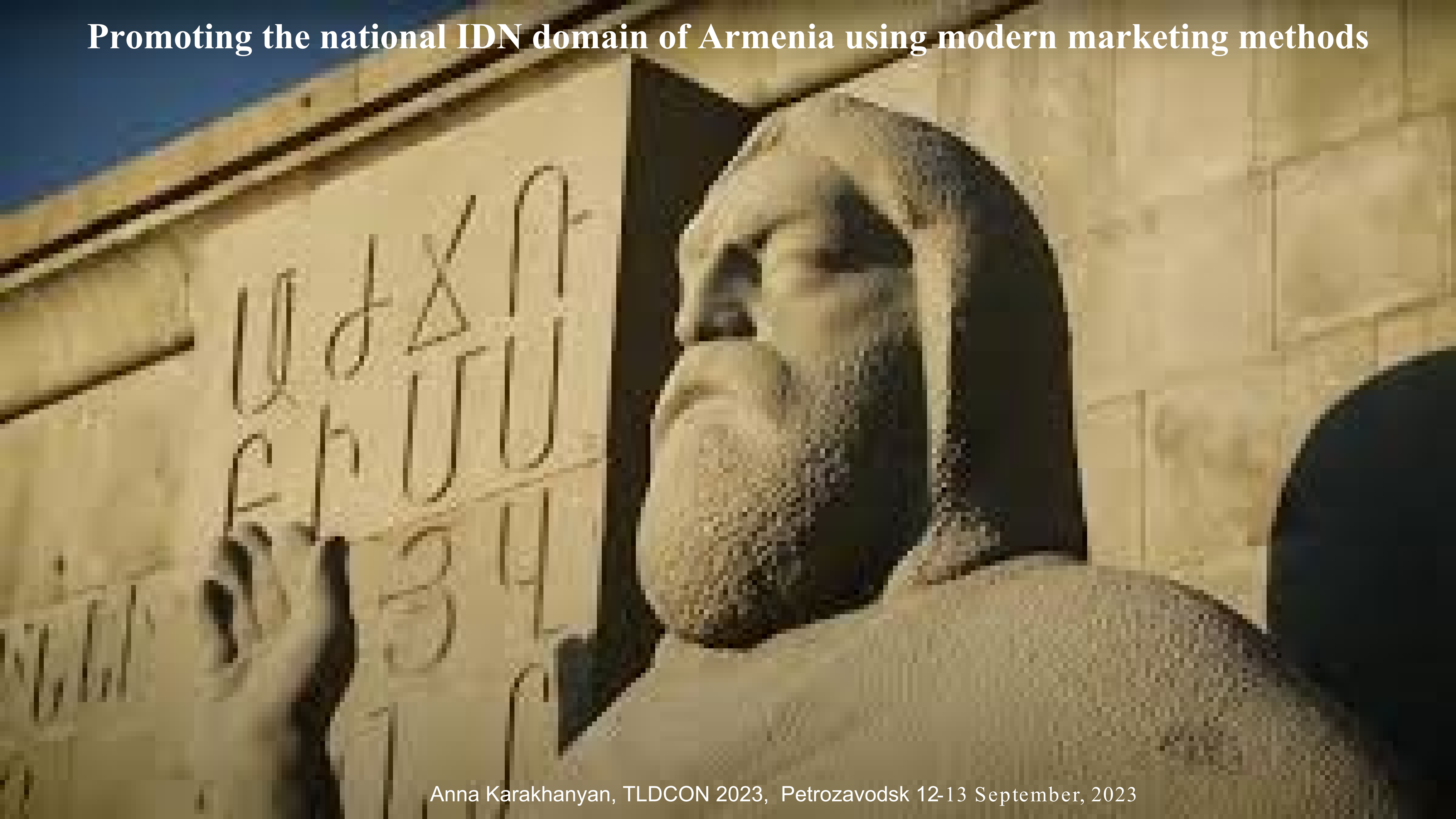


Promoting the national IDN domain of Armenia using modern marketing methods



Armenian language and Armenian alphabet



“I learned the language of the Armenians in order to understand how and what language the Gods spoke”
George Byron

- The Armenian language is a separate branch of the Indo-European language family. Armenian is spoken by approximately 7 million people.
- Vocabulary - 350,000 words (in the Oxford dictionary - 170,000, in the Dahl dictionary - 200,000).
- Armenians don't like to use vocabulary borrowings from another languages. Even for internationally accepted words there are separate words (Internet, coffee, souvenir, phone).
- The longest Armenian word consists of 35 letters - “light rays of the sun illuminating everything around”.

արևաճաճանչապայծառափայլատականություններ.հայ|

- The Armenian alphabet was created in 405-406 AD. by Mesrop Mashtots, later canonized as a saint. The first book translated was the Holy Bible.
- For more than 1600 years, the Armenian alphabet has existed almost unchanged: in the 11th century were added and , in 1940 appeared a separate letter , which was previously written with two letters.
- Already In ancient times there were 4 fonts.
- Armenian letters were used not only to write letters, but also numbers. 36 letters were divided into 4 parts: the first 9 are prime numbers, the next 9 are tens, and so on. Now, to write numbers, letters are used to designate kings and titles.
- In 2005, on the occasion of the 1600th anniversary of the creation of the Armenian alphabet, a monument to the Armenian alphabet was created in Armenia, which consists of 39 letters (each letter is a separate monument made of tuff).

National IDN domain of Armenia - .huy



- **November 20, 2014. ICANN. The Armenian IDN ccTLD (.huy) has been approved by ICANN.**
- **November 21, 2014. Yerevan. The announcement of the approval of the Armenian IDN ccTLD (.huy) domain was published on the government website.**
- **December 17, 2014. IANA. ISOC AM has applied for delegation of .xn - y9a3aq.**
- **January 18, 2015. Yerevan, Armenia. A meeting of the working group on domain registration policy was held.**
- **March 1, 2016. - ISOC AM announced the opening of domain registration in the zone .huy (sunrise, landrush).**
- **May 5, 2016 - The beginning of the period of open registration of domains in .huy zone.**

Benefits of using IDN domains



- **Company names and people's names are not distorted**
- **The Internet audience is increasing due to people who do not speak English and other foreign languages.**
- **The Internet is becoming more accessible for the elderly, children and residents of remote areas of Armenia.**
- **Advertising on billboards becomes more memorable for drivers and passengers of passing cars.**
- **Phone support just got a whole lot easier.**
- **Unique Armenian letters that are not found in other alphabets are easier to write in Armenian, since they are written differently in different sources in Latin. For example: Mashtoc and Mashtots.**
- **Representatives of the Armenian diaspora get more opportunities to use their native language.**

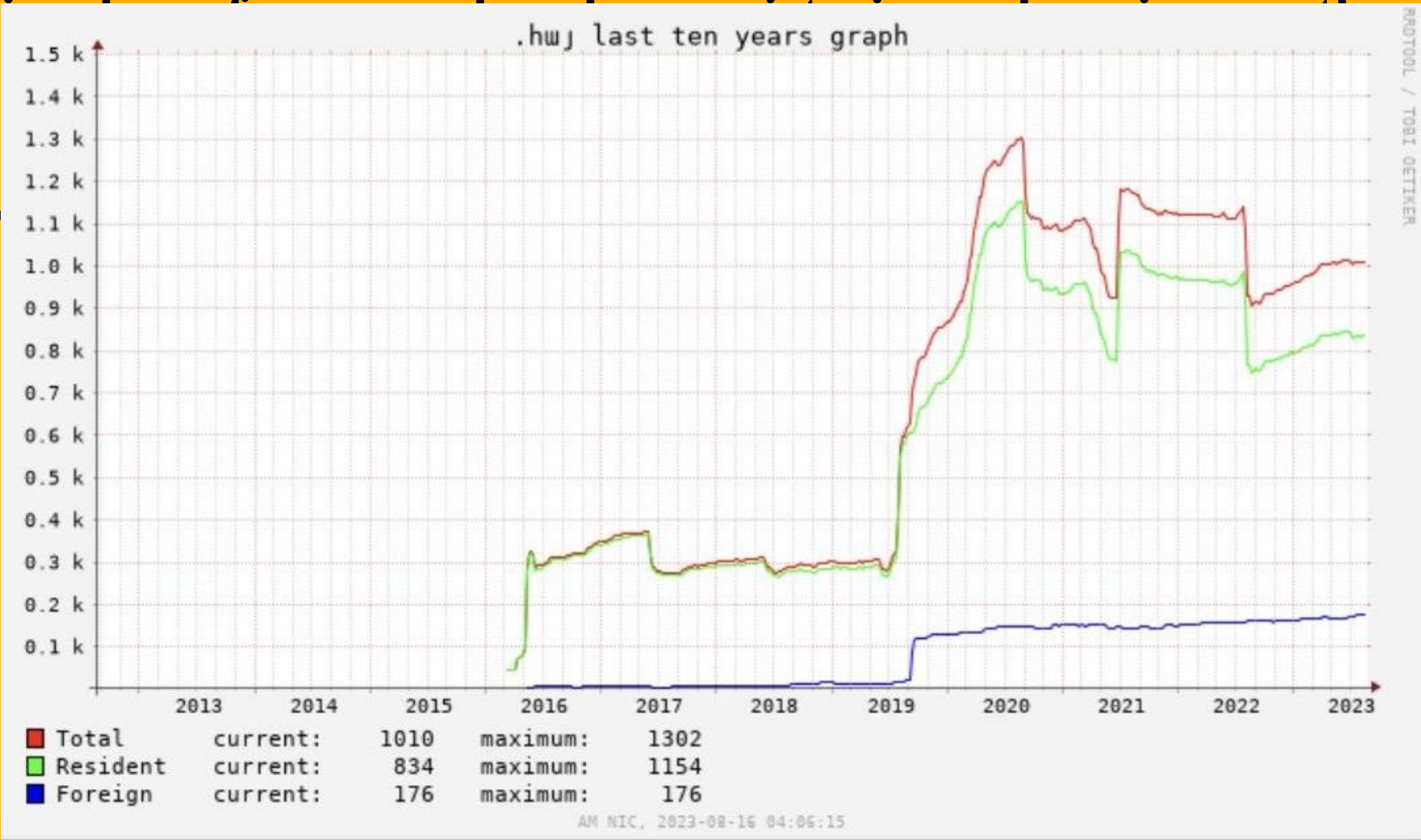
- All state institutions of the Republic of Armenia were provided with IDN domains free of charge according to the provided list. The first domain was registered **խոյնաղահ.huy** for the office of the RA President.
- On the initiative of the public organization "Internet Community", some honored artists, eminent athletes and associations, scientists of Armenia were also provided with IDN domains .huy free of charge in a solemn ceremony.



- Was initiated a survey to find out the opinion and awareness of Armenian users about IDN .huy.

Promotions

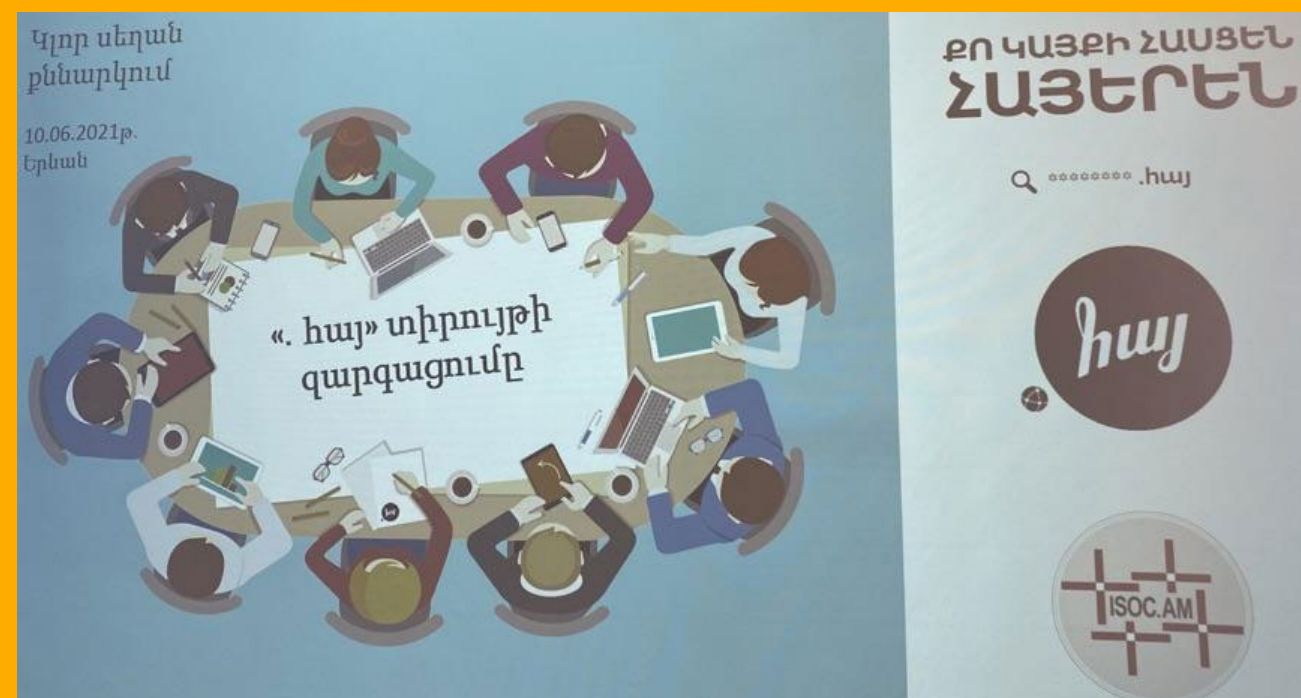
- On the eve of the New Year 2018, the public organization "Internet Community" held a competition, within the framework of which users got the opportunity to purchase the domain name ".huy" absolutely FREE for one year.



Celebration of the 5th anniversary of the ".huy" domain

As part of the celebration:

- As part of the Regithon, a round table was held with the participation of interested parties, the purpose of which was to highlight the problems of the national domain .huy, analysis of obstacles on the way the growth of the .huy zone and the formation of a roadmap for the development of the national domain.
- In cooperation with the scientific and educational public organization "Wikimedia Armenia" a competitive campaign was organized with the aim of developing the Armenian theme, and modernizing topics on the history, culture and science of Armenia in the Armenian Wikipedia.
- A competition for the best ".huy" websites was held in 3 nominations: "Best Design", "Best Armenian content", "Ease of use and accessibility of applications", based on the decision of the commission, consisting of domain industry experts.
- The most active Registrars of the .am/.huy domain zone, who have registered the most domain names ".huy", were awarded with diplomas and gifts from the Registry.



Celebration of the 7th anniversary of the “.huy” domain

- As part of the celebration of the 7th anniversary of the “.huy” domain, as part of cooperation with “Wikimedia- Armenia” the contest “Վիկի.huy” was announced.


The participants of the contest created articles in Armenian in Armenian Wikipedia. The best participants received a cash reward from public organization “Internet Society”.





- Annual competition for the creation of the best websites in the .huy zone.



Pilot project on the use of an email address in Armenian (EAI)



Username 

Password 

LOGIN

Էլփոստ.հայ webmail

<https://xn--49ak0bukv.xn--y9a3aq/>
<https://Էլփոստ.հայ>

Universal Acceptance

- Armenia has joined UA movement since 2019 and takes the necessary actions to make the Armenian national domain .hwj and national e-mail address accepted worldwide.
- Since 2019, Armenia has been a member of the Regional Coordination Group for Universal Acceptance of the CIS and Eastern Europe.
- March 28, 2023. As part of the celebration of the first International Day of Universal Acceptance, a regional UADAY conference was organized in Yerevan, which attracted even more public attention to the national domain and once again showed the possibilities of its use.



We talk about the ".huy" domain and new features



YOUTUBE.COM
Հայկական ինտերնետի հայրը. 83-ամյա Մկրտումյանը հայալեզու էլեկտրոնային հասցե է ստեղծում

Upcoming event - “On the Internet with .huy”

Competition for the best animation.

The age of participants is from 10 to 16 years old. The goal is to raise awareness of the .huy domain, make it more recognizable. Participants can present their vision of the topic using a short animation.

A professional jury will evaluate works in the nominations: “Best Creative Idea”, “Best Technical Execution”.



Towards the end - some statistics

14.08.23
1013 national IDN domains .huuj

The exact amount at a given time can always be found on the website:

<https://www.amnic.net/>

Number of .huuj domains registered from Armenia - 838
Number of .huuj domains registered from other countries (18 countries) - 175
Number of .huuj domains registered from Yerevan (capital of Armenia) - 511

.huuj domains registered by individuals - 796

	2023	2019
Business	80	40
IT sphere	37	33
Governmental organizations	63	30
Registry	17	16
Banks	19	16
Education sphere	16	14
Media	4	13

Websites - 239, of which redirected to another website - 88, without redirection- 151

Registrars of the domain zone .am/.huuj -76 , of which, along with .am domains, they register domains .huuj - 20

**Thank you for your
attention!**

Anna Karakhanyan

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<https://www.isoc.am>

<https://www.amnic.net>