

Universal Acceptance / IDNs

Cross-Community Session, 14 March 2019



Universal Acceptance

Universal Acceptance in a Nutshell

People from around the world can effectively use any domain name and any email address in any application for their personal and business use.

The Internet Has Evolved

2006

2016

Generic

(22 total)

.com	.edu
.org	.net
.aero	.asia
.mobi	.travel
.info	

Country Code

(Over 200 total)

.uk	.jp
.de	.fr
.cn	.in
.br	.mx

Generic

(Over 1,200 total)

.com	.edu	.org
.net	.aero	.info
.bank	.bar	.club
.car	.global	.london
.rio	.vote	.sky
.संगठन	.在线	.ابوظبي
.닷컴	.ストア	.дети

Country Code

(Nearly 300 total)

.uk	.jp
.de	.cn
.in	.br
.pф	.台灣
.한국	.ଭାରତ

What's Changed

- * More Top-Level Domains (TLDs) Available
- * No longer just two or three characters
- * No longer just in ASCII
- * List of TLDs is no longer static.
- * Names added and deleted frequently.
- * Mailbox names also no longer just in ASCII

.aaa

.accountant

.amex

.asia

.ভারত

.公益

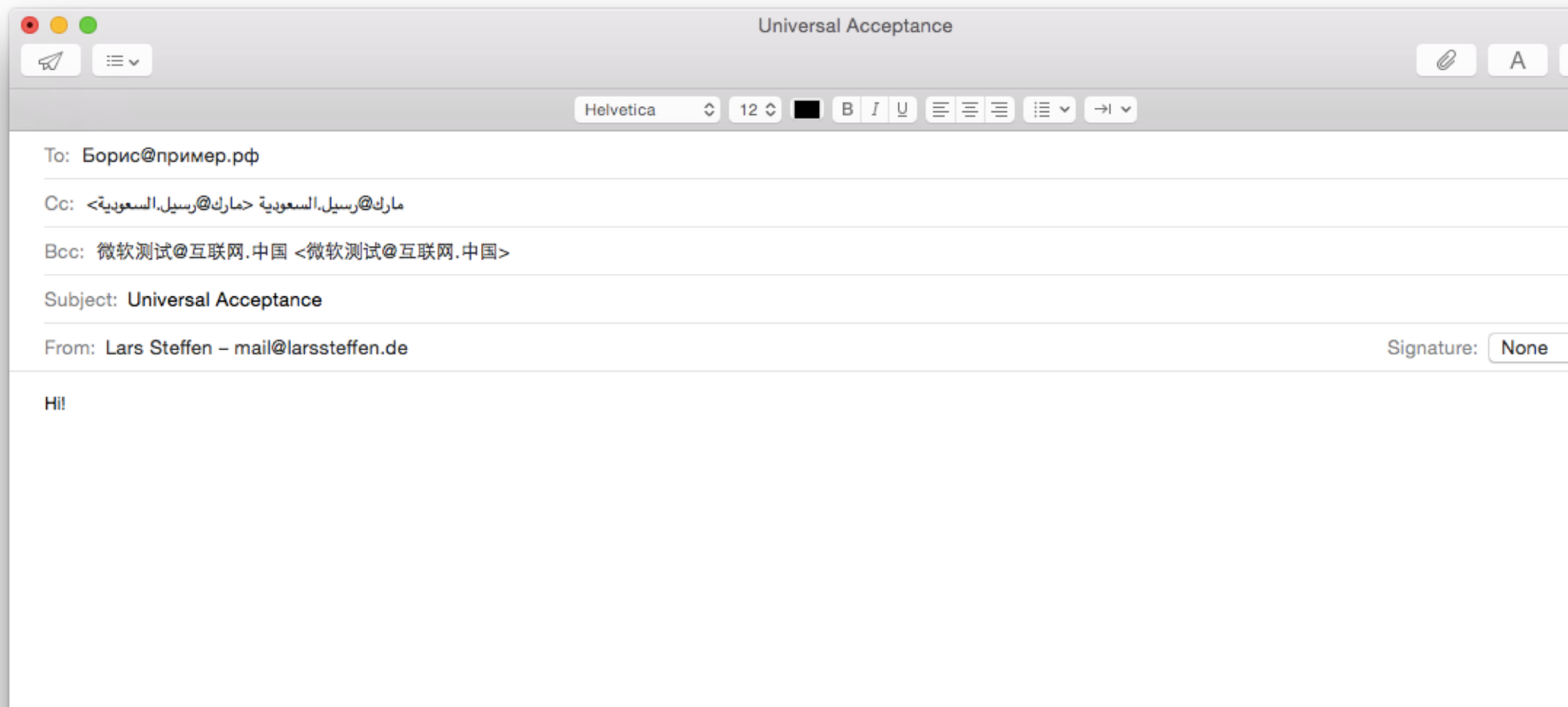
.MOCKBA

മിറ.

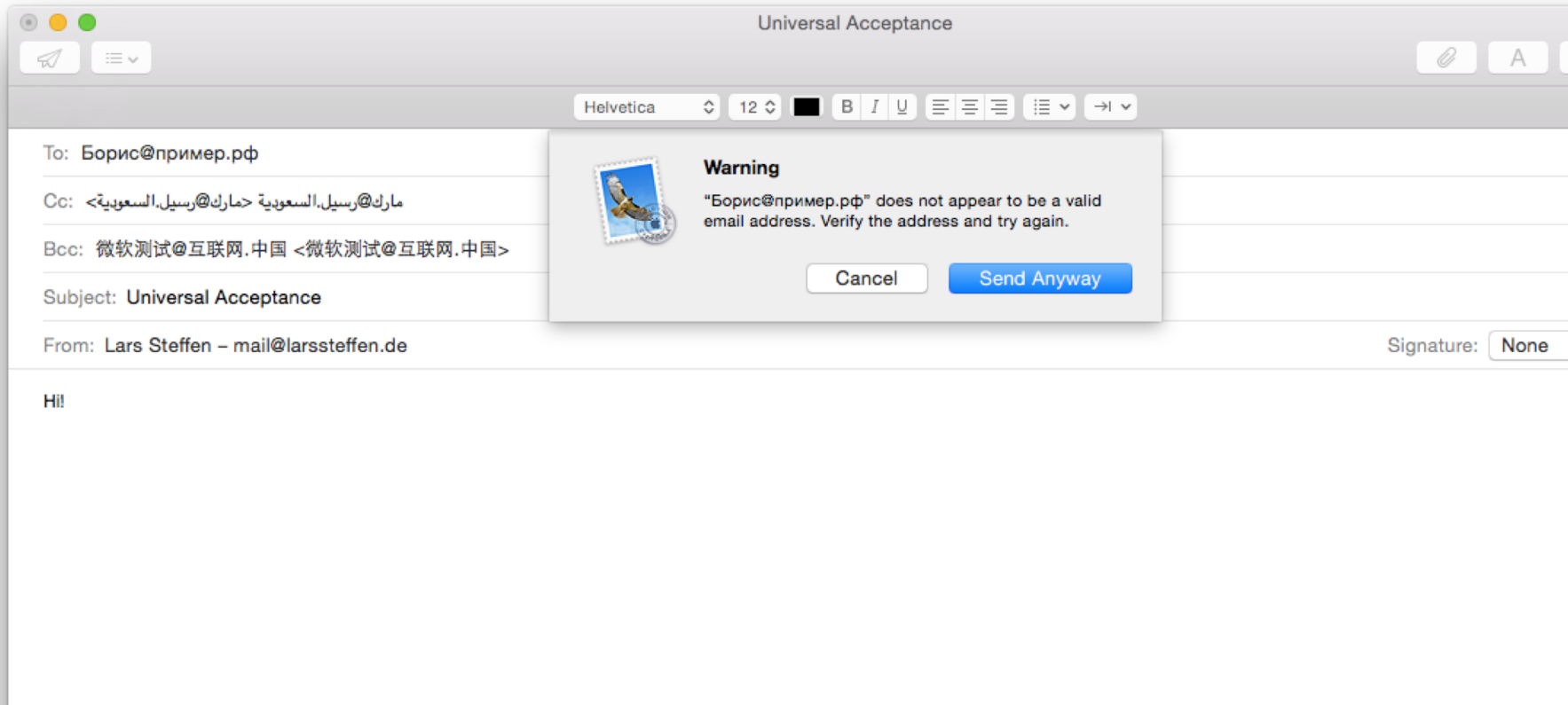
.ファッション

.كوم

But...



But... It Doesn't All Work Together



Why should you care?

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Benefits of Universal Acceptance – Economic and Internet Accessibility

- * There is a combined **USD 9.8 billion annual opportunity** coming from software systems working in harmony with the common Internet infrastructure. This is a conservative estimate.
- * Support for IDNs, which allow domain names in all of the world's languages, could bring **17 million additional new users online**. These include users whose lack of local language services was previously a barrier to a complete online experience.

Benefits of Universal Acceptance – Economic and Internet Accessibility

If left unaddressed, businesses and organizations face the potential of lost revenue, lost customer satisfaction and more.

Benefits of Universal Acceptance – Economic and Internet Accessibility

Ensuring readiness to accommodate the use of new domains and writing systems will:

- * Connect the next billion Internet users
- * Bring better accessibility to the world via internationalization of the Internet
- * Enable culture, society and economics
- * Deliver a better UX, resulting in customer satisfaction and retention
- * Responsibility to comply with standards
- * Provide uninterrupted support for users of new domain names
- * Reduce customer support burden

Why Bother

- * Allows people to use their **preferred identity** through the new TLDs
- * Seamless acceptance of all domain names and all email addresses – **reduced support costs**
- * Better **cultural connection** – particularly to non-English speaking communities
- * Responsibility to comply with **standards**
- * Remediation is **not onerous**

From Analysys-Mason White Paper: <https://uasg.tech/whitepaper/>

Universal Acceptance Steering Group



About the Universal Acceptance Steering Group

- * Founded in February 2015
- * Tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses
- * Comprised of 120+ companies, governments & community groups
- * www.uasg.tech

Key Organizations Engaged with UA



UASG Activities



Review

Popular Websites, Dev Frameworks, Browsers, OS



Build

Use Cases, Test Environments, EAI Community



Outreach

Live Workshops, Panel Discussions, Presentations



Writing

Knowledge Databases, Whitepapers, Quick Guides

UA Progress and What's Ahead



[Reference documents and resources](#)



Use and test cases



Industry events and university course slides



Social media and email software & services evaluation
and programming language remediation



Influencer outreach and encouraging email providers to
adopt current standards

Enabling Universal Acceptance

Doers

- * Developers
- * Systems Architects

Directors

- * CIOs
- * Senior IT Management

Influencers

- * C* Suite Officers
- * Thought Leaders
- * Government
Ministers and
Officials

The Panelists

- * **Jennifer Chung** – .asia / At-Large
- * **Manal Ismail** – NTRA / GAC
- * **Maria Kolesnikova** – Coordination Center for TLD .RU/.PФ / ccNSO
- * **Ram Mohan** – Afilias / Outgoing UASG Chair / SSAC
- * **Mark Švančárek** – Microsoft / UASG Co-Chair / GNSO

Moving forward

- * [Test](#) your own email address
- * Get your own systems evaluated and fixed
 - * Use UASG [Blueprint](#) for CIOs as a guide
- * Get your tendering and contracts to include UA Readiness Clauses
 - * Use UASG [Quick Guide to Tendering](#) clauses
- * Report UA problems with other applications
 - * UASG [Issue Logging](#)
- * Participate in the UASG Discussions
 - * Join the [UA Discuss Mailing List](#)

Thank you!

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