

Extension of the TLD in the DNS: How Ready Are We?

Universal Acceptance, key for the inclusion of the next billion



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What is Universal Acceptance?

- As regular users, we access the internet using identifiers based on names.

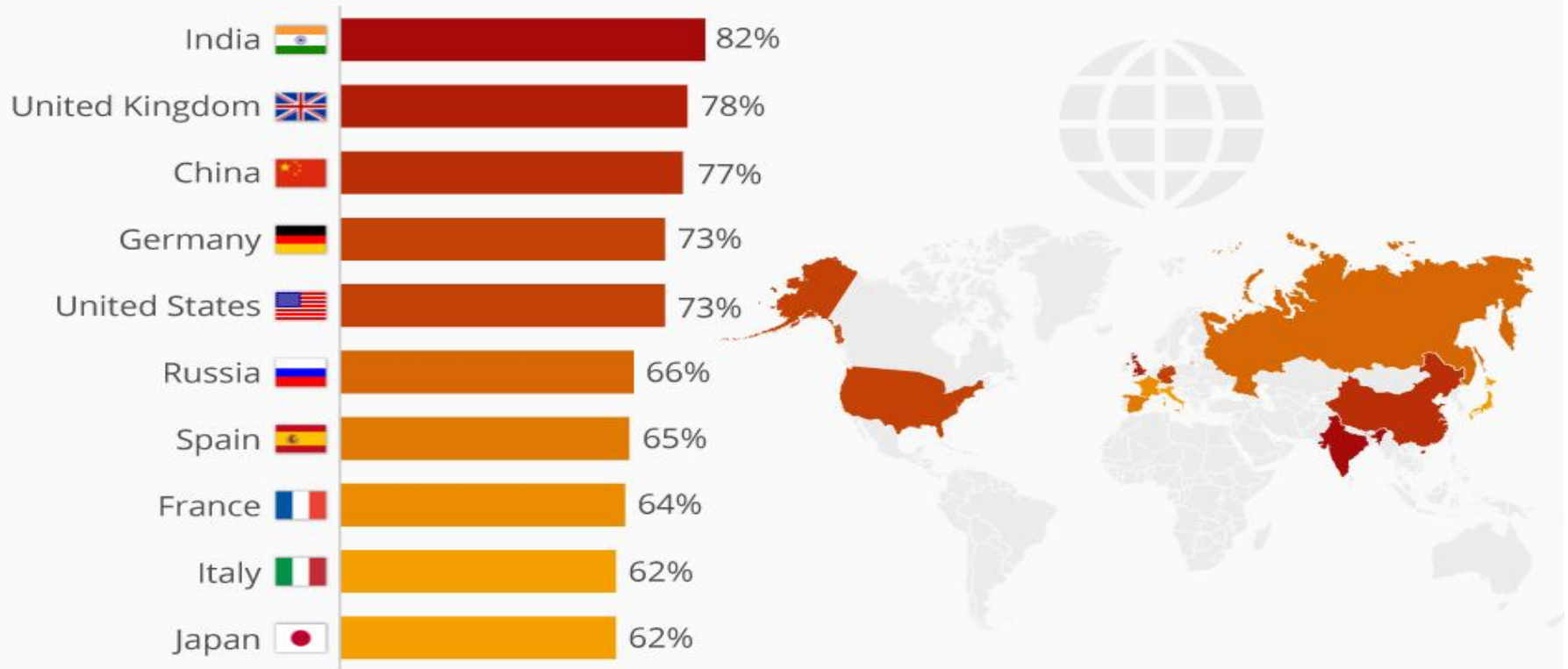
Second level domain
↓
www.**domain**.tld ← Top Level Domain or suffix

- All domain names that exist in the public DNS must be **globally usable and accepted by online applications**.
 - e-mail addresses that are built from these domains must be accepted.
 - Web site addresses must be reachable from everywhere.

Who are the other billion internet users

Where People Can't Live Without The Internet

Share of respondents who can't imagine life without the internet

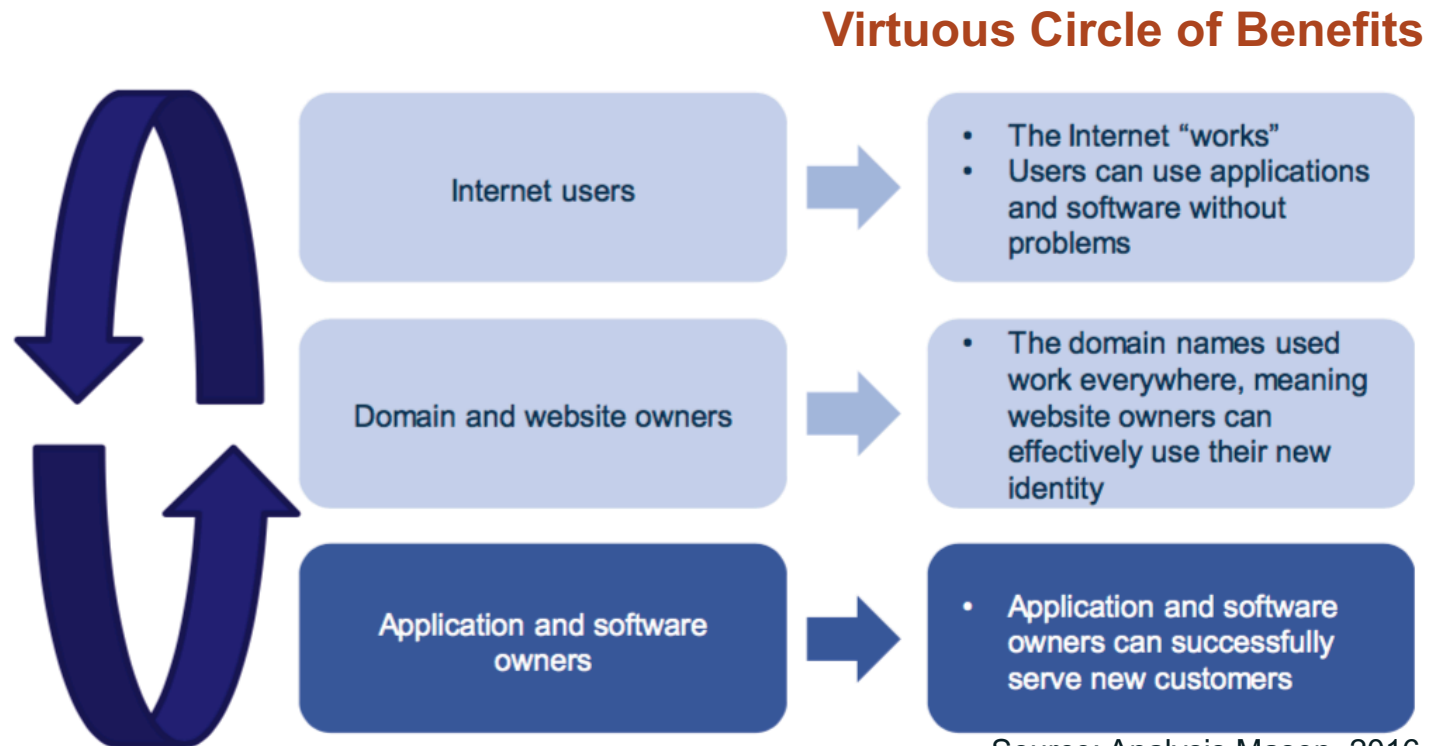


... One Internet

- The Domain Name system has been evolving over the past few years with new TLDs added
 - ... to better reflect people's **sense of identity** (.Club, .Networks, .Photography, .Paris, etc...)
 - ... to better reflect **language diversity** (.संगठन, .онлайн, شبكة , etc ...)
- *With such rapid evolution (more than 1000 new TLDs added since 2013 to the root zone), many systems do not recognize or appropriately process new domain names, **primarily because they may be more than three characters in length or in a non-ASCII format.***

Tackling the challenge

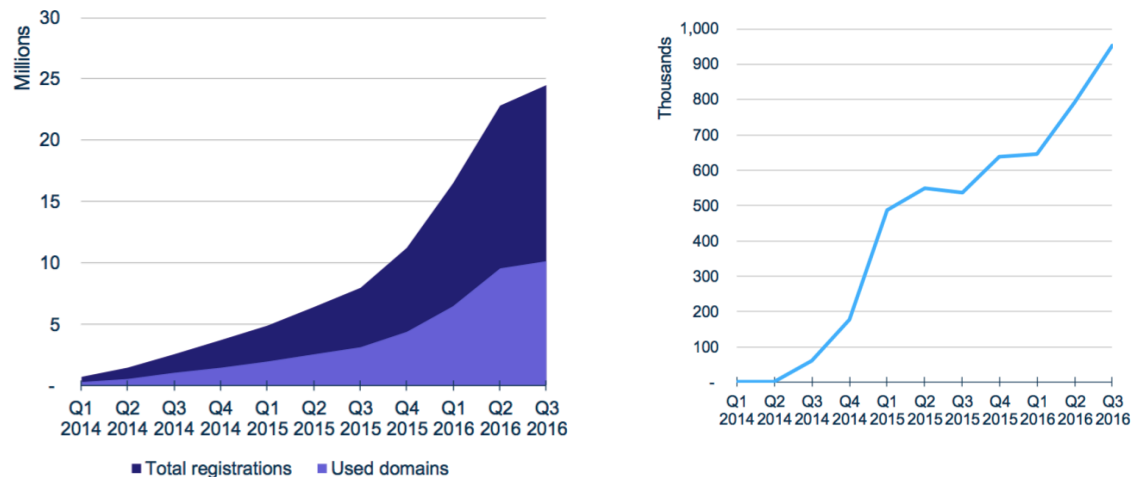
- In February 2015 the community (including the Industry) has setup a Steering Group to promote the Universal Acceptance (UA) of all valid domain names and e-mail addresses.



Source: Analysis Mason, 2016

Underlining Business opportunity

Over 1200 new TLDs
24,476,319 new domain names
registered as at Q3 2016
951,940 IDNs registered as at Q3 2016



Take-up and usage of new gTLDs [Source: ntlidstats.com, 2016]

Combining the business generated by new domain names and the opportunities created for application developers to make sure these new TLDs are universally accepted, Analysis Mason, in their recent report have evaluated the business opportunity to 9.8 Billion USD - <https://uasg.tech/wp-content/uploads/2017/04/Unleashing-the-Power-of-All-Domains-White-Paper.pdf>

Is Your Systems Ready For The near Future?

1. Do your systems recognize and consistently process domain names that are more than 3 characters?


http://golf.club, http://my.photography, ftp://ftp.click etc ...

jo@golf.club, minimouse@live.webcam etc ...

2. Do your systems recognize and consistently process addresses that are based on Internationalized Domain Names (IDN)

http://www.example.みんな, user@example.みんな,

günter@bücher.berlin or 用戶@example.lawyer ... etc

What about  app.مستخدم@مثال

3. Does linkification in your systems properly recognize all these new domain names?

You are UA-ready when you are consistently able ...

1

To **Accept** all valid Internet domain names

4

To **Process** any type of domain names and e-mail addresses

2

To **Validate** any type of domain names and e-mail addresses

5

To **Display** any type of domain names or e-mail addresses

3

To properly **Store** any type of domain names and e-mail addresses

Conclusion

To excel in the long run and be ready for future global opportunities, organizations need to ensure their systems work and keep up with the evolution of naming infrastructure of the Internet – **the Domain Name System**

Being UA-ready, businesses set themselves up for success by supporting their customers using their customers' chosen identities.



<http://uasg.tech>

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