

UA Update

What's happened since Marrakech?

June 26, 2016

“Universal Acceptance is the state where all valid domain names and email addresses are accepted, validated, stored, processed and displayed correctly and consistently by all Internet-enabled applications, devices and systems.”

This report provides an update to the ICANN community about what the Universal Acceptance Steering Group has been doing this year.

Executive Summary

The UASG is focused on addressing the issue of Universal Acceptance which is an application level issue.

We know who our audiences are and we have developed core documentation for our audience.

We are working to help developers by getting their tools, programming languages, to be UA Ready. First we'll assess the state of the tools, then we'll fix them where we can.

With good documentation established, we're building our Communications Strategy and activities. We're choosing a variety of channels to reach our audiences and we'll be testing different approaches.

Clarity of Audience

As much as we love the ICANN community, by and large it is NOT who the UASG is trying to reach. Universal Acceptance is an issue for applications that leverage the Internet.

Our audience is:

- People who can **MAKE** this happen
 - Developers & Systems Architects & Consultants/Contracting Firms
- People who can **DIRECT** this to happen
 - CIOs
- People who can **INFLUENCE** this to happen
 - C* Suite, Board Members, Government Officials, Ministers
 - Consultants, Media, Industry Influencers

That said, we are still keen for the Internet industry – Registries, Registrars, ISPs & Hosting providers – to get their own systems UA Ready.

Documents Published

This year, and particularly since the Marrakech meeting, we've published and updated a slew of documents

- **UASG001** is our knowledge base so people can know how to contact application developers that are not fully UA Ready.
- **UASG002** is a simple note that people can use to reach out to webmasters of websites that they find are NOT UA Ready. This message is now available in 14 languages



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- **UASG003** is our one-page fact sheet. This is being revised based on our Messaging Strategy
- **UASG004** is a list of UA Use cases that people can use to test their own UA Readiness. These use cases include newShortTLDs, newLongTLDs, IDN.ASCII, ASCII.IDN, IDN.IDN an RTL.RTL. We also have use cases for EAI (Email Address Internationalisation) in ASCII@domainname and Unicode@domainname. Besides registering the domains we've created landing pages and email addresses for each of the cases.
- **UASG005** is a Quick Guide to Universal Acceptance. Aimed at the senior technical managers, it gives a good and quick overview of UA Issues. This is now available in eight languages.
- **UASG006** provides a quick reference of the relevant RFCs
- **UASG007** – probably our cornerstone document – provides a very detailed technical look at Universal Acceptance issues. It takes the developer from no knowledge to a clear understanding of the issues and good approaches for solutions. Not for the faint hearted, UASG007 weighs in at more than 40 pages!
- **UASG008** provides sample text for contracts and tenders. We've also included similar text for IPv6 and DNSSEC.
- **UASG010** is a Quick guide to Linkification which is when an application will automatically, but not always consistently, create a link to a web address or email address.

Programming Language Review

We've found a team of four programming organisation who will work to review Open Source programming languages to see if they are UA Ready and if they are not, to make them so.

Their first step is to determine the criteria and then make an assessment.

We expect to have the first 8 language frameworks completed by the ICANN meeting in Hyderabad.

Measurements

We have two measurement projects underway.

The first is to look at 25 browser/operating system combination and determine if they are UA Ready.

The second is to look at hundreds of the largest websites and see how UA Ready they are.

Over 90% of all websites tested accept our ASCII@new-four-character-TLD, but less than 5% accept our [Unicode@idn.idn!](#)

We'll provide a quarterly update of our work on our new website – www.uasg.tech

New Website

And, speaking of our new website, we launch www.uasg.tech during the Helsinki ICANN meeting.

This has been a particularly interesting experience as we use a world leading



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website platforms and found they are not UA Ready 'out of the box'.

Communications Strategy & Action Plan

With our core documentation complete, we've spent time since Marrakech developing a communications strategy and action plans.

These are in draft and will be discussed during the UASG meeting in Helsinki.

The core message is that making application UA Ready is essential for the expansion of the Internet and for the organisations ability to reach growing markets. It is not terribly difficult and needs to be built into normal application maintenance programs.

We're contemplating a number of different approaches to reach our audiences:

- We'll develop a White Paper that outlines the financial, social and cultural benefits of early adoption. We see this along the lines of the 'Greasing the Wheel' report that ICANN produced a number of years ago.
- We'll reach out specifically to the CIO communities through an IDG CIO Executive Council foundation.
- We'll develop a social media campaign – and for this we're hoping members of the ICANN Community can help us leverage your own Social Media managers.
- We'll encourage the development or enhancement of some Wikipedia entries for UA and EAI.

- We'll encourage the Internet Industry to work together on building their own Blueprint to UA.

Other Stuff

Besides the above, we have a couple of other activities in mind.

- We recognise that there are some challenges keeping the IDNA and Unicode protocols in synch as time moves on. We're going to try to work with both groups to find a way to address this.
- We're actively working on EAI (Email Address Internationalisation) and getting the practitioners to talk.
- We're considering an Inaugural Universal Acceptance Conference in the 2nd half of the year.
- We're looking to get better UA and EAI information published in Wikipedia.
- We're building some case studies of people who have 'been there, done that' or people who are 'on the road'.
- We're keen to encourage the big software consulting & contracting businesses to create UA practices, much along what they did for Y2K.

Help Wanted

While there has been some good stuff happening, we are particularly keen to get some help from the community at large.

- We would really like you to get your own systems UA Ready. *We've been following ICANN IT's own journey toward UA Readiness – and while it's not hard, it does take time and energy and resources.*
- For Brands, besides making your own systems UA Ready, we're also keen for you to leverage the stature of your



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CIOs and have them reach out to their colleagues outside of our own 'garden'

- For GeoTLDs, we're keen for you to reach out to your local IT communities and raise awareness of the issue and encourage them to become UA Ready. You can, of course, encourage your local communities to adopt a name within your own registry.

Thanks

And finally we would like to say thank you to all who have played a part, big or small, in our achievements to date. We're very pleased to have participation from some of the largest (and smallest) IT organisations on earth. And we're keen for more to join the UASG.

And to subscribe go to the [UA-Discuss](#).



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