

An Update to the UASG

UASG Workshop – ICANN 57



Universal Acceptance

UA in a Nutshell

Universal Acceptance (UA) ensures that all domain names and email addresses can be used by all Internet-enabled applications, devices and systems.

UASG Update

- * Who we are now
- * Survey Results
- * Clear Audiences
- * Clear Communications Strategy
- * Documentation
- * Evaluations
- * Fixing the Foundations

Who are now...

- * UA-Discuss has 230 Subscribers
- * Representations from all five ICANN regions
 - * Africa & LAC lower
- * More than 135 Organisations

Survey results...

EAI -Prepare Good Practice Guides	1.56
EAI - Prepare Quick Guide	1.63
Comms: Based on a core message, develop, place and monitor editorial aimed at CIOs and decision makers in target industries.	1.75
Comms: Produce material for Wikipedia based on efforts of UASG	1.75
Monitoring UA Readiness of most common Web sites	1.81
Logging facility to track UA Issues -Develop a facility and service to track complaints of UA issues and pursue remedies.	1.81

Your relationship...

How informed do you feel about what the UASG is doing?	1.5
How welcome do you feel to contribute to the UASG and its work?	1.38
How much have you contributed to the work of the UASG	2.0
How likely are you to stand for one of the positions of Chair or Vice-Chair?	2.25

What else should the UASG be doing that it's not?

- UA is a complex issue that will be solved over the years. I think the group is moving in the right direction.
- Good work all around. I don't think there are any gaps.
- Paying Don a huge salary for being so awesome
- Speaking of EAI, it would be useful to collate information on which countries have implemented any customized EAI solution, the number of emails, how successful it is etc. This can be used to instill in other countries, the motivation to pursue EAI which they might be overlooking at the moment.

What else should the UASG be doing that it's not?

- I would focus even more on the big mainstream players to be fully UA ready (Microsoft, Apple, Google, Facebook, Twitter, Salesforce, etc.). Users will start demanding UA from smaller vendors when they are used to working with UA-compliant tools. If the main tools/sites do not support UA everybody will think it is normal to keep a regular ASCII domain/e-mail as they need to work in the mainstream.
- The UASG should sponsor websites/bloggers dedicated to new gTLDs to explain what it does in a language that end-users can understand. Acronyms don't work.
- Main focus is software development of UA systems. Main role for UASG is to collect UA issues and deliver them on a proper address.

Clear Target Audiences

- People who can **MAKE** this happen
 - Developers & system 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, consultants, media, industry influencers

Clear communications strategy...

- Editorial
- Industry Associations
- Advisors
- Consultants
- CIOs
- Trade Journals
- Local Initiatives
- Limited Events
- Referenceable Documentation

Good Documentation...

- Use Cases
- Quick Guides to UA
- Detailed Technical Documentation
- Tendering and Contracting language
- FAQs
- RFCs
- Knowledge Base
- Quick Guide to Linkification
- Local Initiatives
- EAI – Coming
 - Quick Guide
 - Detailed Technical Documentation
 - Good Practice Guide
- Course Notes – Coming
- White Paper - Coming

Evaluations

- Websites
- Browsers
- Messenger & Social Media
- EAI

Current/Pending Work

- EAI Documents
- Linkification: Evaluation of Messenger & Social Media
- Scope & Scale Model Evaluation
- University Lecture
- Call Logging
- IDNA review

Fixing the Foundation

- UA Software Evaluation Criteria – out for review
- Open Source Programming Language – UA Readiness Evaluation and Mitigation

Administrative

- Preparing for Elections
- Preparing Budgets