

Presentation for UASG

Interim findings of our UA research

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Agenda

Introduction to our work

Overview of hypothesised storyline

Growth of gTLDs

Benefits of UA

Example case study: .bayern

Next steps

Introduction and purpose of the paper

- We are producing a white paper for the UASG regarding Universal Acceptance (UA) of new generic top level domains (gTLDs), including Internationalised Domain Names (IDNs)

- The purpose of this paper is to raise awareness of the benefits of UA, the benefits for application owners of accepting the new domains, and the costs and efforts involved in implementing UA, in order to encourage UA
 - The paper will be pitched at a senior-level commercial, policy, and cultural audience
 - It will be short, clear, and non-technical, with an executive summary and infographics

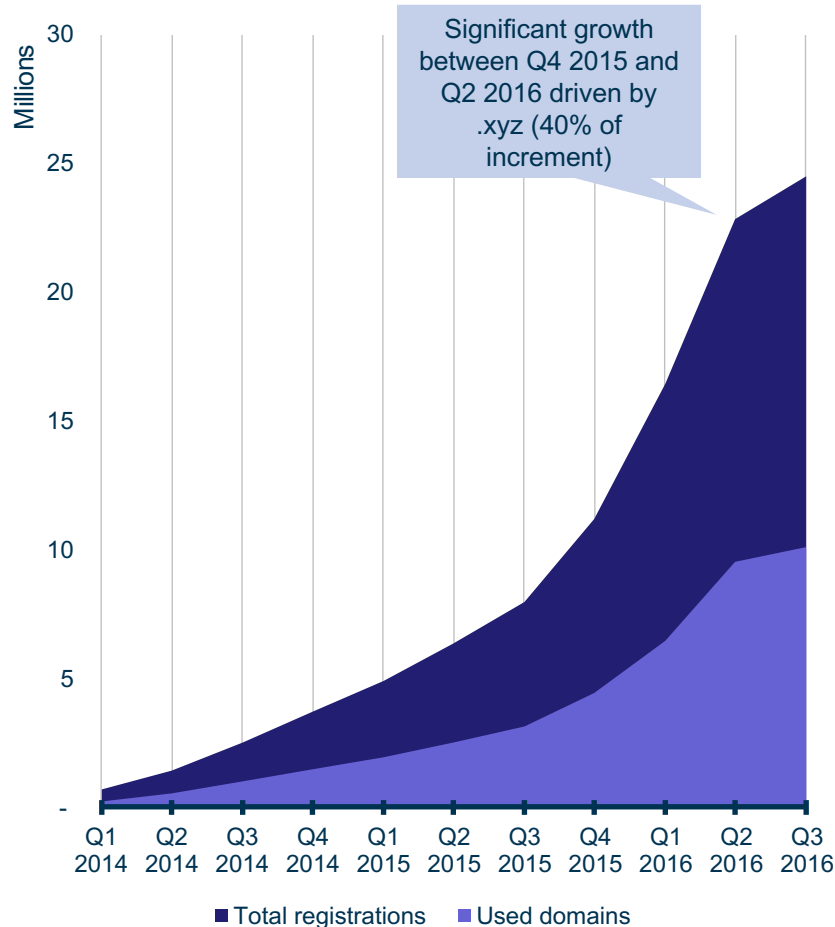
- In this presentation, we set out our initial findings and hypotheses for this paper

Our paper will have a clear and simple storyline that will highlight the importance of UA

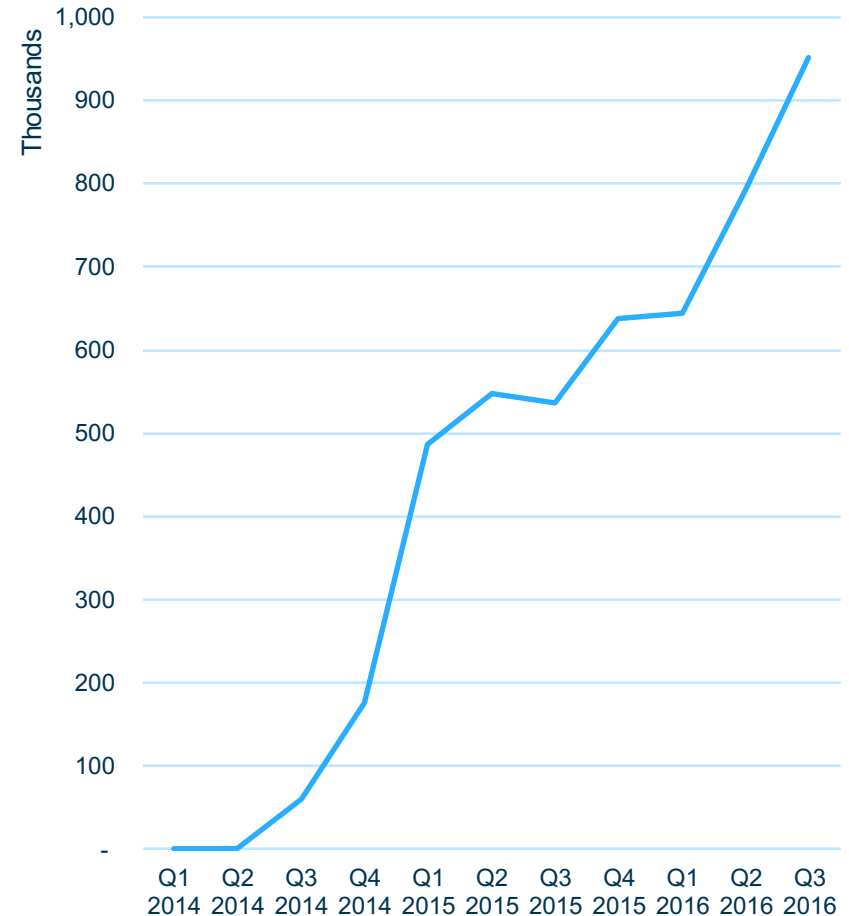
- The focus of this paper is the benefits of UA for software and application owners, to be able to accept users regardless of their domain:
 - UA has progressed, but is not complete. Without UA, people will not be able to use their preferred ‘identity’ that the new gTLDs and IDNs have enabled
 - UA has benefits for software and application owners, domain registrants, and Internet users more broadly, driven in part by the take up and popularity of the new domains. (There is demand for gTLDs, and registrations have grown strongly, although IDNs have been less successful)
 - The key benefit of UA to software and application owners is to seamlessly receive demand from the many users of the new domains in order to maximise their revenue and satisfy their customers
 - The effort required to implement UA in most cases is not onerous but depends on the initial software design, organisational factors, and the upgrade schedule of the software. This is the case for both gTLDs and IDNs
 - However, certain systems (e.g. aviation booking systems) may be dependent on several other systems, which can complicate system upgrades
 - It makes sense for application and software owners (e.g. enterprises, cultural institutions, government institutions) to implement UA to gain the benefits from the strong demand for the new domains

Demand for gTLDs has been strong, and this underpins the benefits of Universal Acceptance; IDNs have grown but remain at a lower level

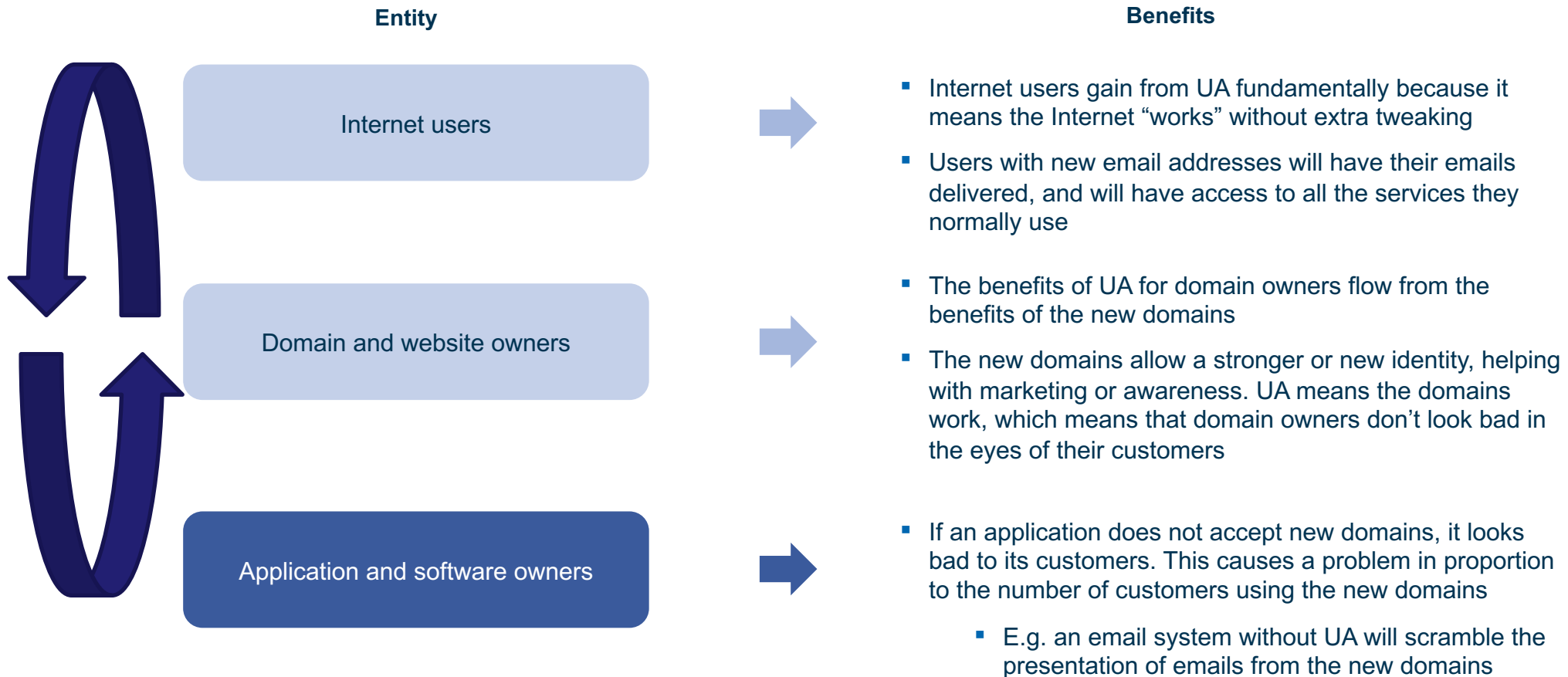
Cumulative registrations of gTLDs



Cumulative registrations of IDNs



The benefits of UA accrue from the benefits of the new TLDs, flowing to end users, domain owners, and application owners



These benefits can create a virtuous circle. Internet users benefit from the acceptance of the new domains, which drives traffic to domain and website owners, which further spurs application and software owners to implement UA

Bayern Domain Gmbh has positive experiences with the use and acceptance of the .bayern domain

Case study subject

Bayern Domain gmbh owns and registers the .bayern domain, which is used in Bavaria for regional content (e.g. the Bayern München football team's website in the local dialect)

Benefits of UA

The benefits of UA to Bayern Domain, and to Bavarians flow from the benefits of the new domain. These include a stronger regional identity that is of benefit to entities with a strong Bavarian link. UA allows these domains to work seamlessly across the Internet

Experience with UA

In Bayern Domain Gmbh's view, UA, as it relates to the .bayern domain has now progressed well. Most applications now accept the domains of its clients.

Cost and effort to upgrade

Bayern Domain Gmbh helps its clients deal with UA issues as they arise. In their experience, it is not a great effort to implement UA, since there is a continuously updated list of new domains, and the coding effort is similar to a normal bug fix

Other interviewees have also suggested implementation of UA is not typically difficult (but can be under certain circumstances)

Next steps include finalising interviews and drafting the report

- We have conducted seven interviews to date. We interviewed registries to identify their challenges, and for recommendations on organisations to interview:
 - fTLD
 - Google
 - Donuts
 - .bayern
 - .berlin / .hamburg
 - Bridge Community Bank
 - Daimler AG
- We contacting a number of other organisations to arrange interviews, including (but not limited to):
 - Air Services Australia
 - Line
 - INSEAD
 - BBC
 - Turner Broadcasting
- We are developing our paper in parallel with finalising these interviews

We would welcome suggestions on other organisations to interview – both those that have implemented UA, and those who have not yet done so.

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