UASG

Business Plan and Budget
2015/16

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The Universal Acceptance Steering Group (UASG) was established in early 2015 with the goal of facilitating and accelerating all computer systems to make necessary adaptions to ensure that all Top Level Domains are as accepted as any others.

Background
The Internet Domain Name space started changing markedly in 2010 when the first non-ASCII names were delegated. In 2013 there was a huge transformation as literally hundreds of new Top Level domains started entering production. And these names, including IDNs, are different enough that existing systems of acceptance, validation, storage, processing and display need to be updated to accommodate the new environment.

In early 2015, nearly five years after the delegation of the first IDN Top Level Domains, the UASG was formed as a community of participants who agreed to work together to address the challenges around Universal Acceptance and to encourage all software developments to accept all domain names.

The UASG consists of:
> 1 Chair
> 3 Vice-Chairs
> 1 to 2 Coordinators for four Project Groups
> Volunteers who are participating in the various project groups.

ICANN has agreed to provide support for the UASG.

One of the challenging aspects for the UASG is that it can only act a catalyst, a cheerleader, a facilitator. The work will actually need to be done by others who will have their own priorities and resources.

The UASG accepts that achievement of its objectives will take considerable time.

2015-09-18 The UASG will use standard ICANN RFP & Procurement processes to secure resources.

UASG 2015/16
The following is the plan and associated budget for the work of the UASG through the end of June, 2016.

Documentation is the professional development of materials used to get the message out for organisations to use in their own quest for getting their own systems to be UA Ready.

		Budget	Expected completion	Owner
1.1	White Paper - White paper identifying the financial and social and cultural benefit that will accrue to an organisation for being earlier adopters of UA Readiness. This will include a focus on the millions of people connecting to the Internet from non-Latin based language communities. Target Audience: CEOs, Government Ministers and Chief Marketing Managers. 2015-09-19 – Scope to be prepared. This could be an expensive exercise a la 'Greasing the Wheels' report where fresh data is collected, or it could make use of existing publically available data. Ram to initiate the scope by the end of November.	$15,000	November	Ram, Christian, Mark & Cyrus
1.2	Technical Paper - What is Universal Acceptance? Paper to serve the technical community that will identify all aspects around Universal Acceptance that they will need to consider as they review their systems to be UA Ready. This will also include reference to relevant RFCs and Authoritative validation tables	Community	October	Mark
1.3	UA Ready Definition A subset of the Technical Paper	Community	October	Mark
1.4	UA Executive Briefing – A briefing document for Internet Industry leaders that they can reference when engaging with communities who may not be aware of the issue. Revised version currently waiting UASG Approval.	UASG	September	Don
1.5	UA Ready - Generic Letter. Generic letter to be able to be sent by the general public to organisations that are found not to be UA ready. Generic letter to be simple and direct – based on work done by Chris Cowherd of	UASG	September	Don

	Donuts			
1.6	UA Ready - Blueprint for CIOs. Blueprint/ process map, for CIOs and Project Managers to use as they determine their own organisation's and systems' UA Readiness. Document will include options for consideration and pros and cons of each choice.	$15,000	December	Mark, Dusan, Ram
1.7	UA Ready - Blueprint for the Internet Industry. Blueprint for use by the Registrars, Registries and other Internet Industry players. Document will identify systems that need to be reviewed and suggested priorities. A superset of the generic Blueprint for CIOs Topic to be discussed in depth at ICANN Dublin meeting to determine whether the Internet Industry wants such a document	$15,000	February	
1.8	UA Ready - Blueprint for other Industries. Blueprints tailored for use by large vertical segments. 10@$5,000 each	$50,000	February through June	Don
	Total Documentation	**$95,000**		

Technical activities will be used to provide technical solutions to accelerate the adoption of UA Readiness. It will include seeding UA Ready libraries for a small set of popular development platforms as well as providing resources for organisations to use to test their own implementations

2.1	Library Development. This will be for the development or enhancement of relevant libraries in major open source environments. The libraries can be around the transformation of Unicode/Punycode and/or of validation utilities. 5 utilities @ $10,000 each. *This will involve identifying the most useful application platforms and contracting a qualified developer to produce code that others will be able to use going forward. This will also provide good framework and documentation that other communities can use for their own efforts.*	$50,000	November - June	Brent & Edmon
2.2	Test Data Sets. Develop testing facilities (domain names, e-mail addresses) that can be used by organisations to test their own systems. Provide documentation on how they can	$50,000	December	Rich, Brent,

					Don
	be used. On-going monitoring and maintenance as required. Some work may have already been done by Google. Brent to advise. Question of privacy and security of data need addressing if a public data set is made available. May be satisfied with a document showing Test Suite characteristics and developers can secure their own TLDs for their own testing. 2015-09-18 – Date extended from October to December				
	Total Technical	**$100,000**			

Awareness will be communicated to the global IT community that the Internet has changed in the past five years and that they need to update their systems to take advantage of the new environment. Awareness will also cover providing the broad community information about what the UASG is doing.

3.1	Newsletter - Regular newsletter aimed at the Internet community of activities in the UA space. Three times a year. This will be complemented by regular notices and blog posts. *Expenditure will be on editorial and publication efforts.*	$10,000	October - June	Christian
3.2	Industrial Editorial - The creation of vertical industry specific editorials to advise specific communities/industries of the changes in the domain name space. 5@$1,000 each. This includes identifying the industry, finding the relevant communication channel(s), crafting the message, getting it published and monitoring the result. Number of verticle industries reduced to align with budgeted amounts.	$10,000	October - June	Christian
3.3	Short Video - Creation of short, lively video that can be used by the UA and broader Internet community to highlight the changed name space. This video will be able to be shown during presentations.	$7,500	November	Christian, Jennifer
3.4	Presentation at Conferences. Provides funding for UA Evangelists to present at appropriate software industry events on the changing dynamics of domain names. Where practical, we'll	$16,000	January - June	Christian

		use resources of the UASG to present, but activity provides funds where the UASG feels there will be material value in attendance that cannot otherwise be covered by UASG members. 2015-09-18 Christian to identify the characteristics of the platforms desired and then a task to identify relevant events that fit the criteria.			
	3.5	Translation - Documents should be made available as widely as possible. 2015-09-18 We could use ICANN's translators or we could consider using ALAC communities to prepare translations. Besides being a more dynamic translation it provides a way of getting local communities involved in the toplic locally. ISOC Chapters is another option. Languages will be determined by demand and value, not necessarily the six UN Languages.	$10,000	October – February	Edmon
		Total Awareness	$53,500		

EAI

EAI, Email Address Internationalisation, is a very important part of the UA issue and deserves separate, specific focus.   Until EAI is readily available and working on a number of different very large platforms, the IDN TLDs will be hampered in serving their registrants. The goal of this group is to encourage active involvement by the very large e-mail software and service providers and facilitate their developing working, interoperable environments.   This is expected to be completed by 2017.

4.1	Gathering - There will be value in having two gatherings during the year of participants from very large e-mail software and service providers who are working on EAI. These gatherings will allow the participants to compare notes, identify issues missing from the RFCs, and identifying good community practices. Two gatherings during the year @ $25,000 each. Funds cover some travel support, accommodation, venue and logistics for up to 10 people at each gathering.	$50,000	March, June	Brent
4.2	Documentation - Prepare professional level documentation identifying the EAI interoperability activities and areas that need global standards established or reviewed.	$5,000	March	Brent

		Total EAI	$55,000		

Measurement & Monitoring

Measurement and Monitoring will identify the areas that the UASG should focus its technical and outreach efforts. It will also provide some measures of achievements over time. Funds will cover establishing the evaluation criteria and contracting qualified testers to perform the evaluation.

5.1	Email Server & Client Evaluation - Evaluate the 25 largest email service and software providers for their ability to handle EAI and new gTLDs. For a broad sample of new TLDs (IDNs and ASCII), determine if an account can be created and if mail can be sent and received.	$50,000	October	Mark, Brent
5.2	Popular Software - Evaluate the 50 most popular programming and scripting languages and determine their UA Readiness.	$50,000	November - March	Mark
5.3	Popular Websites - Evaluate the 25 most popular websites globally, regionally and nationally and determine their UA Readiness. Evaluation will include 25 Globally, 25 in each of the five ICANN regions, and 25 in 10 distinct economies who form local UASG. 2015-09-18 – Calculation removed as it was incorrect.	$100,000	November – June	Mark
5.4	Popular Browsers - Evaluate the 25 most popular browser & their platforms (browser + operating system) to determine their UA Readiness. 25@$250	$6,250	December	Mark
5.5	Soft Measures - Provide a report from the ICANN Global Survey which focuses specifically on the UA issues and their acceptance by users and registrants	$5,000	January	Mark
5.6	Accessibility - Assess whether there are any inhibiting factors at the routing layer. A project conducted in association with APNIC Labs	$15,000	April	Don in Conjunction with ICANN CTO
	Total Measurement and Monitoring	$226,250		

Administration

6.1	<u>Gatherings</u>: Support up to two dedicated gatherings each year for the UASG Coordination Group and other active members of the community. Costs will cover travel and accommodation and meeting logistics for up to ten people. 2@$15,000 2015-09-15 – Second gathering will be in January and third gathering, if funds permit, will be held between the 2nd and 3rd ICANN meeting of 2016.	$30,000	September, March	Don
6.2	<u>Staff</u> - 1. 5 FTE staff to drive the UASG, provide administration and communications support. Besides coordinating and supporting the work of the four working groups within the UASG, the staff will be responsible for becoming actively engaged with the Internet Industry as represented by the I* group. They will also be responsible for encouraging and supporting up to 10 individual national UASG activities around the world.	$180,000	July – June	
6.3	Staff Travel – Staff travel to support the activities of the UASG- Travel to support the activities of the group. This includes attendance at three ICANN meetings and four other.	$35,000	July - June	
	Total Administration	**$245,000**		

Summary:

Documentation	$95,000
Technical	$100,000
Awareness	$53,500
EAI	$55,000
Measurement & Monitoring	$226,250
Administration	$245,000
Total	**$774,750**

Items for the future:
The following are activities not expected to be completed during the 2015/16 year but should be considered for the future:

UA Ready Self Certification Criteria. Development of criteria that organisations can use to self-determine if they are UA Ready. This could also be used by an independent technical auditing organisation. Funds also include provision of branding and small amount of promotion.

A repository for tools and best practices for IDN, IRIs and EAI. Something like github or something similar.
a.   Goal: To provide a go-to resources pool for medium to small size developers for all things IDN and EAI. Contributions could come from big players like Microsoft, Google, Verisign, etc.
b.   Budget required for: i) set up ii) maintenance