

Communications Update

ICANN60 UASG Workshop



Universal Acceptance

Objective for the Session:

Be Able to Answer the Following Questions

- * What can you do to help raise awareness of UA at the local level?
 - * What would you need to accomplish this?
- * Is it a tipping point when there is momentum in the development community to get UA implemented?
- * How do we spread awareness outside of the Internet Industry?
- * What planned FY18 activities map to any of your contacts in your professional network?
- * How would you prioritize FY18 activities?
- * What does “done” look like?
- * How will we know when we’ve gotten there?

UA & UASG Communications:
Brief Overview & SWOT Analysis



Current North Star Message

“Universal Acceptance (UA) is essential for the continued expansion of the Internet as it ensures that new domain extensions and email addresses can be used by all Internet-enabled applications, devices and systems.”

Target Audiences

- * **DOERS** - 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

- * **Media**



SWOT

* **Strengths:**

- * Awareness is growing among the Internet community, better interest at ICANN meetings, positive media/analyst/association coverage
- * Message can be seen as a PSA vs. sales
- * Strong global memberships and relationships with industry bodies
- * Solution not cumbersome
- * Robust bill of materials/documentation to serve as resources

* **Weaknesses:**

- * Hidden or niche issue for many media – must make relevant to them with solid proof points or local examples
- * No way to track UA companies and it is unclear which companies have become UA-ready
- * Solution cumbersome if first to update systems or home grow systems
- * No major organization outside of the Internet industry actively advocating for UA

SWOT (continued)

* **Opportunities:**

- * Large community to tap as advocates – just need to find the right channel and motivators
- * Topic can touch many different disciplines (CIOs, CMOs, govt officials, developers, etc.)
- * White paper and other research provides focal points and can be used to engage multiple audiences beyond Internet community

* **Threats:**

- * Sexier topics AI, digitization, etc. for CIOs and others
- * People questioning relevance of new domains
- * No perceived demand
- * Perception of email service providers that new gTLDs are spam
- * Perception of security risks associated new gTLDs among anti-abuse community



UA & UASG Communications: Progress Update



Priorities Since ICANN58

- * Content development
- * Announcements/media engagement:
 - * White paper launch
 - * Browser and website reports
- * Association engagement
- * IDG CIO Executive Council webinar
- * Website updates

Content Development

- * **Goal:** Develop and showcase content about UA and highlight recent achievements
- * **Key Activities:**
- * Development of articles on UA for use with associations and other stakeholders
 - * UA 102 (EAI) – *also published on LinkedIn*
 - * UA 103 (programming language hacks) – *also published on ITP Techblog (New Zealand)*
 - * UA 104 (measuring UA progress)
 - * Universal Acceptance of Popular Browsers (UASG016)
 - * Evaluation of Websites (UASG017)
- * UA Blog
 - * Universal Acceptance of Internet Domain Names is a USD 9.8 Billion Opportunity, New Study Shows (11 April 2017)
 - * IDNs and Phishing: What You Need to Know (2 May 2017)
 - * World Report on IDNs: The Growth of IDNs and Enhancing Linguistic Diversity in Cyberspace (21 June 2017)
 - * Making New Internet Domains Work for Everyone (22 June 2017)
 - * The 2017 Internet Trends Report and the Case for Universal Acceptance (14 July 2017)
 - * Bridging the Digital Language Divide (20 July 2017)
 - * UA Key to Reaching Next Billion Internet Users (27 September 2017)
 - * What's in a (Domain) Name? Opening Your Business to the Next Billion Internet Users (17 October 2017)

Media Engagement (Announcements)

- * **Goal:** Engage key technology-focused media on the topic of UA, leveraging the Analysis Mason white paper and Evaluation of Website (UA017) and Browser Reports (UA016) as news hooks.
- * **Key Activities:**
 - * **Material development:** Reports, press release, Q&A, blog posts, infographic, website assets
 - * **Results:**
 - * White Paper: 34 pieces of coverage globally (Australia, India, Italy, Jordan, Nigeria, Russia, UAE, UK, US and Vietnam), including top-tier coverage such as MIT Technology Review, Bloomberg BNA, Gadgets Now (the technology destination of The Times of India), and Quartz
 - * 127 press release pick-ups, 7.3M online impressions
 - * Website and Browser Reports: 2 articles in domain industry press, upcoming meeting with Don Hollander and reporter Kevin Murphy, ongoing press conversations



Association Engagement

* **Goal:** Communicate directly with relevant technology focused associations worldwide as a means of engaging with members who can take action on UA.

* **Key Activities:**

- * Identify relevant technology member associations worldwide, focusing on key target audiences (e.g., CIO, software developers):
 - Association of Information Technology Professionals (North America)
 - European CIO Association / individual European country CIO associations
 - Internet exchanges (LINX)
 - ISP associations (e.g. EuroISPA, UK ISP Association)
- * Consult with UASG members to identify organizations to which they may belong to leverage existing relationships
- * Engage with organizations and identify opportunities to communicate with members (e.g., newsletters, presentations, blogs, etc)
- * Provide organizations with appropriate materials for publications and conduct follow-up (e.g. UA 101 article, UA 103 article & EAI 101 article – including translated versions)

IDG Webinar

Goal: Infuse ICANN and UASG voices into CIO/IDG public webinar as part of its ongoing continuing education program for CIOs and senior IT managers, spreading awareness of UA and ‘broccoli issues’ outside of Internet industry.

Key Activities:

- * UASG participation in 19 October webinar: “What’s in a (Domain) Name? UA, IPv6, DNSSEC & the Future of Global Business”
- * Development of blog post for UASG.TECH
- * Dissemination of blog and webinar details to UASG community
- * Social media amplification by UASG members



Website Updates

* **Goal:** Make UASG.TECH a compelling destination for clear, easy-to-find information and resources on the UASG and becoming UA-ready.

* **Key Activities:**

- * Updated the “UASG in the News” page with recent coverage and a fresh re-design
- * Re-designed the “Documents” page in order to be more visually appealing and give visitors the opportunity to toggle between menu options, for enhanced organization

UASG in the News



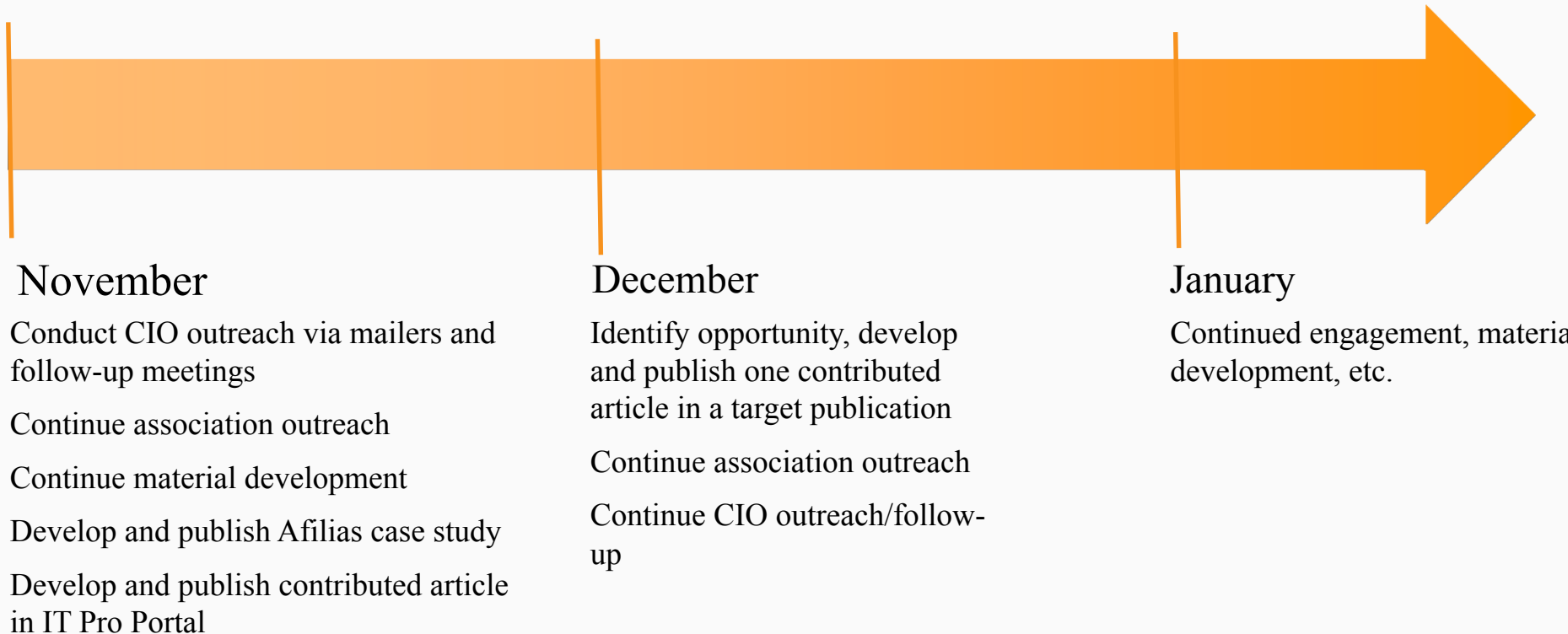
MIT Technology Review
9 May 2017
A “Bug Fix” That Could Unlock the Web for Millions Around the World
[READ MORE](#)

Bloomberg BNA
14 April 2017
Software Updates for Net Domains Could Spur \$9.8B in Revenue
[READ MORE](#)

Current Approved Documents

- + General Overview & Outreach Materials
- + Technical Documentation
- + Case Studies
- + Foundation Documents
- + Operational Documents

What's Ahead (Confirmed)



Overview of FY18 Priorities



What We Would Like to Achieve

1

Short Term Success

Raise awareness of the need for UA among: developers, media, IT managers, CIOs and board members, governments and more outside of Internet industry

2

Long Term Success

Embed UA into computer science programs

EAI in core of most major email software and service providers

Shift promotion to other local initiatives

3

Questions to consider

What does “done” look like?

How will we know when we’ve gotten there?

Is it a tipping point when there is momentum in the development community to get UA implemented?

How should we prioritize our FY18 activities accordingly?

FY18 Activities – Proposed

* Stakeholder Engagement:

- * **Developers** – Target developer-focused events (like MSFT Build and Google I/O) forums and platforms (like Github and Stack Overflow) with code and resources for becoming UA-ready
- * **Associations** – Spread the word with technology associations by encouraging them to share UA editorials and resources with their members
- * **Media** – Engage media on the topic of UA by leveraging relevant trends in coverage, UASG announcements and IP as well as authoring contributed articles on topics related to UA
- * **Analysts** – Build and nurture relationships with relevant industry analysts who might serve as third-party advocates for UA
- * **Governments** – Engage governments in UA issues (GAC, local initiatives, etc.)
- * **Influencers** – Influence the influencers (CIOs, board members, etc.)

FY18 Activities – Proposed

* Content Development:

- * **Editorials/blogs** – Develop UA-related content, for dissemination to media, associations and for use on UASG.TECH
- * **Technical documentation** – Focus on the developer community by developing technical documentation and contributed content to support UA readiness efforts
- * **Case studies** – Showcase the success stories of companies that have become (or are in the process of becoming) UA-ready
- * **Original research** – Commission original, third-party research on topics related to UA, to use as fodder with media and also as means of gathering audience insight

* Events:

- * Attend more events to raise awareness of UA, particularly at the local level

Events 2018
Upcoming Events for
Consideration



Upcoming Events

- * May 2018 – Microsoft Build, Seattle
- * 16 May 2018 – Google I/O, San Francisco
- * 16/18 May 2018 – WeAreDevelopers, Vienna
- * June 2018 – WWDC, San Jose
- * June 2018 – #LEADDEV
- * 16/17 October 2018 – Web Developer Conference, Munich
- * October 2018 – International PHP Conference, Munich
- * October 2018 – Mozilla VIEW SOURCE, London
- * October 2018 – MozFest, London
- * TBD – 3 M3AAWG Meetings per year
- * TBD – WHD events
- * TBD – MERGE!
- * TBD – UASG Hackathon / Conference / Awards

Feedback from the UASG Community



Questions for the Group

- * What can you do to help raise awareness of UA at the local level?
 - * What would you need to accomplish this?
- * How do we spread awareness outside of the Internet Industry?

- * What planned FY18 activities map to any of your contacts in your professional network?
- * How would you prioritize FY18 activities?