

# 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



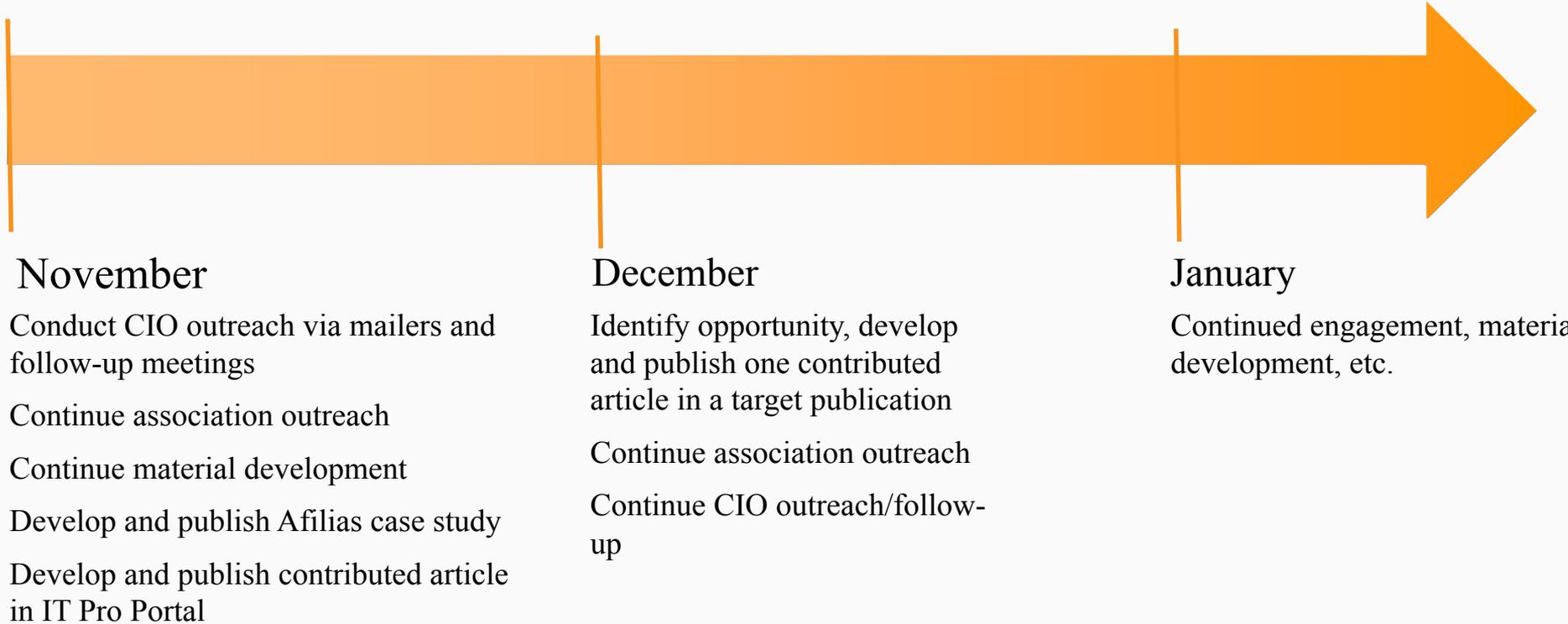
**MIT Technology Review**  
9 May 2017  
A "Bug Fix" That Could Unlock the Web for Millions Around the World  
[READ MORE](#)

**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?
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