

UASG

Status Report – 15 October 2017

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This Status Report shows activity since the last UASG presence at ICANN58 in Copenhagen.

Documents and Resources

[UASG010 – Quick Guide to Linkification](#)

This has been revised and published following discussions stemming from the UASG meeting in Redmond, Washington and subsequent email and conference calls. Based on the work underway in the Evaluation of Linkification in Social Media, this is likely to be revised again before the end of the year.

[UASG018 – Programming Language Evaluation Criteria](#)

After considerable work and discussion, we have published an extensive document that covers the Evaluation Criteria when looking at programming languages, libraries and applications for UA readiness. There is also a comprehensive test suite published in the appendix.

[UASG004 – Use Cases](#)

This was updated post the meetings in Redmond to add additional email addresses provided by different EAI (email address internationalization) mail providers. We now have live examples supported by Coremail, Raseel and XGenPlus.

[UASG014 – Quick Guide to EAI](#)

This has been updated from a review that happened at the EAI Workshop in

Redmond in April. This document is aimed at email software developers – particularly of mail clients. This will be reviewed again once we complete the EAI Evaluation of Email Software and Service Providers.

[UASG015 – CIOs Guide to Universal Acceptance](#)

This was published in April 2017 and provides a framework for CIOs and Systems Architects to use when evaluating their state of Universal Acceptance. We plan to publish separate documents for specific industries. The first document, UASG015A, is targeted at the Internet industry – registries, registrars, ISPs, Email Service Providers and hosting companies.

[Introduction to EAI](#)

We are keen to produce a detailed document to cover EAI along the same lines as our UASG-007: Introduction to Universal Acceptance. *We have been unable to find someone to do this work.*

[Lecture Notes on EAI & UA](#)

We're producing two slide decks to be used in tertiary institutions providing training in software development: one on EAI and the other on UA. These are expected to be completed by the end of October.

Studies

[UASG013 – White Paper on Universal Acceptance.](#)

This was a major piece of work for the UASG where we commissioned technology and consulting firm Analysis Mason to look at the economic, social and cultural value of being UA ready. This study showed nearly USD \$10 billion of additional economic activity available



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when applications accept all domain names and all email addresses. The report expected millions of additional users connecting to the Internet, particularly from non-Latin script based communities, when applications are UA Ready. The study received good press attention, with nearly 30 articles globally.

[UASG016 – Report on Browsers](#)

This review looked at how UA ready popular browsers are when operating in various operating systems. Most of those evaluated worked well, though there were challenges with handling Arabic script as well as the ideographic full stop (U+3002 [◦]) dot as a delimiter between labels.

[UASG017 – Report on Popular Websites](#)

In this report, we looked at how accepting popular websites were toward a variety of email addresses when used for registration. The short answer was *not very* – which shows why there is a need for the Universal Acceptance Steering Group. IDNs fared markedly worse than long ASCII TLDs which fared worse than short ASCII TLDs.

Documents in Development

[Linkification Review](#)

This study is currently under way and looks at whether an application will automatically create a link (web or mail) when it receives a string that looks like a domain name or email address is entered. This is expected to be completed by the end of November.

Of note is that this review is being written using a repeatable testing environment so

that the evaluation can be repeated regularly for an incremental cost.

[EAI Review](#)

This review will look at major email software and services (server and client) to see how ready they are for EAI. (*We have been unable to find someone to do this work.*)

[Blogs and Editorials](#)

[Editorials](#)

We have produced three editorials (UA101 – Introducing the idea of Universal Acceptance, UA102 – Introducing the idea of EAI and UA103 – Programming Hacks) and we have one more underway. UA104 – Evaluation of UA Readiness is scheduled to be published by the end of the year. These are being ‘shopped’ to a list of more than 100 (and growing) professional IT organisations around the world. Members of the UASG are being encouraged to use them as a foundation to develop something under their own name.

[Blogs](#)

We aim to publish at least one blog on the UASG website each month. Topics covered recently include: A review of recent evaluations; UA in India; trends in IDNs; highlighting the World Report on IDNs; IDNs and phishing and more. (<https://uasg.tech/announcements/>)

[Media, Influencer and Stakeholder Engagement](#)

[Media](#)

The team is currently engaging in conversations with the media around browser and website reports, as a way to



demonstrate UASG’s progress in measuring UA readiness, and keeping up with UA coverage in the media.

Analysts

We have provided briefings to Analysts at IDC, Forrester, RedMonk and Constellation Research. The Constellation Research briefing resulted in this [blog post](#) on their website. Conversations with these analysts and others are ongoing.

UASG is also partnering with IDC to host a [webinar](#) titled “What’s in a Domain Name? UA, IPv6, DNSSEC & the Future of Global Business” on October 19. Ram Mohan from Afiliis will participate in the panel discussion, along with representatives from Comcast. The UASG will work to raise awareness of the webinar through blogs and social media.

Conferences

Members of the UASG regularly cover UA and EAI when they present to conferences.

The UASG sponsored World Hosting Days in Germany in March, where a panel discussed the issue.

ICANN GSE team usually includes a UA slide or two in their presentation decks.

Adiel Akplogan presented to the Global Forum meeting in Canada.

Dusan Stojicevic and Ajay Data both presented at the APTLD 72 meeting.

Universal Acceptance will feature in a Download session at the [NetHui](#) in New Zealand in November 2017. It will also be

covered during a discussion on “The Social and Cultural Implications of the Internet.”

UA Voices

We will be increasing the number of videos that we published.

<https://uasg.tech/video-archive/>

Local Initiatives

The UASG recognises that to reach our target audience of CIOs and developers, we’ll need to do it at a local level. Toward that end, we’re currently working with local agencies in China, India and Egypt to support their own initiatives. Additional interest has been raised in Germany and Argentina and we are keen to have more.

Other

IETF & IDNA2008 & Unicode Characters

We’re supporting work through the IETF to address the challenges of IDNA2008 and the changing Unicode character sets. There are two Internet drafts currently in circulation. The first is to highlight the requirement of the registry to delineate the characters that are allowed within the registry space. The registries were always required to do this, but this Internet draft makes this clearer. The second is to create a list of characters that can be expected to be problematic in the context of network identifiers unless handled explicitly in a registry's policy. This list will be useful for registry operators to determine what they allow and do not allow within their registry, or whether to take additional mitigation steps, such as making characters mutually exclusive or requiring a context.

[Issue Logging](#)

The UASG has a process for UA complaints to be registered and pursued. This is operated by ICANN Global Support Centre, which records the issue and works with the relevant webmaster to mitigate the issue. The number of complaints are relatively small (though spikes occur around ICANN meetings) and the number of webmasters who address the issue is smaller. The UASG is looking at promotional markers for ISPs and registrars' help desks.

We've recently seen success with a regional airline in the USA that adjusted their systems to be more UA Ready.

[Administration](#)

[Contracting](#)

The contracting process through ICANN remains challenging, but now far better understood and we are grateful for the assistance provided by ICANN's Global Support Centre.

[Restructuring](#)

We are currently considering how we structure the permanent resources of the UASG by including a dedicated *Geek* and a *marketing* person.

[Design](#)

A fresh design template has been produced for reports which will require less involvement of designers in future.

[Looking Ahead](#)

[Reports](#)

We'll produce a report based on the Linkification Evaluation currently that's

currently under way, expected at the end of November 2017.

We're still keen to get an evaluation of the state of EAI and are actively seeking someone who can deliver this.

Moreover, UASG is planning on an Introduction to EAI white paper for use by email software developers, and we're searching to commission someone to draft this.

We're considering partnering with IDC on a report on the scale and scope of the opportunity for the software outsourcing industry. We've had some work done to validate a model, but don't yet have confidence that our analysis is correct.

ICANN IT have offered to share their Agile Stories which should make it easier for software architects to accelerate their implementation

[Communications](#)

We're planning on sending letters (physical or email – to be determined) to segmented members of our audiences, as an entry point for further conversations and completing two more guest editorials to be completed this year.

We will continue our current cadence of blogs on the UASG website and case studies, as opportunities arise.

We also plan to work more closely with ICANN's Global Stakeholder Engagement team to reach additional local communities. To that end, we're planning on expanding the pilot program in Egypt.

We'll continue to pursue more local initiatives. Finding individuals and



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organisations with the interests and connections is the challenge. (UASG008 provides a model for Local Initiatives.)

We are also considering several proposals for original research targeting IT leaders, to determine their attitudes and perceptions around UA, as well as their decision-making triggers. The results of this research would inform our outreach strategy moving forward, as well as provide fodder for our communications and media relations efforts.

In continuing to expand partnerships locally and globally we'll be revisiting our UA Ambassador program and moving that forward and hope to complete our tertiary training slide decks as we reach out to training centres to make them aware of these resources.

Development

Building on our [UASG018 – Programming Language Evaluation Criteria](#), we will continue to actively pursue the evaluation and remediation of Open Source Programming Language Libraries. We have considered a few but are rather stymied to find someone with the appropriate skills and experience to drive it. A prerequisite for success will be someone to actively participate in the software development communities like GitHub and StackOverflow.

We'll be revisiting the development of an automated client-side evaluation tool. We had one member of the UASG start this project last year but it has not gone into production. Since then, we've learned more about the complexity of automatically evaluating client-side applications.

EAI

Progress is happening in the EAI world, but we're keen to accelerate it. We generally suffer from a lack of skills. We are working to address this.

- Getting the Introduction to EAI written is a high priority.
- Getting the Evaluation of email software and services done is also important. This will allow us to publish a list of EAI providers.
- Getting EAI mail providers together with IDN registries and registrars (gTLD & ccTLD) will, we think, be useful for generating wider demand. We'll be discussing how to do that at our Abu Dhabi workshop.
- Fostering further EAI interoperability testing and development of community good practices is also on our agenda. We may have another face-to-face gathering.