

Budget – FY 2018/19

Version
2017-11-12

Summary – What's Changing

- Linkification review to be repeated
- Website Evaluation to be repeated with addition of reaching out
- Browser review NOT to be repeated
- Mail Software and Service review to be repeated
- Open Source Software mitigation to be ramped up – Bug Bounty model to be deployed
- UASG to organise a Best Practice conference with associated awards.
- Local initiatives to be ramped up
- Community Outreach to target 10 conferences and redirect tactical efforts to a dedicated resource.

Introduction

Universal Acceptance is the concept that all domain names and all email addresses are accepted by all software applications.

Since the introduction of IDN ccTLDs in 2010 and the new gTLD programme in 2013, registrants have experienced instances where their domain names or their associated email addresses are not accepted as they expect. The introduction of Email Address Internationalisation (EAI), which allows non-ascii characters in the mailbox names, has also resulted in the risk of consumer frustration.

The Universal Acceptance Steering Group is a community initiative that is supported by volunteers and ICANN to raise awareness in the software community of these changes and to facilitate and encourage changes (often simple) to software to facilitate all domain names and email addresses working as expected.

The UASG has three target audiences for its messages:

- The Doers – Application Developers and System Architects
- The Directors – CIOs and senior technical managers
- The Influencers – Members of the C* Suites, Government Ministers, Industry Pundits and leading consultants.

Email Address Internationalisation (EAI) is an integral part of the UA solution. It is vital that email solutions support EAI so that email addresses with Internationalised Domain Names



Universal Acceptance

(IDNs) can be sent and received. EAI also supports non-ASCII characters in the mailbox name.

The UASG was formed in February 2015 and its members are generally from the Internet industry community. The UASG has focused on building core documentation for use by developers to get their own systems UA ready. The UASG has also established some baseline measures of UA Readiness in Browsers, Popular Websites, Social Media Communications services, and email software and services. The UASG has also established evaluation criteria for UA Readiness in programming languages and has started work on getting Open Source programming language libraries UA ready. (There is much more work to do in this field). In addition, the UASG has looked at the broader economic, social and cultural benefits from being UA Ready.

The UASG is strongly supported by ICANN. Not only does ICANN provide budget for the UASG's activities, but it provides administrative and logistical support for its operations. In addition, ICANN Board, Executives and Staff are aware of the UA issues and are supportive of our goals and leverage their own resources toward our objectives.

During the FY18/19 year, we expect continued support from ICANN staff in the following specific areas:

- Procurement, legal and accounting services (Finance, Legal)
- Operation of an incident logging service (GSS)
- Evaluation of UA readiness of popular websites (GSS)
- Communications (GDD)
- Travel logistics
- Global Engagement executives raising awareness of UA & EAI in relevant forum (GSE)
- Influencing the Influencers by raising awareness during speeches and presentation (Executive & Board)
- Providing technical guidance, advice, and awareness – particularly in technical forum (CTO)
- Providing real-world experience and advocacy in getting UA & EAI Ready (ICANN IT)
- Raising awareness and engaging with ICANN Constituencies.
- Supporting UASG gatherings – physical and virtual (ICANN IT & Meetings)

No costs to the UASG are allocated toward these functions.

[Non-ICANN Revenue](#)

The UASG recognises the value of the time and effort that participants contribute toward its goals.

The UASG does NOT expect a direct financial contribution from members of the UASG, but we do expect that some activities planned by the UASG may be funded by third parties. This may include gatherings, UA Ambassadors, awards and events.



In the FY18/19 year, we will focus on the following:

- Continued raising awareness of UA with an added emphasis on events.
- Continued raising awareness of EAI to the email software and service providers
- Continuing to build UA and EAI readiness in popular open source platforms.
- Monitoring and measuring progress in UA & EAI Readiness.



Universal Acceptance

<h2>Activities</h2>	
<h3>Monitoring & Measurement</h3>	
<p>Issue logging and resolution The UASG will provide a facility for members of the Internet industry to log issues of non-UA and non-EAI compliance.</p> <p>This service will be provided by the ICANN Global Support Centre.</p> <p>Logged entries will be investigated and information about UA & EAI provided to the relevant website manager. UA & EAI readiness issues logged will be monitored on a regular basis.</p> <p><i>The value of this service is \$25,000 based on up to 250 issues logged and 60 minutes of effort and a nominal rate of \$100/hour.</i></p>	
<p>Popular Website Readiness Evaluation We will review the readiness of 1,000 popular websites by trying to interact with them with a variety of email address formats used as unique identifiers. These will include addresses with short new gTLDs, long new gTLDs, IDNs, and fully Unicode@idn.idn.</p> <p>We will also reach out to those websites that are not UA Ready and raise awareness of the issue.</p> <p>This work will be provided by ICANN's Global Support Centre.</p> <p><i>The value of this service is \$80,000 based on 1,000 websites and 45 minutes effort at a nominal rate of \$100/hour.</i></p>	
<p>Browser Readiness Evaluation We will NOT perform another browser readiness evaluation as our initial effort showed most browsers and their operating systems are UA Ready or are actively working toward that.</p>	
<p>EAI Readiness We will perform a review of the major email software and service providers to test their EAI Readiness. This will be done during the 4th quarter.</p> <p>This will build on work done in the 2nd half of the FY17/18 year.</p>	<p>\$30,000</p>

<p>Messaging & Social Media</p> <p>We will perform a review of the major messaging and social media applications to evaluate their abilities to:</p> <ul style="list-style-type: none"> a) Accept a variety of email addresses as unique identifiers b) Perform 'linkification' of domain names and email addresses <p>This work will build on work done in the 2nd half of the FY17/18 year</p>	\$30,000
<p>Total Monitoring & Measurement</p>	\$60,000
<p>Programming Language Library Remediation</p>	
<p>Popular Open Source Programming Languages & their Frameworks and Popular Open Source Utilities</p> <p>Building on work started in FY17/18, we will continue looking at major programming languages and their frameworks to determine if their latest releases are UA Ready.</p> <p>Where they are NOT UA Ready, we will make them so and advocate to their user community the adoption of these new facilities</p> <p>We will also review the most popular open source applications and utilities in use and determine if they are UA & EAI Ready. Where they are not, we will provide resources to make them ready. Mailman, a popular email group utility, is an example of such a utility.</p>	\$250,000
<p>Community Outreach</p>	
<p>Communication Consultancy</p> <p>We will continue with our engagement of our communications consulting advisor to spread awareness of Universal Acceptance to our target market, particularly outside of the Internet Industry</p> <ul style="list-style-type: none"> • Continue editorial placement in professional publications • Build editorial content for industry specific publications, particularly those that serve the IT, CEO & CMO professionals • Continue to develop case studies as more and more applications become UA Ready. 	\$125,000

<p>UA Ambassadors</p> <p>We will continue a UA Ambassador programme. A UA Ambassador will be an actively visible ambassador of Universal Acceptance. They will:</p> <ul style="list-style-type: none"> • Participate in industry and professional gatherings • Reach out to CIO and Senior IT managers in their region • Produce local editorial content on UA <p>UA Ambassadors will be technically capable with pedigree and good communications skills.</p> <p>UA Ambassadors may also work on getting Open Source programmes UA Ready, so that they can talk from experience.</p> <p>The UA Ambassadors will participate in a number of conferences.</p> <p>Funds will cover conference registration, possible sponsorship, and out of pocket costs for the UA Ambassador. There will be no fee for service – the Ambassadors will agree to volunteer their time.</p> <p>NB: We will also work with members of the UASG to second their own staff to become UA Ambassadors.</p>	\$70,000
<p>Material Production</p> <p>Produce brochures and reports</p>	\$10,000
<p>UASG Website</p> <p>Costs to maintain existing UASG.tech website. This includes hosting and associated costs as well cost for loading and managing content.</p>	\$5,000
<p>EAI Face to Face meetings</p> <p>Costs to cover one Face to Face meeting for EAI developers. 20 people @ \$2,500 each</p>	\$50,000
<p>Local Initiatives</p> <p>Provides seed money for local initiatives</p>	\$100,000
<p>Research</p> <p>Funds to cover research into UA & EAI Issues.</p>	\$40,000
<p>Total Community Outreach</p>	\$400,000
<p>Administration</p>	

UASG Coordination Group – Face to Face meetings Costs to cover two Face to Face meetings.	\$40,000
Staff The UASG will fund the following dedicated resources: <ul style="list-style-type: none"> - A Secretary General to manage the UASG efforts - A Technical Marketing person to perform the actual engagement efforts. This will include preparing material for publication - A Committed Geek who can lead the direct engagement with the development community 	\$250,000
Staff Travel Covers travel and associated costs for up to 12 events per year. These are expected to be ICANN Meetings, possibly IETF, and other relevant events.	\$48,000
Contingency Unplanned expenditure	\$50,000
Total Administration	\$388,000
Total budget	\$1,098,000

