UASG

Annual Report – FY 2018/19

Introduction

This provides a summary of activity and finances associated with the UASG during the FY2018/19 Financial year.

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 (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 meaures 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 recieved continued support from ICANN staff in the following specific areas:
- Procurement, legal and accounting services (Finance, Legal)
- Operation of an incident logging service (GSC)
- 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 & CIO)
- 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 focused on the following:
- Continued raising awareness of UA through traditional editorial, social media, and IT commentators
- Continued raising awareness of EAI to the email software and service providers
- Started to build UA and EAI readiness in popular open source platforms.

Universal Acceptance

- Monitoring and measuring progress in UA & EAI Readiness.

Activities	Budget	Actual	Notes
Monitoring & Measurement			
Issue logging and resolution The UASG provided a facility for members of the Internet industry to log issues of non-UA and non-EAI compliance. This service were provided by the ICANN Global Support Centre. Logged entries were investigated and information about UA & EAI provided to the relevant website manager. UA & EAI readiness issues logged were monitored on a regular basis. *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.*			Just 69 issues were logged, most concurrent with an ICANN event of some sort. Of these 25 were resolved by the errant website, but usually just to address the specific domain name (or TLD) that was causing the issue. Awareness was raise and several committed to address the issue sometime in the future.

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Popular Website Readiness Evaluation We reviewed 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 included addresses with short new gTLDs, long new gTLDs, IDNs, and fully Unicode@idn.idn. This work will be provided by ICANN's Global Support Centre. *The value of this service is $80,000 based on 1,000 websites and 45 minutes effort at a nominal rate of $100/hour.*			We published the findings at https://uasg.tech/wp-content/uploads/2017/09/UASG-Report-UASG017.pdf in August 2017. The findings showed that just 7% of all the sites tested accepted all our test cases, but a similar percentage accepted none of our test cases. In smaller, national tests, the figures were similar. Analysing a sample of the sites that didn't accept many of our cases we found they used Regual Expressions (RegEx) to perform first phase validation. Not of the RegExs used were the same across any of the sites reviewed, and none of them were correct. Of note is that note of the websites used a programming language library call to validate the data. We expect to repeat this during the FY18/19 year.
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.			This was done in an earlier year and published at https://uasg.tech/wp-content/uploads/2017/09/UASG-Report-UASG016.pdf Most of the browsers performed well at that time and there was no need to repeat the exercise.
EAI Readiness We started a review of the major email software and service providers to test their EAI Readiness. The first phase was published in September 2018.	$10,000		*We started this exercise during the year and decided to structure it as a three part project. The first to determine the evaluation criteria and the criteria for evaluation. The second to exercise this evaluation criteria in a pilot, and the third is to complete the evaluations for major email software and services The first part of the exercise was completed in September 2018.*

Messaging & Social Media
 	
We will perform a review of the major messaging and social media applications to evaluate their abilities to:
   a) Accept a variety of email addresses as unique identifiers
   b) Perform 'linkification' of domain names and email addresses
This work will build on work done in the 2nd half of the FY17/18 year
	$10,000	$24,723	*We completed the the testing for this project but the analysis showed we asked the question poorly. We asked about linkification broadly. As a result, for an application that decided NOT to linkify email addresses, for example, yielded a poor result – even if they linkified domain names as expected. We're revising the results with a revised criteria for success.*

Popular Open Source Programming Languages & their Frameworks and Popular Open Source Utilities Building on work started in FY17/18 when we established the evaluation criteriastarted looking at major programming languages and their frameworks to determine if their latest releases are UA Ready. Where they are NOT UA Ready, we made them so and advocate to their user community the adoption of these new facilities	$250,000	$30,960	*We started this project during the financial year after finding qualified contractors difficult.* *We started the program by developing Programming Language Library Evaluation Criteria (https://uasg.tech/wp-content/uploads/2017/09/UASG018-Programming-Languages-Evaluation-Criteria.pdf)* *The first results, as well as an assessment of the suitability of UASG018, are expected during the first quarter of the FY 18/19 financial year.* *We now do know a reasonable scale of the evaluation and remediation effort. This will provide better scoping information to carry on this work in the next financial year.* We also tested the Open Source Programming Language Evaluation Criteria.
Total Monitoring & Measurement	$270,000	$55,683	
Community Outreach			,

Communication Consultancy 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 • 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.	$250,000	$226,026	

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UA Ambassadors- Pilot	$100,000	$4,499	We've structued the UA Ambassador program to provide support for travel, accommodation and conference registration fees where necessary.
We will pilot a UA Ambassador programme. A UA Ambassador will be an actively visible ambassador of Universal Acceptance. They will: • Participate in industry and professional gatherings • Reach out to CIO and Senior IT managers in their region • Produce local editorial content on UA UA Ambassadors will be technically capable with pedigree and good communications skills. UA Ambassadors may also work on getting Open Source programmes UA Ready, so that they can talk from experience. If successful, UA Ambassadors will eventually be placed in: • Europe • China • West Coast of USA • East Coast of USA • India The pilot will be for 4 to 6 months. Cost of ambassadors will include fees, overhead and travel. NB: We will also work with members of the UASG to second their own staff to become UA Ambassadors.			We decided not to include a fee for service. During the year we appointed seven UA Ambassadors. They join with the Coordination group as people eligible for UASG travel and conference funding. https://uasg.tech/people/ Expenditure incurred was for support for attendance at the 2016 IGF in Mexico. During the year there were no call on funds, though there will be some in the FY18/19 year.

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Conference Sponsorship Provide sponsorship where it is necessary to get a UA Speaker into a prominent speaking slot. We will user our Sponsorship program guidelines and ensure that our target audiences are at the event. We expect this budget to cover between 25 and 40 events.	$50,000	-$798	During the year we sponsored a M3AAWG meeting in Munich. There was also an accounting reversal for sponsorship in an earlier year.
Material Production **Produce brochures and reports**	$10,000	$2,720	We edited one video during the year and created a set of University slides.
Advisory Group Costs to spin up and engage participants in an Advisory Group. Could include hospitality costs for advisory group gatherings. Cover costs for members of the Advisory group to attend events on behalf of the UASG.	$45,000		We decided not to spin up an advisory group.
UASG Website Costs to maintain existing UASG.tech website. This includes hosting and associated costs as well cost for loading and managing content.	$10,000	$1,669	This cost covered hosting and associated licence fees as well as 30 hours of support time during the year.
Universal Acceptance Workshops We will operate at least five regional UA Workshops co-located with another relevant event. We will work with ICANN's GSE team to identify relevant venues.	$100,000		We found no opportunity to prudently pursue a UA Workshop

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EAI Face to Face meetings Costs to cover one Face to Face meeting for EAI developers. 20 people @ $2,500 each	$50,000	$17,205	This covered support for the EAI Workshop in Guangzhou China in January 2018. There were more than 25 participants. We got a good understanding of EAI in China, including a commitment from Tencent (a very large email operator) to review their systems for EAI Readiness. We also agreed that no automated transformation of the mailbox name should be allowed and that instead mail systems should use stored ASCII aliases when encountering a non-EAI system.
Local Initiatives Provides seed money for local initiatives	$50,000		We started engagement with local communities in Thailand, India and China, but no payments were made during the year.
Research Funds to cover research into UA & EAI Issues.	$100,000		No research was identified.
Total Community Outreach	$765,000	$251,321	
Administration			
UASG Coordination Group – Face to Face meetings Costs to cover two Face to Face meetings. One is scheduled for Hong Kong in October 2017, a second yet to be scheduled.	$40,000	$34,992	This covered costs for a face-to-face meeting of the UASG Coordination Group in Hong Kong in January 2018. During the meeting we made particular progress on establishing a UASG Social Media strategy.
Staff Covers costs for a Secretary General, administrative support staff, and expert advice.	$200,000	$105,189	This covered cost of the Secretary General and associated support costs.
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	$21,734	This covered cost of staff travel to ICANN and other meetings.
Contingency Unplanned expenditure	$100,000		

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Total Administration	$388,000	$161,915	
Grand Total	$1,423,00	$468,919	