

# UASG Public Forum - Barcelona

Tuesday, 23 October 2018 – Room 134



Universal Acceptance

# Agenda

- \* Introduction – Ram
- \* Communications – Lars & Christian
- \* EAI – Ajay
- \* ICANN IT: The Journey continues
- \* General Update – Don
- \* Q & A

# Community Outreach



# 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

*We are explicitly NOT targeting consumers nor registrants*

# Priorities

- \* EAI (email address internationalization) awareness and progress documentation
- \* Developer-focused content and media outreach
- \* Stakeholder engagement:
  - \* Analysts
  - \* Associations
- \* Social media
- \* Events

# UA Since ICANN61

## Media & Analysts

IT Ops Times



DEVELOPER

eWEEK

Gartner®

CTOReview

CBR  
Computer Business Review

IT FORUM 365

IDC  
ANALYZE THE FUTURE

## Digital/Social

Introducing the First UA Ambassadors



Universal Acceptance Steering Group - UASG  
32 followers  
6mo

Learn how a lack of Universal Acceptance is costing your organization customers by not supporting their chosen identities.



IT Leaders: How to Create a More Inclusive Internet for Your Customers  
uasg.tech

26 Likes



## Associations



Association for  
Computing Machinery



The Information Technology  
Association of South Africa



aiaa  
australian information  
industry association

# EAI Progress Documentation

**Goal:** Raise awareness of EAI as an issue, encourage readiness and document progress.

## Key Activities:

- \* Began planning for “EAI Day” in early 2019 and soliciting participation from companies that are EAI-ready or are in the process of becoming ready
- \* Created a “widget” for uasg.tech that allows people to check their email addresses to see if the mail server advertises support for receiving EAI; publicized availability of widget with a blog post outlining industry progress on EAI (6 September 2018)
- \* Published UASG 012: Email Address Internationalization (EAI): A Technical Overview

*Is your company EAI-ready? Do you want your work featured in an upcoming news announcement?*



# Developer Content and Media Outreach

- **Goal:** Develop and showcase content highlighting how UA is relevant to the developer community.
- **Key Activities:**
  - \* Sourced and developed a series of bylines/op-eds to place with key media targeting developers:
    - \* IT Ops Times – “What developers need to know about the web’s inclusion problem” (13 August 2018)
    - \* eWeek – “UA: A Routine Bug Fix That Can Increase Enterprise Revenue” (13 August 2018)\*
    - \* TheNextWeb – “The web alienates non-English speakers – and we need to change that” (16 July 2018)
      - \* Republished in eco Association’s dotmagazine
    - \* Developer Magazine – “Opinion: Developers can bring millions online with a routine fix” (11 May 2018)

*\*piece edited and authored by eWeek staff*

# Stakeholder Engagement

**Goal:** Foster relationships with influential analysts and associations to serve as third-party advocates.

## Key Activities:

- \* Held briefings with the following analysts:
  - \* Ray Wang, Constellation Research (21 March 2018)
  - \* Jordan Jewell, IDC (23 March 2018)
  - \* Mike McGuire, Gartner (18 July 2018)
- \* Engaged the following associations:
  - \* Association of Computing Machinery – syndicated UASG blog posts to ACM blogroll
  - \* App Developers Alliance – amplified MIT UA article on Twitter and LinkedIn
  - \* The Information Technology Association of South Africa – shared UA005 in email newsletter
  - \* Australian Information Industry Association – shared UA 101 in newsletter

# Social Media Engagement

**Goal:** Bolster UASG's digital footprint via an ongoing social media presence and engagement.

## Key Activities:

- \* Created a steady drumbeat of content across LinkedIn, Twitter and Facebook via monthly editorial calendars. Content includes, but is not limited to:
  - \* Amplifying UASG media coverage
  - \* Celebrating UA and EAI milestones
  - \* Promoting UA resources and technical documentation
  - \* Sharing best practices
  - \* Highlighting events and accomplishments of the UA community
- \* Piloted the UASG's first-ever paid LinkedIn campaign, which drove awareness of UA among new audiences and provided insights into messaging and demographics of website visitors

# Events

**Goal:** Raise awareness of UA and the work of the UASG via local event attendance and participation.

## Key Activities:

\* Attended/participated in:



United States  
October 2018



# Inventory of Material

|                           |                                  |   |                              |
|---------------------------|----------------------------------|---|------------------------------|
| Fact Sheet                | FAQs                             | White Paper                             | Webmaster Letters            |
| Local Engagement Model    | Knowledge Base                   | Quick Guide to UA in multiple languages | Use Cases                    |
| Relevant RFCs             | Detailed Technical Documentation | Tender & Contract clauses               | Quick Guide to Linkification |
| Blueprint for CIOs        | Programming Language Criteria    | Browser Evaluation                      | Website Evaluation           |
| Slide Deck – UA           | EAI Evaluation Study             | Case Studies                            | Blog Posts                   |
| Generic Presentation Deck | Customisable Blog Posts          | Slide Deck - EAI                        | Videos                       |

# What's Ahead



## November

Publish blog on benefits of IDNs (in progress)

Begin sourcing material for next byline in developer content series

Continue material development

Continue planning for EAI Day release

Onboard marketing team to support association outreach

## December

Pitch and secure a byline opportunity in a target publication; develop content based on November sourcing

Continue association outreach and material development

Continue planning for EAI Day release

## January

Continued stakeholder engagement, material development, EAI Day planning, etc.

EAI



# EAI

- \* EAI Evaluation Study – Comments & Next Steps
- \* EAI Activity in the market place
- \* EAI & IDN ccTLDs
- \* EAI – Facilitating Deployment
- \* EAI in the IETF
- \* Variants in the mailbox names



# ICANN IT – The Journey Continues



# Continuing the Journey to Universal Acceptance Readiness



Sigmund Fidyke

ICANN 63  
October 2018

# UA Readiness – ICANN’s Commitment

- \* Universal Acceptance is a foundational requirement for a truly multilingual Internet and the key to unlocking the potential of new generic top level domains
- \* Internet applications and systems must treat all TLDs in a consistent manner, including new gTLDs and internationalized TLDs
- \* ICANN has a role as a coordinator, catalyst, supporter, and advocate for the UASG work streams
- \* ICANN IT is committed to having all of its digital services being UA-Ready
- \* This starts with updating all custom services to meeting the requirements of UA-Readiness
  - \* Phase I by end of 2018
    - \* We’d hoped to be done by now, but the last few always take longer
  - \* Phase II (full UA-R) as services are updated
    - \* We consider not being fully UA-R as technical debt

# UA Ready – ICANN IT's Plan

## \* Custom Services: Phase I

- \* Handle long ASCII domain names
- \* Not fully UA-Ready
- \* Easier/cheaper to complete (handled by Sustaining Engineering)
- \* Identifies where domains and emails are used

## \* Custom Services: Phase II

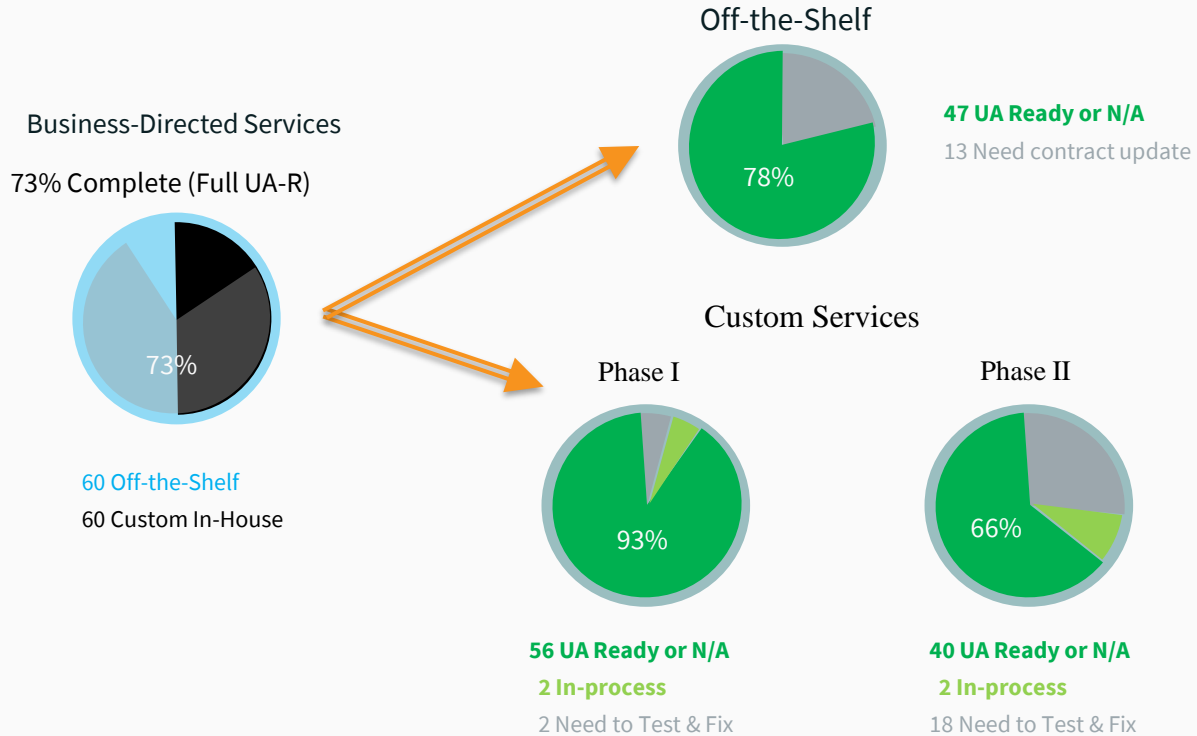
- \* Have preset stories (Agile) to use
- \* Use UASG IDN test sites and emails
- \* Create code libraries around TLD use
- \* Use platforms and libraries that are UA-Ready (SFDC, Python)

## \* Off-the-Shelf Services

- \* Require UA-Readiness in new off-shelf service selection criteria
- \* Existing services: add UA-Readiness to GDPR discussion

# Universal Acceptance at ICANN

## Making Progress



# UA Ready – Finding a Budget and a Priority

- \* Phase I: long ASCII domains only

- \* This off-budget and handled by Sustaining Engineering team
- \* Validate all unaffected services (reducing size of Phase II)
- \* Document where Domains (URLs & emails) are processed and stored

- \* Phase II: full UA-Readiness

- \* Tie this to GDPR (which has a budget and a sense of urgency)
- \* GDPR identifies URLs and emails as private information
- \* GDPR requires touching code that processes or stores URLs and emails
- \* UA-R platform libraries and automated test cases can reduce the size of the UA-R add to a GDPR project
- \* Note: full UA-R becomes part of the full GDPR-compliance project, not the initial “insert privacy notice” efforts

Thank you!

# General Update





# What are we doing?

- \* Studies
- \* Documentation
- \* Reaching out to Governments
- \* Open Source Programming Language Libraries
- \* Problem Logging
- \* Local Initiatives
- \* UA Ambassadors
- \* Elections 1<sup>st</sup> Quarter 2019

# Resources Committed

- \* Secretary General
- \* ICANN GSC for call logging
- \* ICANN Legal for Contracts
- \* ICANN Accounts for Payments
- \* ICANN GDD Comms for graphics and design and Social Media
- \* Edelman for PR and Media and Consultant outreach and Social Media
- \* Volunteer Coordination Group + others

Q&A



