

# UASG Workshop - Barcelona

Friday, 12 October 2018 – Room 131



Universal Acceptance

# UASG Workshop - Program

- \* 9:00 – Introduction – Ram
- \* 9:15 – Update & Financials – Don
- \* 9:30 – UA Communications
- \* 10:30 – Break
- \* 10:30 – EAI
- \* 11:30 – The UASG & Others
- \* Noon - Break

# UASG Workshop - Program

- \* 13:00 – UA Local Initiatives
- \* 13:30 – UA Ambassadors
- \* 14:00 – UA & Software Community
- \* 15:00 – UA Future Structure
- \* 15:30 – Summary

# What we've done & Admin stuff

Do we have the right team?

Why does everything take so long?

Where's the demand?



# What are we doing?

- \* Studies
- \* Documentation
- \* Reaching out to Governments
- \* Open Source Programming Language Libraries
- \* EAI Widget
- \* Problem Logging
- \* Events
- \* Outreach

# 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
- \* ICANN GSE for regional outreach
- \* Edelman for PR and Media and Consultant outreach and Social Media
- \* Volunteer Coordination Group + others

# Financials

What	Budget 17/18	Actual 17/18	Budget 18/19
Monitoring & Measurement	\$270,000	\$55,683	\$60,000
Software Remediation			\$250,000
Community Outreach	\$765,000	\$251,321	\$400,000
Administration	<u>\$388,000</u>	<u>\$161,915</u>	<u>\$388,000</u>
Total	\$1,423,000	\$468,919	\$1,098,000

# Why is this so hard?

- \* Who knows?
- \* Who cares?
- \* Where's the demand



# Things to think about

- \* UA Certification
- \* Software Remediation
- \* Website Evaluation – Repeat w/Outreach?

# UA Community Outreach

Is our Core message still relevant

Are our audiences right

How do we reach the right audience with the right message in an environment where no one sees an issue?

What sort of research should we commission?

# Universal Acceptance

Communications Update: October 2018



UniversalAcceptance

# 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*

# UA & UASG Communications: Progress Update



# 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

# Priorities

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



# 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:



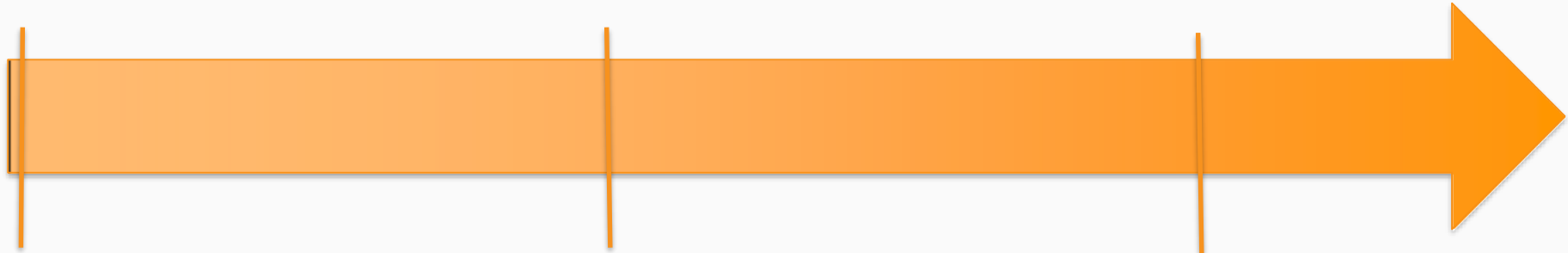
United States  
October 2018



# 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.

Break





# EAI

Why is EAI important?

Is there more that the UASG has to do with EAI? If so, what?

# EAI

- \* EAI Evaluation Study – Comments & Next Steps
- \* EAI Activity in the market place
- \* EAI Day
- \* EAI & IDN ccTLDs
- \* EAI – Facilitating Deployment
- \* EAI in the IETF
- \* Variants in the mailbox names
- \* Arabic Script recommendations from TF-AIDN

# The UASG & Others

Who should the UASG be working with & Toward What End?



# The UASG & Others

- \* ICANN
  - \* GSE
- \* Internet Trade Associations: ECO, I2, TheDNA, Cabase, IAMAI, etc
- \* Standards Bodies
  - \* IETF
  - \* W3C
  - \* Unicode Consortium
- \* ISOC
- \* Local Communities

# Local Initiatives

How do we find local champions?  
India, China & Thailand are on the list.  
Anywhere else?



# Local Initiatives

- \* China
- \* India
- \* Thailand
- \* Taiwan
- \* Singapore
- \* Brazil
- \* Egypt

# UA Ambassadors

Is there value in the program

What other support to Ambassadors need

What characteristics are useful for new Ambassadors?

CRM Training for UA Ambassadors

# UA Ambassadors

- \* Harish Chowdhary
- \* Abdalmonem Galila
- \* John Levine
- \* Ashish Modi
- \* Elaine Pruis
- \* Tobias Sattler
- \* Dušan Stojičević



# UA & Software Community


How to accelerate remediation?

- Contracts
- Bug Bounty
- Remediation Fund

# UA & Software

- \* Review of UASG018
- \* Remediation Underway
  - \* Python, Rust, Java,
  - \* Testing
  - \* Fixed, not worth fixing
  - \* Approach taken
- \* Continuing – Discussion
  - \* Contracting, Bug Bounty, Remediation Fund, Something Else?

# The Future of Universal Acceptance Initiative

- What's the future of the initiative look like?
  - What does success look like
  - What has to change?
  - Is this the right structure
- 

# The Future of the UASG Initiative

- \* What's done?
  - \* Documentation, Studies, Remediation, Measurement, Outreach
- \* What still has to be done?
  - \* Measurement, Remediation, Outreach
- \* Where's the demand?
- \* What's the right structure?

# Actions:

- \* UA Certification
- \* Software Remediation
- \* Website Evaluation w/Outreach?

# UA Administration

- Task Management: Bite the bullet & Pay for ASANA for more participants?
- Addressing potential conflicts of interest
- Paying honorarium

