

An Introduction to Universal Acceptance

ALAC – Kobe



Universal Acceptance

UA in a Nutshell

People from around the world can effectively use any domain name and any email address in any application for their personal and business use.

The Internet Has Evolved



Generic
(22 total)

.com	.edu
.org	.net
.aero	.asia
.mobi	.travel
.info	

Country Code
(Over 200 total)

.uk	.jp
.de	.fr
.cn	.in
.br	.mx

Generic
(Over 1,200 total)

.com	.edu	.org
.net	.aero	.info
.bank	.bar	.club
.car	.global	.london
.rio	.vote	.sky
.संगठन	.在线	.ابوظبي
.닷넷	.ストア	.дети

Country Code
(Nearly 300 total)

.uk	.jp
.de	.cn
.in	.br
.pф	.台灣
.한국	.ଭାରତ

What's Changed

- * More Top-Level Domains (TLDs) Available
- * No longer just two or three characters
- * No longer just in ASCII
- * List of TLDs is no longer static. Names added and deleted frequently.
- * Mailbox names also no longer just in ASCII

.accountant

.asia

.amex

كوم.

.ファッション

.aaa

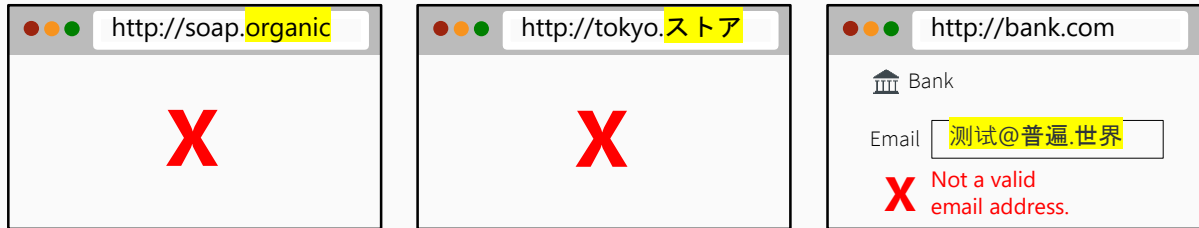
.ভারত

.MOCKBA

קום.

.公益

But... It Doesn't All Work Together



In 2017 only 8% of the top websites could handle our sample set of non-English email addresses and top-level domains longer than the traditional two or three English characters.

Only 1 of the top browsers met all our evaluation criteria.

The Role of Universal Acceptance

UA-
ready



Not
ready



Let's See...

Try to send an email to:

kōrero@ngāpukapuka.nz

*(on an iphone or mac, hold down the 'o' to choose ō and hold down the 'a' key to choose ā)
It's harder on a PC.*

Test your own email address - <https://uasg.tech/eai-check/>

Anatomy of an email address

username@example.com

测试5@普遍接受-测试.世界

- * Username/测试5
 - Mailbox name
 - Can be in ASCII or Unicode
- * Second land lower level domain names (example/普遍接受-测试)
 - Can be ASCII or Unicode.
 - Unicode can be represented as Unicode U-label or ASCII A-label
- * Top Level Domain name (.com/.世界)
 - Can be ASCII or Unicode
 - Unicode can be represented as U-label or A-label
 - Can be 2 to 63 characters long
 - Validate from the DNS, not obsolete static lists

Universal Acceptance | Real World Benefits



Economic and Internet Accessibility Benefits of UA

- * There is a combined **USD 9.8 billion annual opportunity** coming from software systems working in harmony with the common Internet infrastructure. This is a conservative estimate.
- * Support for IDNs, which allow domain names in all of the world's languages, could bring **17 million additional new users online**. These include users whose lack of local language services was previously a barrier to a complete online experience.

UA Benefits

If left unaddressed, businesses and organizations face the potential of lost revenue, lost customer satisfaction and more.

Ensuring readiness to accommodate the use of new domains and writing systems will:

- * Connect the next billion Internet users
- * Bring better accessibility to the world via internationalization of the Internet
- * Enable culture, society and economics
- * Deliver a better UX, resulting in customer satisfaction and retention
- * Responsibility to comply with standards
- * Provide uninterrupted support for users of new domain names
- * Reduce customer support burden

Why Bother

- * Allows people to use their **preferred identity** through the new TLDs
- * Seamless acceptance of all domain names and all email addresses – **reduced support costs**
- * Better **cultural connection** – particularly to non-English speaking communities
- * Responsibility to comply with **standards**
- * Remediation is **not onerous**
- * From Analysys-Mason White Paper - <https://uasg.tech/whitepaper/>

Key Organizations Engaged with UA



UA Progress and What's Ahead



[Reference documents and resources](#)



Use and test cases



Industry events and university course slides



Social media and email software & services evaluation and programming language remediation



Influencer outreach and encouraging email providers to adopt current standards

Better UA = Better user experience

- * Better support for non-English speakers
- * Better support for screen readers (Accessibility issues)
URL: <https://www.naturalreaders.com/online/> [naturalreaders.com]

Test String 1: You may reach me at info@mysite.мockba

Test String 2: You may reach me at info@mysite.xn—80adxhks

Five Verbs to UA Readiness



Accept



Validate



Store



Process



Display

About UASG

Universal Acceptance Steering Group

- * Founded in February 2015
- * Tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses
- * Comprised of more than 120 companies (including Afilias, Apple, CNNIC, Go Daddy, Google, Microsoft, THNIC and others), governments and community groups

Enabling Universal Acceptance

Doers

- * Developers
- * Systems Architects

Directors

- * CIOs
- * Senior IT Management

Influencers

- * C* Suite Officers
- * Thought Leaders
- * Government Ministers and Officials

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

Moving forward

- * [Test](#) your own email address
- * Get your own systems evaluated and fixed
 - * Use UASG [Blueprint](#) for CIOs as a guide
- * Get your tendering and contracts to include UA Readiness Clauses
 - * Use UASG [Quick Guide to Tendering](#) clauses
- * Report UA problems with other applications
 - * UASG [Issue Logging](#)
- * Participate in the UASG Discussions
 - * Join the [UA Discuss Mailing List](#)