

Universal Acceptance of Domain Names and Email Addresses (UA)

Universal Acceptance Steering Group (UASG) Plans and Next Steps

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- ⦿ Overview and status of UA
- ⦿ UASG's Action Plan for FY20
- ⦿ How can ALAC members help?

Overview and Status of Universal Acceptance (UA)

Vision

All domain names and all email addresses work in all software applications

Mission

To mobilize the software application developers to get their products UA Ready by providing encouragement, documentation, case studies, tools and measures to deliver the right user experience to the end user

Impact

Promote consumer choice, improve competition and provide broader access to end users

- ⦿ Newer top-level domain names: [example.sky](#)
- ⦿ Longer top-level domain names: [example.global](#)
- ⦿ Internationalized domain names [البحرين.مثال](#)
 - Rendering problems
 - Displaying A-label: [xn--mgbh0fb.xn--mgbcpq6gpa15g](#)
 - Ordering right-to-left scripts: should be [مثال.البحرين](#)
- ⦿ Internationalized email addresses: [अजय@डाटा.भारत](#) (email address in Hindi language)
 - Available standards not implemented by all email software and service providers making email delivery unreliable
 - Test if your email is compliant: <https://uasg.tech/eai-check/>

Applications should be able to do the following for all domain names and email addresses:



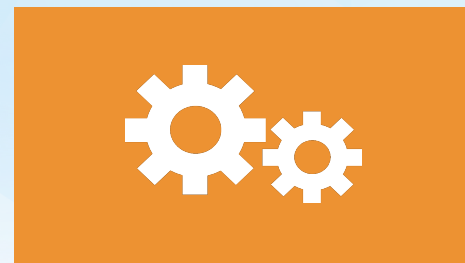
Accept



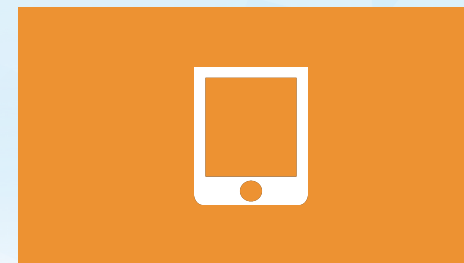
Validate



Store



Process



Display

- ⦿ To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community initiative
- ⦿ UASG has produced documentation to define, address the challenges and share progress, posted at <https://UASG.tech>, e.g.:
 - [Quick Guide to Universal Acceptance](#)
 - [Quick Guide to Email Address Internationalization](#)
 - [UA Case Study: Government of Rajasthan, India](#)
 - [Quick Guide to Tendering and Contractual Documents](#)
- ⦿ UASG is actively engaged in disseminating the information to relevant stakeholders

- ⦿ Chair and two to three Vice-chairs form the UASG Leadership team
- ⦿ UASG Coordination Group formed by the UASG Leadership and chairs of all working groups
- ⦿ UASG community is organized into working groups and a general UA-discuss email list
- ⦿ Open to community - sign up and contribute at ua-discuss@icann.org
- ⦿ Community-based group supported by ICANN org
- ⦿ Current UASG Leadership team (March 2019-March 2021)

- **Chair:**

Ajay Data, Data Ingenious

- **Vice Chairs:**

Dennis Tan Tanaka, Verisign
Mark Svancarek, Microsoft
Dusan Stojicevic, Gransy

UASG's Action Plan for FY20

- ⦿ **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks
- ⦿ **Technology Developers** - Organizations and individuals developing and directing applications
- ⦿ **Email Software and Service Providers** – Organizations and individuals providing internationalized email software and services
- ⦿ **Influencing Individuals and Organizations** - Individuals at local and international level who can help promote UA Readiness, and organizations which can be used to spread the UA message more broadly
- ⦿ **Government Policy Makers** - Government officials, as an explicit group, are included to try to generate demand for UA Ready products and services through accessibility standards and procurement processes

- ⦿ **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.
- ⦿ **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready
- ⦿ **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness
- ⦿ **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs
- ⦿ **Local Initiatives WG** – Plans, develops and oversees execution of local initiatives in various geographies
- ⦿ **UA Ambassadors WG** – Plans and executes training and outreach in local regions

UASG Organization and Stakeholder Interaction

Stakeholders: Organization:	Tech. Enablers	Tech. Developers	EAI Providers	Infl. Indv. and Orgs.	Policy Makers
Technology WG	X	X			
EAI WG			X		
Measurements WG					
Communications WG	X	X	X	X	X
Local Initiatives WG		X	X	X	X
UA Ambassadors WG	X	X	X	X	X

How Can ALAC Members Help?

- ⦿ How can ALAC members help UASG in disseminating the UA message locally?
 - Help identify the relevant stakeholder organizations
 - Civil society
 - Technology associations
 - Influencing organizations and individuals
 - Public sector
 - Help in drafting the right messaging for each sector?
 - Identify relevant stakeholders to reach out for these sectors?
 - Help in reaching out to the stakeholders? Guiding them to relevant documentation by UASG?

- ⦿ How can ALAC members help organize and contribute to local initiatives of UASG?
 - Help in organizing local initiatives
 - Participate in local initiatives
 - Experience UA by using:
 - New and longer domain names
 - IDNs
 - EAI

- ⦿ How can ALAC members help test their own policies and systems for UA Readiness?
 - Test your own organization's systems
 - Help identify the local procurement policies and responsible organizations
 - Help identify the local accessibility standards and responsible organizations
 - Help identify and test out local popular websites and e-government applications

How Can ALAC Members Actively Participate?

- ⦿ Join the UASG working groups of your interest
 - Please visit <https://uasg.tech>, scroll to the footer and click on [Join UASG Working Groups](#)

- ◉ Visit <https://uasg.tech> to access all UA documents and presentations
- ◉ Register for [UASG discussion list](#) to hear about progress on UA

Suggestion and ideas are welcome

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