



UA Measurement WG Meeting

04 May 2023

Attendees

Anil Kumar Jain	Nabil Benamar	Sushanta Sinha
Jim DeLaHunt	Sonigitu Ekpe	Sarmad Hussain
Elinipenda Amin	Bibek SilwalFrank Anati	Seda Akbulut
Gaurav Prakash	Julien Bernard	Yin May Oo
Joel Okomoli	Sofonie Dala_Angola	
Kunle Olorundare		

Agenda

1. Welcome and Roll Call
2. FY24 Planning - UA Measurement WG Action Plan
3. Statement of Work (SOW) on [e-commerce platforms](#) as per M2 action item in the [FY23 Action Plan](#).
4. AOB

Meeting Recording : [Link](#) , password [t\$Z#vjD&5v]

Meeting Notes

Seda began the meeting by reminding everyone that the deadline for finalizing the FY24 action plan is priority to be done by *30th of May 2023*. Seda said given the timeline, there will only be two meeting occurrences to work on before the deadline.

Jim noted that the most recent meeting before this was on 22th February. Seda explained that during March and April, there was a meeting break due to the ICANN76 meeting and UA day events.

Additional to our existing action items, Jim suggested figuring out what are the strategic obstacles and what are the interests would make it more relatable and enjoyable to the participants. One is to find the strategic obstacles for this working group and the second is for Universal Acceptance in general.

Seda asked the meeting participants to go around the table and speak about the discovered obstacles. Nabil encouraged the participants to share what was observed and give feedback.

Sushanta said his interests are in e-commerce platforms and UA curriculum, and suggested doing Gap analysis to see whether it works. Challenge for Sushanta is about getting access to certain involvements and activities with government and corporate areas.

Joel from Kenya shared interest in data collection and observing what has been done in the past and what to bring forward for the EAI WG, specifically M3 and M5. Joel's background is in statistics, which relates to Gap analysis.

Jim thanked and introduced himself. Lack of a compelling business strategy would lead to the question such as:

- "Will UA help companies become bigger and richer?"
- "Will UA save the company's money or customer's money."

We have yet to identify the motivation. Jim made an analogy of software adopting unicode with people to adopt universal acceptance. When we say there are another billion potential internet users who would use more than the existing ASCII languages, this claim is too general to turn into a compelling business case.

In order to motivate specific interests, Jim proposed to write a white paper on IDNA last year. Jim shared an academic paper advocating adoption of IDNA2008 and suggested that paper should belong to the FY24 of this working group.

Nabil thinks this may be related to more than one working group and suggested checking with other working groups as well. Jim answered that for the IDNA2008 paper, he would continue to produce the next draft, and for the business topic of increasing revenue and decreasing cost through the use of universal acceptance, Jim agreed with Nabil that the topics are general and every part of the UASG could usefully be considered. For example, EAI WG has a revenue increase strategy, for the email software developers to be able to say their software is EAI ready, so that users would recognize it. Sarmad said Arnt can help with the IDNA2008 paper as well.

Nabil asked Jim to share the paper to the working group mailing list when the next draft is available to be commented on.

Seda added that it was once discussed and [studied the business opportunities](#) and it revealed the 9.8 billion dollar opportunity for being UA ready. This could be revised and improved to become more comprehensive.

Nabil's UA day experience

There was a physical UA day event in Morocco recently, to Nabil's experience, none of the attendees showed interest in business perspective, instead, the highlight was on inclusiveness of the internet and internet ecosystem. Nabil also attended other online UA day events from African countries, the questions and interests were about technical aspects, especially for email addresses. Majority was not aware of the possibility of Internationalized Domain Names (IDN) with non-Latin scripts. Above all, the shocking experience was that the event attendees in Morocco did not find value in UA and could not relate to non-Latin script users around the world. Nabil thinks the paper like Jim proposed would attract more awareness and convince people to embrace universal acceptance.

FY23 action plan reviewing

Seda shared the link to the [FY23 action plan](#), the action items for this working group are listed as M1 to M5 in the section 4.3 Measurement WG. Based on the

reviewing, the draft of FY24 action plan would be uploaded to receive public comments for two weeks. After that, to be published by the end of June 2023.

Seda shared the item list on screen, the tasks are color coded, with green for completed, light green for in progress yellow for under planning and contracting, and red is for the ones that are not started yet.

FY23 Tasks as of date:

WG	#	FY23 Tasks	Notes
Measurement	M1	Prepare and publish UA Readiness Annual Report	Completed: FY22 UA Readiness Report has been published.
Measurement	M2	Gap analysis of e-commerce platforms, web hosting tools, identity platforms, and more Content Management Systems (Phase 2)	Completed: Web Hosting Tools and Identity Platforms; Under Planning: E-Commerce Platforms
Measurement	M3	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers	
Measurement	M4	Characterize how much Android platform limits acceptance of IDNs in web browsing	In Progress, UASG White Paper to Advocate IDNA 2008
Measurement	M5	Update IT-related curricula to include IDNs and UA	Under planning/contracting: SOW has been completed. Due Diligence continues. (Same with T7 goal)

FY23, M1 [Completed]

Seda said the UA readiness annual report is to be published by August this year, which will include updates from all the working groups. The former one was published on the [uasg.tech] website homepage. This is a recurring goal and is carried forward to FY24 as M1.

FY23, M2 [In Progress]

For the Gap analysis, the study on web hosting tools and identity platforms was completed, and the study on E-commerce platforms is in progress.

Phase 2 of the content management system needs to be done. For Phase 1, wordpress was done. Joomla or Druple can be planned for Phase 2.

The study on E-commerce and Content management is added to FY24 as M7.

FY23,M3 [To be started]

Jim commented that there is an HTML5 specification issue, whereas the specification limits what kind of email address they would accept or forbid. This is being discussed in EAI WG currently. The next task is to persuade browser

developers to change the specifications. Jim thinks this task is correlated to the Measurement WG, since we did not know how big the impact would be. According to Jim, this is added to FY24 as M5.

FY23, M4 [In Progress]

Jim has already drafted the white paper for this, we can review and finalize it. Jim commented that there is still measurement work to do for this case as well, since the white paper suggests the solution, but the measures of the problem would be needed. For example, although it is known that the Android platform has less universal acceptance features, we have no information of how big the impact would be. This can be researched independently from the paper. This is added to FY24 as M4, and with an additional line for the white paper which is added to FY24 as M3.

FY23, M5 [Under planning]

The curriculum related to the SOW, which has been completed by this Measurement-WG, and continued on the diligence and contracting. This goal is shared with the UA-Technology WG, therefore, this will appear in the action items of Tech-WG as T7 as well. This is added to FY24 as M2, as a higher priority action item.

[additional suggestion by Sarmad]

Sarmad highlighted the following areas to see if we need to repeat the studies because these studies have been done for more than a year ago:

- Websites, Websites by countries
- Programming languages
- Email tools
- DNS tools
- Networking tools

Some of these works may have been developed from the initial state, but some cases need to be retained like Websites for example, normally we do it every other year. Since website study was done two years ago, this year it could be included again.

Sarmad recommended revisiting the existing reports of more than one past year. This is added to FY24 as M8.

[additional suggestion by WG]

Based on the business perspective discussion with Jim, Nabil and WG members, an agenda item related to Business cases, an item has been added to the FY24 as M6.

FY24 Tasks as of date :

WG	#	FY24 Tasks	Descrip	Notes
Measurement	M1	Prepare and publish UA Readiness Annual Report		FY23 Annual Report by August 2023.
Measurement	M2	Update IT-related curricula to include IDNs and UA		Contracting, Academy sub-group evaluations will be done in FY24
Measurement	M3	Paper advocating IDNA2008		Write-up on the opportunities in using IDNA2008- <UASG White Paper to Advocate IDNA 2008>
Measurement	M4	Characterize how much Android platform limits acceptance of IDNs in web browsing		
Measurement	M5	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers		
Measurement	M6	Business cases to showcase the UA implementation's benefits for businesses, revisiting 2017 study by adding explicit details based on the tools, such as web hosting tools' benefits, etcx.		https://uasg.tech/2017/04/u-s-9-8-billion-opportunity-universal-acceptance-online-identities/
Measurement	M7	Gap analysis of e-commerce platforms and more Content Management Systems (Phase 2)		CMS: Wordpress has been completed in Phase 1. More CMS can be measured, such as Joomla and Drupal.
Measurement	M8	Revisiting the existing reports, such as Top 1000 or 2000 websites. Email Tools, etc.		

Seda asked if everyone agreed on the order of action items, and Nabil agreed.

Jim requested to discuss the goals (M.task) for the next year in the next meeting.

Jim suggested reversing the order of M6 and M7. When M8 is done being discussed, some items might be moved up.

Jim commented on M8, by the end of next year, M8 tasks might contribute to the other M.tasks.

Seda would share the list of existing reports as milestones to this working group mailing list, and Sarmad requested to include the dates of the reports.

AOB - Curriculum related

Nabil asked Sarmad about one feedback from a contractor of curriculum. Sarmad explained that the input was received to do the work, however, at that point of time, we got deep into UA day events and the suspension time was long. The loose ends would be re-initiated starting from this week and we will be communicating with the vendor soon.

Seda said the content for the curriculum would be reviewed by the academic sub-group. Jim asked if the sub-group is still active. Seda said not at the moment because the contracting process is still in progress. Once it has been completed, we will bring it to the attention of the academic sub-group. Jim asked, for the purpose of planning, would academic topics be under the Measurement WG. Sarmad answered Jim that it would be as is for now unless there is enough volume of work to make it a separate WG. Nabil agreed.

AOB - Wordpress related

Seda shared that there will be outreach activities lighting on Wordpress contacts form 7-plugin, which may change the results on top websites. And asked if we should wait for their outreach to be completed or do wordpress tools research in parallel. We may also review the reports that reveal it and decide whether to revisit or do something more. Seda shared the [link](#) to the study results. WG would need more reviewing time and Sarmad recommended redoing this. This is added to M6 as a reading source.

SOW on e-commerce platforms would be discussed in the next meeting.

Meeting closed.

Next Meeting: 18 May 2023, 14:30 UTC

No	Action Item	Owner
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1	Make a list of existing reports that can be updated and share via mailing list, also add the publication dates	Seda
2	The next draft of the IDNA2008 paper	Jim

To check past meeting notes:

<https://community.icann.org/display/TUA/UA+Measurement+WG>