UA Measurement WG Meeting

18 May 2023

Attendees

Nabil Benamar	Harsha Wijayawardhana
Jim DeLaHunt	Joel Okomoli
Anil Kumar Jain	Julien Bernard
Abdulkarim Oloyede	Sarmad Hussain
Bibek Silwal	Seda Akbulut
Frank Anati	Yin May Oo
Hafiz Farooq	

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 [kR4NKg$cR&]

Meeting Notes

Seda began the meeting by highlighting the agenda item 2- FY24 action plan is to be finalized in this meeting, and she announced that the ICANN77 prep week session would be on 30 May. The summer time ICANN meeting is the season for UASG to share updates to the community, receive inputs and finalize the plans.

Seda shared the link to the [list of FY24 action planning](#) items and [UA readiness reports](#) listed on document hub, which was requested in the previous meeting.

Jim said indexing the UASG documents would help with navigating through the document hub. Currently, it is not clear what is the relationship between documents, which document is the extension of which previous document, which document overwrites which one, this could be clearer.

There is an essential measurement task to pass from EAI-WG to Measurement-WG on the software and platform testing. Jim asked about the previous work, and Sarmad shared the document in the chat UASG 030A, EAI software test results. This was done by the EAI-WG previously, and could be handed over to the Measurement-WG if workable.

Sarmad said we could start to check with one or two email applications for the first phase of EAI self-certification guide. Most of the applications on UASG030A are at Level1. Jim agreed and added that the levels need to be converted to silver, gold and platinum. Sarmad suggested checking the realism of the plan in terms of time and money. We could also let the leadership team know where you need help according to the task priority.

#	FY24 Tasks
M1	Prepare and publish UA Readiness Annual Report
M2	Update IT-related curricula to include IDNs and UA
M3	Whitepaper advocating IDNA2008 for software developers

M4	Characterize how much Android platform limits acceptance of IDNs in web browsing
M5	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers
M6	EAI Self Certification test for one or two email software from the list on UASG 030A
M7	Business cases to showcase the UA implementation's benefits for businesses
M8	Gap analysis of e-commerce platforms and more Content Management Systems (Phase 2)
M9	Revisiting the existing reports, such as Top 1000 or 2000 websites, Email Tools, Websites by countries, Programming languages, Networking tools etc.

Jim affirmed that M1 through M5 (about HTML email field) are in good ordering. M5.2 could be added as EAI related work, evaluating email applications (could be called UASG 030B, for example).

M9 was already done in 2022 and taken out of the list for 2024 because the website test is done usually every two years.

Sarmad said a broader version of UASG 030A could be performed. Initially, it was Jim's suggestion to help smaller but growing email service providers or social media platforms to become UA/EAI ready, which would gradually inspire the bigger companies. However, there is a challenge in having one complex item to include email services, social media, etc in one study and sometimes it is better to break it down to small pieces. Jim clarified that the idea is not testing but doing

market research. Sarmad agreed that it can be done as Jim suggested and asked for the reason for limiting only for email services and social platforms and not extended to content management systems.

Jim said the leading email services and social media platforms are the inertia of universal acceptance. The purpose of market research is to identify competitors and make them more visible, who would then put pressure on the market leaders to adapt to UA indirectly. We would like to make the market leading companies like Google and Facebook move faster. Moreover, the content management systems are tools that people use to do web services that are different.

Jim explained that the attempt would go for services that claimed to be in that space, for example, they have worked with non-latin-script email addresses and would like to support more languages.

Nabil asked if there were any services which support UA but did not claim on their websites. Jim said that would not be helpful since we are looking for the ones to use UA as a marketing feature. There are possible risks that we may not be able to find a vendor who would do a good research, or failing the purpose of it, however, the results of a successful research would be interesting. He clarified that we do not need to do any testing to verify their UA support. The market study aims to find out the providers that claim that are UA ready or that they claim to support all languages in email addresses / domain names. This has been added as a new action item.

Sarmad highlighted M7, the original study was done in 2017 about the business opportunities, we were looking at the market opportunities, to look back and see from the perspectives of businesses. There is a possibility to be done in parallel with M7.

Jim thanked Sarmad for pointing out that the text of M7 in column C (task) and column D and E (notes) do not synchronize well. Jim suggested the following text

for M7: Update to '2017 $9.8 billion opportunity' study to showcase the UA implementation's benefits for businesses.

On a side note, Sarmad suggested taking out the non-progressing items from the action item list based on WG's experience. To analyze which task had little impact or which tasks are redundant, in doing the Gap analysis of different tools and technologies, this would help making room for new tasks. Nabil agreed. And added that there is a need for guidelines on what kind of email providers we would look for. Nabil would like to know whether this task be left for the vendor to decide or WG needs to supervise the vendor.

Sarmad asked about the UA readiness annual report placement on the UASG.tech website. Jim asked who the audience of UA readiness report and what are the purposes. Jim shared that he always thought it was to present the work of UASG to ICANN and various contributing stakeholders.

Sarmad answered that this is the highest priority item, the ICANN community is certainly the audience, and this is for almost everyone who can access the UASG.tech website, to influence more effectively.

Jim would like to encourage defining the document's audience and purpose because the reports look like documenting the tasks of UASG for now.

Sarmad suggested taking this list forward and sharing it with every working group. The Measurement-WG members in the meeting agreed.

Regarding the next meetings, everyone discussed the calendar invitations and the regular schedule. Current plan is to hold a meeting every two weeks on Thursday.

FY24 Action Plan as of date:

Ref	FY24 Plan
M1	Prepare and publish UA Readiness Annual Report
M2	Update IT-related curricula to include IDNs and UA

M3	Whitepaper advocating IDNA2008 for software developers
M4	Characterize how much Android platform limits acceptance of IDNs in web browsing
M5	Collect data and identify how to address HTML5 email field for accepting globally inclusive email addresses as identifiers
M6	Market research to identify growing email or social media products which compete on UA support
M7	Rating email software using EAI Self-Certification Guide (phase 1)
M8	Update to '2017 $9.8 billion opportunity' study to showcase the UA implementation's benefits for businesses
M9	Gap analysis of e-commerce platforms and more Content Management Systems (Phase 2)

Next Meeting: 01 June 2023, 16:00 UTC

No	Action Item	Owner
1	Share the list of FY24 action items	Seda