

UA Measurement WG Meeting

02 November 2023

Attendees

Imran Hossin
 Jim DeLaHunt
 Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. Developing a [5-year action plan](#) for Measurement WG to achieve the [UASG's 5-year strategic plan](#)
3. Drafting the SOW Rating email software using EAI Self-Certification Guide (phase 1) - Continue from the Project plan section.
<https://docs.google.com/document/d/1kz4ZcEG1t-XTnpxpXgZMGG9iOoysYVJw/edit>
4. Board IDN and UA WG (BIUWG) action item assigned to Measurement WG: UASG to explore UA-readiness by the next new gTLD round and how UA could impact the next round.

Action Items	WG Progress
<p><i>UASG to explore UA-readiness by the next new gTLD round and how UA could impact the next round.</i></p> <p><i>(Assigned to UA Tech and UA Measurement WGs)</i></p>	<p>We want everybody to be able to use whatever domain names and emails they come up with. The status of Universal Acceptance is inadequate, for reasons outside the domain name system, because the market lacks a clear advantage of Universal Acceptance or forecast of increase in the market. Existing markets and existing tools are happy with not being able to use IDN domains and email addresses. We have not discovered the big drive towards Universal Acceptance. Releasing new domain names with weak Universal Acceptance would not get much.</p> <p><i>The market would change their mind after seeing more gTLDs. In order to improve the situation of gTLDs by that time, trying to include the big players and organizations that sponsor the new gTLDs would be the answer. Having conversations with those big organizations would be suggested since it would be a huge effort to sponsor a new gTLD, and motivate them to help out on UA matters. They should already have customers and should be able to communicate the UA message to</i></p>

	<p>their customers. Those customers would be able to lobby the software makers to improve UA.</p> <p>UASG's Tech WG is working on identifying the biggest obstacles facing UA readiness which would be helpful to explore more and address this. - not only the obstacles but also look at the opportunities as well in the new studies to be conducted. (Analysis Mason). We need to tell why we should adopt UA, not only the challenges.</p>
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Meeting recording: [Link](#), password =NsGah9ihG

Meeting Notes

Seda presented the meeting agenda on screen and started the meeting. Jim asked if this meeting time is fixed or could be changed, because Nabil has a conflict meeting time and could not attend this meeting. Imran supported Jim's suggestion on changing the meeting time, suggesting moving up to an earlier time slot (preferably earlier than 16 UTC).

Seda shared the 5-year strategic plan and opened up to discuss it. Seda also shared the [link](#) to Jim's comment on the plan. Imran said he would review the document and give comments at the next meeting. Jim suggested that this document gave the impression that [UASG had some power to drive Universal Acceptance, and it looked like a misconception](#). Also suggested that the 5-year plan ought to include UASG looking at itself and figuring out [what worked and what did not, and then plan to do more of what had worked out](#). Jim added that [measuring the effectiveness of UASG working groups would be a good try](#). It could be that UASG would do better in a new form, we should find out. Imran agreed, and Seda added this to the UA-Measurement WG 5-year Action Plan.

Imran shared some messages from the meeting with the UA-Coordination WG about the ICANN Board suggestion of implementing the SOI, and a few more to follow up on when to start the implementation in the plan.

Seda presented the planning spreadsheet of the 5-year plan for each WG, and the relevant [tab for the UA-Measurement WG](#). There are planning ideas for each WG from the main document UASG 5-year action plan, for example, the engagement works would go to the UA Communications WG. Seda also reminded that there would be additional tasks coming up from time to time which would be listed.

Seda cleared another point that UASG do not hold the power to drive people to adopt UA. What should be done is more engagements with different stakeholders and providing the necessary information and materials for those who would like to do UA adoption. Jim added that [UASG could be experts in not moving the mountain, but understanding the mountain.](#)

Jim said now he understood that UASG's role would be to do engagements with experts from different areas and share incentives of attaining the result of Universal Acceptance. Those would be economic decisions based on their needs for UA adoption. For example, governments encouraging UA may or may not work in different regions, and we would study and understand that. Jim talked about UA-EAI WG work as an example, [to encourage sellers of emails, and to create the need of UA among buyers of email.](#) Those email service providers with best EAI support may not say that they support EAI for now, because there is no catchy word to advertise about a good EAI support yet.

Jim suggested this action item: [“Become experts in creating conversations between email buyers and sellers, government policy makers, business/ economic decision makers.”](#) as M2. [Maybe this would break down the supply demand paradox.](#) In the past UASG has been primarily a technology activity, writing papers on how to use the library of a technology, or programming language to accomplish Universal Acceptance. [Jim expects the next phase of UASG to be understanding Businesses, understanding business demands and customer demands for UASG, and explaining how it would work.](#)

Jim talked about one form of martial art, Jujitsu, as a metaphor to explain using momentum as a force to control bigger opponents by understanding how they move. We need to know what would change the market to move the direction of Universal Acceptance. Seda said there is actually an item about studying the businesses in the action plan, which is to update the 2017 whitepapers: “9.8 billion dollars opportunity on becoming UA ready”. The paper would be more detailed this time, and Seda invited WG to give inputs on that. Jim said this paper is more like propaganda than an analysis.

Jim said the analysis which he had in mind is something different instead of making UASG look good. [To reveal the real value of UA to companies and today's customers and tomorrow's customers who are not here yet because of the language barrier. One possibility is that UA is great but the other parts of the world do not seem to see it. We should understand that but that would not be a whitepaper with powerful propaganda.](#) Seda noted this topic on the action plan:

“Showcase the UA value, Understanding the business demand for UA readiness and explaining how that works.” as M3.

Agenda#4 : Board IDN and UA WG (BIUWG) action item assigned to Measurement WG

Seda had shared some [background information](#) on this topic in the previous meetings and also shared it in the mailing list. This task is assigned to this WG and also to the UA Tech WG by UASG leadership, which was in the meeting with ICANN Board during the last FY.

The UA readiness report shows current UA readiness, however, this task is more about estimating the future and we do not need to guarantee this. Jim asked about the table of notes in the agenda, and Seda pointed to the [previous meeting note](#) which has the same table. The first part of the text was Jim’s input.

Jim’s forecast would be that the poor UA would become an obstacle for the success of the new gTLDs in the next round. By that time, having the new gTLDs may not change the situation much. [Jim did not see the market would change their mind after seeing more gTLDs. In order to improve the situation of gTLDs by that time, Jim said that trying to include the big players and organizations that sponsor the new gTLDs would be the answer.](#)

Jim suggested [talking or having conversations with those big organizations since it would be a huge effort to sponsor a new gTLD, and motivate them to help out on UA matters. They should already have customers and should be able to communicate the UA message to their customers. Those customers would be able to lobby the software makers to improve UA.](#) Seda said this reminded of the blog post about the UA related situation in which the gTLDs were blocked on the Whatsapp platform. [Jim would like to ask if customers' lives would be better by using the new gTLD.](#)

Seda said doing more work on remediation with big tech companies and work on UA remediation, by doing so, would amplify the message on other organizations as well. By taking different steps in the near future, the results would be different. Seda said the past progress might have been very slow, but, this could be changed if we take the right steps either from UASG or ICANN. Jim said there are two things we could do, and the issues of Whatsapp and Meta are good examples. [The first thing is to find the right way to file the bug with the right scope to the right people. The second thing is for the software company to prioritize and plan the bug fix and communicate back to the users.](#)

Another question they may ask is “do the customers suffer from this particular problem?” and they would look at the customer complaints, however, [they may have not received many complaints because there are many barriers between customers and the big tech companies](#). What UASG could do is to understand these kinds of problems and act like a bridge between them. So the end users would also be the stakeholders.

As UASG, there are two ways to take, one is [to amplify the customer problems and make them more visible to the current product owners](#). The other is [finding another competitor of the product and alerting them that this could be their own problems as well, and motivate them to fix it earlier and win the market](#). This would somehow encourage a competition. And then, the smaller competitors would become more visible and inspire the bigger competitor. This would be UASG’s Jujitsu move.

Seda added the above mentioned topic: “UASG understands customer problems, amplify problems, bridge between customers and big tech organization to report more clearly to the right people.” as the M4 of the action plan.

Jim asked others point of views, for example, would having a gTLD in Bangladesh language improve the lives of anybody who is using the internet? Would that open door for new customers. [Imran answered that it would increase the number of internet users for Bangladesh since there are many people who are not familiar with English, and there are people who use mobile devices with native language interfaces](#). Jim confirmed with Imran that most people in Bangladesh use the internet through mobile devices and not computers.

Imran added that people are more comfortable using the Bangladesh language on their personal mobile devices. Jim asked about the email demand, and Imran answered that email is required as a form of confirmation or official address. The mobile devices usually link to an email address of the owner. Having a good internet infrastructure in the country is a plus. [Imran is optimistic about increasing the email users if they would be in their native languages](#).

The government and businesses are also encouraged to provide IT solutions in Bangladesh language as well. Jim thanked Imran and [concluded that people do not use computers for internet access, instead the mobile phones are in place, and email address is required for smartphones](#), therefore, these users could benefit from gTLDs and UA. Jim said maybe UASG would need to talk about which approach is the best and which approach is not advised, and then communicate

and find out the overlap of interests with them. This would be one way to promote UA.

Imran said it felt very good seeing the ccTLD of Bangladesh script and would be better to be able to communicate using the native script email addresses.

AOB

Seda said she would share the poll with the WG to see if the new meeting time works for all.

The meeting ended.

Next meeting: Thursday, 15 November 2023 at 16:00 UTC

The other meetings will be on alternate Wednesdays, at 15:00 UTC.

Action items

No.	Action Item	Owner
1	Check for a different meeting time so that Nabil can join. (Imran suggested 15:00)	Seda
2	Prepare to finish the SOW	WG
3	Send the meeting time poll to the mailing list	Seda