

# UA Comms WG Meeting

08 August 2022

## Attendees

Anil Kumar Jain

Gwen Carlson

Hadia ElMiniwai

Harsha Wijayawardhana

Samwel Kariuki

Sushanta Sinha

Seda Akbulut

## Agenda

- 1) Welcome and roll call
- 2) SOW for Explainer Videos -  
<https://docs.google.com/document/d/12ogx70MWJgpITELlcr1LKXHzmDNYWBh3/edit> [docs.google.com]
- 3) Africa IGF Meeting Report  
<https://docs.google.com/document/d/1IVxk1JhCWnsiXTtFt-mLWhetPLp1LdS3/edit>
- 4) [Social Media Paid Campaign](#) [docs.google.com] - what to promote from uasg.tech
- 5) AOB

Meeting Recording: [https://icann.zoom.us/rec/share/0k5YamW\\_r-DiiuafMihw4k0soondfqZPIGRb4r3cp\\_XF1nmmFCv5oZV-CS6wGrRW.hft1YXGvcEzxNHGa](https://icann.zoom.us/rec/share/0k5YamW_r-DiiuafMihw4k0soondfqZPIGRb4r3cp_XF1nmmFCv5oZV-CS6wGrRW.hft1YXGvcEzxNHGa)

Passcode: .!3FxF0?0

## Meeting Notes

Seda started the meeting by welcoming participants and invited Anil to speak. Anil thanked Seda and greeted everyone. He shared that UA day preparations are going on. He shared that a lot of discussions are going on about things to be covered on the UA day. He informed that there was a call from UA Coordination WG asking about what can be arranged in everyone's own country and territory for UA day so that the overall program can be prepared and communicated to the community.

Anil requested Seda to continue the meeting by agenda items and requested to start with Explainer Videos SOW.

Seda shared that they have some comments in the SOW on the explainer videos. She hoped that this agenda will be finalized today. Seda shared that there are three videos in total. She shared the contents of videos briefly.

Seda said that the script will be done by the contractor and told that this is going to take some more time. Seda shared that another step will be that after the finalization of the SOW, video 2 and 3 sections on the SOW will be shared with the EAI and Tech WG to see if they agree. And finally if Comms WG also says ok then the SOW will be taken to the UASG Leadership for approval. Then it will be published on the Wiki page to find a contractor who can do the work.

Anil said that even after the acceptance of comments of Mark by Maria, if there is any other comment from any other members, they can share them and in case there are no comments we will assume that these explainer videos are approved and pass on the second video to EAI WG, and the third video to Tech WG.

Anil started off with the first video and told that it is about the introduction to UA. He welcomed comments from the members regarding the first video. There were no comments so Anil told Seda that it can be concluded that Comms WG is comfortable with the first video.

Anil moved on to the second video. Anil said that the second video is regarding EAI, how to configure EAI etc, and welcomed comments from the members.

Hadia shared that the audience of this video comprises technical people so the definition of UA should also be a technical one. Gwen responded that we have been using a very generic definition since UASG started and it's not very clear what the definition is, so we need to look at that.

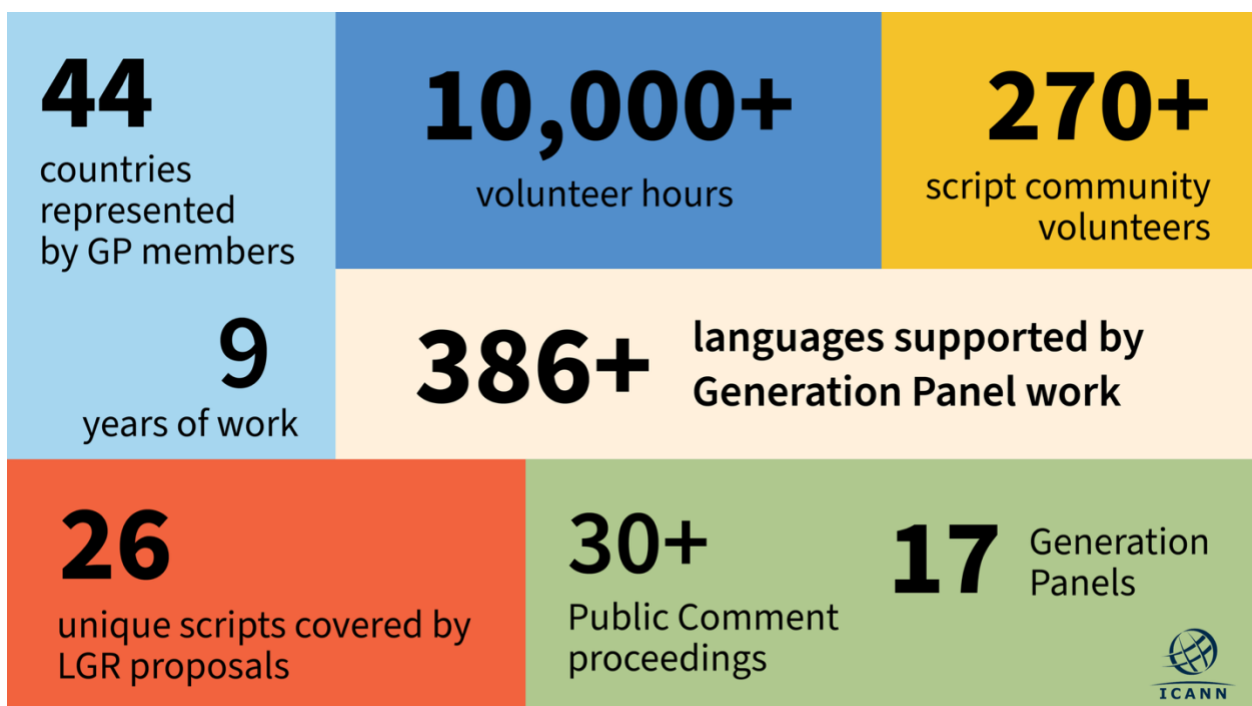
Gwen shared that she has put some notes into the document. One thing she is concerned about is calling out 7.000 different dialects and scripts because it is giving the impression that we are supporting all of them. She shared that there are a couple of things that need to be checked with legal. For instance, using IDNs primarily for advertising is misleading.

Anil thanked Hadia and Gwen for their comments. Hadia said that she was talking about the definition which has 5 key functionalities (accept, validate, store, process and display). Seda incorporated this input in the document.

Anil then moved on to the comment shared by Gwen about 7.000 languages. Seda shared that at the moment there are **26 unique scripts covering more than 386 languages which are now supported in the DNS** and said that this information can be used instead of 7000 unique languages. Anil suggested that instead of removing 7.000 languages, we could say 26 unique scripts covering more than 386 languages out of 7000 languages are supported in the DNS. Gwen agreed and shared her own understanding to this point. Accordingly, ICANN community will need to make a decision whether or not to support more scripts, and there are questions on how many of them will be supported and funded, and how long it will take to get them into the root zone. Anil shared that this is one of the major topics to be discussed in ICANN75.

Harsha shared that there might be 7000 unique languages but they are supported by a smaller number of scripts, which should be around 50 scripts. He shared that he is also not sure about 26 scripts, that should be the number of generation panels and not the scripts. He said it might be more than that so this needs to be checked.

Seda shared the following infographic, where there are 17 generation panels for 26 unique scripts as of August 2022.



Anil thanked Harsha and suggested that they can finalize the language and requested Seda to kindly recheck on the number of scripts and number of languages which are covered at present and shared his view regarding use of 7000 unique languages.

*(Action Item follow-up: It may be misleading to add all languages here, as most of them are spoken but not written. Also, not all scripts are recommended to be used in the identifier. As per Unicode encryption there are 159 scripts encoded. Unicode only work on the technical part not the linguistic. We don't know how many languages are these 159 scripts relate to. Unfortunately there is no credible source for the number of written languages. <https://www.icann.org/en/blogs/details/hello-world-enabling-internationalized-domain-names-idns-16-6-2021-en>)*

Anil asked Seda if she can redraft these particular lines about this 7.000 languages. Seda explained how the time of each video is managed and also told that only important information is highlighted in the video. So it needs to be checked whether this information is important enough to be added in the video. She shared that in the last meeting it was decided that the script will be done by the contractor, which will be approved by ICANN org and Comms WG. Gwen noted that ICANN org review will be done from both Comms and Legal aspects. She incorporated this in the Deliverables section.

Anil suggested looking at Scenario 2. Seda asked if they are missing MSA, it can be something EAI WG can take a look at. Anil and Harsha agreed that MSA had to be there. If MSA to be added, what would be the requirement we need to highlight for MSA, asked Seda for the EAI WG to address.

Seda moved to Mark's comment where the EAI-ready term was suggested to be replaced with UA-ready for the EAI video. Mark D added that it is more about the scope of the videos than anything else. If this was a technical video, EAI-ready would be more correct but the overall aim is UA readiness. Anil, Gwen, Maria agreed to use UA-ready instead of EAI-ready for all videos.

Anil concluded that since there are no more comments regarding video 2 they will move forward towards video number 3. Seda said that Maria agreed on Mark's suggestions on the 3<sup>rd</sup> video. She explained that the video is about how to make a UA ready application.

Seda suggested using the same UA definition in video 2 and 3. Anil agreed, no objections were received.

Seda discussed a comment added by Mark where he suggested adding UASG033 for browsers and databases about fixing the issues using programming languages. Seda shared that UASG033 may not be the right document for this. Mark D clarified what he meant and referred to the programming language studies. With that Seda confirmed that those are included in UASG037 and UASG018A. Change has been incorporated.

Seda shared another comment by Mark which was about code snippets. She told that code will be published on ICANN Github soon. The link will be added here once we publish them.

Seda moved towards another comment which stated that in every application, all five UA criteria should be implemented. Seda asked if they would like to suggest a phased approach where the systems and tools support long ASCII TLDs first, then IDNs and then EAI. Gwen agreed with the phased approach. She added that if it's faced, it might be easier to work into other IT related schedules and plans for the organization that's doing it. Hadia also said that she supports phased approach but added some comments on the order of steps in their own way as they see best fit. Anil agreed.

Seda read another comment which was regarding internationalization/localization of online products for new geographical regions and local markers. Seda read the comment submitted by Satish which stated that IDNs have an impact on SEO. Harsha agreed with Satish's comment. Anil requested for clarification and Seda explained the point. Harsha thought that it might be relevant to the content and not IDNs. If you search a name it may not bring an IDN URL but the URLs in ASCII. If you search for the exact URL in IDN, then the SEO brings it.

Anil added that he agrees with comments of Satish and Harsha. However, we are talking about the main message in the summary for this particular video for which the first two paragraphs are already sufficient. And we may not need to dig into details with localization. Harsha agreed with Anil.

Comment from Satish on "Internationalization/localization of online products for new geographical regions/local markets.": I haven't studied this much, but I'm sure IDNs have an impact on Search Engine Optimization (SEO) as well as Digital Marketing, as both work with the semantics of URLs.

Seda noted the following for the Tech WG to address: “This may be included in the video if this is the main message to be given. UASG doesn't have a document on this study yet. We need work to bridge this gap. To include this topic in the video, can you suggest any examples that can be shared in the video?”

Anil, Harsha and Mark agreed.

Seda moved to the deliverables section. She said that the formatting and branding of the first video will be done by a contractor and then it will be shared with the community, Comms WG and legal for input and feedback. She said that the same planning will be followed for other videos. Seda requested all the members to go through the deliverables and asked if they work for everyone. She also said that she has added some timeline with each deliverable. She shared that according to the timeline it will take 4 months to deliver 3 videos.

Gwen added that the look and feel and branding that has already been established should be used in the videos. Seda added the suggestion in the comment. Gwen also shared the information that can be shared with the designer. Seda asked if anyone had any more comments.

Gwen shared that she is concerned about saying that a final review for the community feedback. There are always a lot of different opinions that can be from look and feel to content. Once the script is done and approved by the Comms WG, then the final sign off should be done by ICANN org. Mark agreed with Gwen. Anil concluded that final version with repeated modification / directions after acceptance by ICANN org.

Seda asked whether Anil would like to share the SOW with Tech and EAI WGs.

Anil asked if anyone has a comment on the 3<sup>rd</sup> video script. And concluded that this particular agenda is completed.

Seda shared that she will incorporate all the comments of this meeting in the document and asked Anil if he will be sharing the scenarios with the EAI and Tech WG. Anil confirmed.

Seda shared that they have completed the Africa Internet Governance Forum on 19<sup>th</sup> of July. She also shared that they have panelists on defining the role of community and how to address UA in each stakeholder group. She said that they have drafted the report and that she has shared the report in the mailing list, so everyone can take a look at it. And if the report looks good it can be submitted to Africa IGF.

Anil requested Seda to share the detailed information on social media paid campaign with the members, so in the next call a meaningful discussion can take place to close this particular point. Anil thanked Seda and all the members.

**Next Meeting: Monday 22<sup>nd</sup> August 2022 UTC 1600-1700**

### Action items

No.	Action Item	Owner
1	Update the SOW	Seda
2	To share the final version of SOW with the EAI and Tech WGs	Anil
3	Provide recent updates on UASG to Comms WG on what to promote in the next social media paid campaign	Seda