

SOW Explainer Videos

Subgroup Meeting

06 October 2021

Attendees

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Meeting Agenda:

1. Welcome and Roll-call
2. Working on the [SOW: Explainer Videos](#)
3. AOB

Meeting Notes

The meeting started with an introduction about the Statement of Work for the UA Explainer Videos. There will be three videos, each of which will have a different message and target audience and will have complementary content that will not be repeated in other videos. Each video will refer to the next one in the end. Each video will be 3-5 minutes in length, in English with subtitles in six UN official languages. The videos will be on the following topics:

1. Introduction to UA and why it is important.
Audience: General community, public sector, technical community
1. Configuring email systems to support EAI.
Audience: Email and System Administrators.
1. How to make UA-ready applications.
Audience: Software developers (online applications and websites)

The meeting focused on Video 1.

Participants discussed that the target audience needs to be identified. Governments / decision makers / end users are amongst the options.

One suggestion was that if governments are targeted, the video needs to be prepared for them specifically, and we should encourage them to implement UA for connecting more citizens online.

Key message should be that UA is a key to multilingual internet.

One suggestion about the logical sequence is as follows: Before starting why UA is important, start with IDNs in general. Explain what IDNs are, then include content. Then talk about UA and its importance.

Another suggestion about the sequence is that it should start with Internet evolution, then talk about end users from different regions. Then it continues with the domain name landscape that has changed, following the IDNs and New gTLDs and emails based on them.

Rather than domain names, emails are more spread among users. To know more why this is a more important topic, it will refer people to look at the next video.

One suggestion was that the videos should be very interesting, and composition should be catchy. One example provided was from Thailand <https://www.youtube.com/watch?v=39Mblb2PIS4>

Another suggestion was we need more engagement with the language communities.

It was also suggested that we should give room for input and suggestions from the service providers on how they can make the video a better one. As this input was provided in chat, the attendees have commented “service providers” from several aspects. This could be registrars and registries. In that case they would not be willing to sell this idea as it can affect their sales on IDNs. It could also be hosting and email service providers. Alternatively, it could be the contractor for this work. The group will follow up on this input in the next call.

Next meeting: 13 October 2021 UTC 1100-1200

Next Agenda Item

- Scenario 2

Action items

No	Action Item	Owner
1	Find appropriate links that can help with these videos.	All
2	Clarification about the “service providers” for improving the videos is requested from Raymond.	Raymond Mamattah