SOW Explainer Videos
Subgroup Meeting
20 October 2021

Attendees
Maria Kolesnikova
Imran Hossen
Satish Babu
Seda Akbulut

Meeting Agenda:

1. Welcome and Roll-call
2. Working on the SOW: Explainer Videos

Meeting Notes

Linkification and IDNs are not supported well in promotion campaign on Facebook and some social media platforms. We can't make post with IDNs, display in browsers in punycode. Whether this could be shown in the video as an example or not by disclosing the company names (Facebook) requires advice from legal experts. If it creates an issue, we can use an anonymous social media page.

Acronyms such as IDN, EAI need to be explained where they first mentioned.

Comfortable conversational pace is around 100-200 words per minute.

Whether some examples are UA related or not will be further decided. The following part is taken out of the SOW document as it is not related to UA:

"problems with typing of urls because of lack of ASCII letters which can represent the local languages sufficiently. a person try to use his local keyboard layout and try to type local domain and some letter won't exist … no appropriate fonts to display them"

Next agenda item: Starting to the scenario 2

Next meeting: 3 November 2021 UTC 1100-1200

Action items

No	Action Item	Owner
1	Check with Legal or Comms Team whether Facebook or other social media pages can be shown as an example in the Explainer Video.	Seda

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2	What domains (TLDs) to show to demonstrate the examples - consult with ICANN What scripts will be used (Chinese , Indian, etc), Long /Short TLD will be decided by SubGroup.	ICANN - Subgroup
3	For the next meeting a member from the EAI WG needs to attend	Abdalmonem

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