

# Upcoming Blogs

- \* UA-Readiness of Social Network Applications Report
  - \* Outline of blog completed
  - \* Waiting for final report (due in early November)
- \* Post-ICANN72 blog (TBD)
  - \* Potential GAC tie-in?



# Upcoming Case Studies

- \* UA University Projects and Hackathons (1)
  - \* Initial response from Egypt received, waiting for input following project conclusion.
  - \* Examples for hackathons: African region, CIS-EE, Serbia, Thailand
- \* Tools: Commingate PRO and Bitrix CMS (2)
  - \* Supporting the Cyrillic script
  - \* Could be merged into one case study
  - \* Next steps? Maria knows contact?
- \* Guidelines to promote the use of IDN and IDN ccTLDs among ASEAN community report (3)
  - \* Indian website that is UA-ready: <https://xn--r2be6b8a.xn--h2brj9c/>
  - \* Is Singapore still an option?

# Case Studies TBD

- \* Indian Government: Rajasthan Police, Karnataka state gov't (TBD)
  - \* Need to check their UA-readiness
  - \* There has been difficulty in getting information from the offices
- \* NIXI (TBD)
  - \* Not UA-ready yet
- \* German Federal Ministry of the Interior, Building and Community
  - \* Not enough information for a case study
  - \* Could become a blog



# Social Media – Quarterly Recap



1 July – 30 September 2021

## Twitter (total followers: 458)

- \* Impressions: 26.6k
- \* Engagement rate (average): 1.6%
- \* Link clicks: 102
- \* Likes: 96
- \* Retweets: 96
- \* Replies: 2

Tweets with the highest engagement:

12%

UASG Tech @UASG Tech

"Universal Acceptance (UA) means the [#Internet](#) should accept scripts in my local language." - Abdulkarim Ayopo Oloyede ([@oaayopo](#)), UA Ambassador - Nigeria.

What does UA mean to you?

[#Internet4All](#)

Ajay Data, UASG Chair, India

Universal Acceptance is very important for breaking the language barrier bringing billions of people online. 0:03 / 1:03

12%

UASG Tech @UASG Tech

On 14 September, join [@ficci\\_india](#) for another pre-India [#Internet](#) Governance Forum (IIGF) session: The Changing Landscape of the Indic-Internet and Importance of Universal Acceptance (UA). Register for the event here: [bit.ly/3BZozmZ](https://bit.ly/3BZozmZ) [#Internet4All](#)

LET'S CREATE HISTORY TOGETHER  
INDIA INTERNET GOVERNANCE FORUM 21  
PRESENTS  
PRE-IIGF EVENT  
In Association with  
Session on  
The Changing Landscape of Indic-Internet  
and Importance of Universal Acceptance  
Tuesday, 14<sup>th</sup> September 2021  
05:00 PM - 06:15 PM

6.5%

UASG Tech @UASG Tech

New UA Event: As part of pre-India Internet Governance Forum (IIGF) activities, a session on the importance of Universal Acceptance (UA) and a multilingual [#Internet](#) is being held on 31 Aug. at 11:30 UTC. Register for the session here: [bit.ly/3klGcAO](https://bit.ly/3klGcAO) [#Internet4All](#)

INDIA INTERNET GOVERNANCE FORUM 21  
PRESENTS  
PRE-IIGF EVENT  
In Association with  
The importance of multilingual internet as a socio-economic tool of empowerment  
31<sup>st</sup>, August 2021  
05:00 PM - 06:15 PM

# Social Media – Quarterly Recap



1 July – 30 September 2021

## Facebook (total followers: 321)

- \* Engagement rate (average): 6%
- \* Likes: 72
- \* Page reach: 1,026
- \* Shares: 11
- \* Post clicks: 41

Posts with the highest engagement:

17%

In order to be a productive volunteer in the Technology Working Group, members need to have a good understanding of UA and a general knowledge of software development including the technical issues involved in achieving Universal Acceptance. In addition, comprehension of specific programming languages and platforms, and familiarity with multilingual computing (writing systems, encoding systems, Unicode, IDNs) are useful.

**Satish Babu**  
Chair, Technology Working Group

//\*.\*/

15%

**WHITE PAPER** //\*.\*/

The role of country code top-level domains (ccTLDs) in achieving Universal Acceptance (UA)

14%

**NEW COURSE**

Introduction to Universal Acceptance

Universal Acceptance

# Social Media – Quarterly Recap



1 July – 30 September 2021

## LinkedIn (total followers: 216)

- \* Impressions: 1,654
- \* Engagement rate (average): 7.3%
- \* Clicks: 41
- \* Page views: 112
- \* Reactions: 69
- \* Shares: 9

Posts with the highest engagement:

15%

Universal Acceptance Steering Group - ... + Follow ...  
219 followers  
1mo · 🌐

Universal Acceptance (UA) By the Numbers: In recent testing, only 6.3% of over 2 million mail servers' IP addresses tested can accept an internationalized email address with the domain part in ASCII? For a full breakdown of testing results check out the new FY21 UA-Readiness Report: <https://bit.ly/3tNrrjRF> #Internet4All

**By the Numbers**

1,177 TLD zones surveyed covering 208,511,439 second level domains  
34,554,390 unique mail servers found with 2,550,184 unique IP addresses

Results show that of the mail servers' IP addresses:

6.3% can accept an internationalized email address with the domain part in ASCII

1.45% can accept an email address completely in local languages/scripts

15%

Universal Acceptance Steering Group - ... + Follow ...  
219 followers  
2mo · 🌐

On Tuesday 27 July at 8:00 UTC, learn about the landscape of Internationalized Domain Names (IDNs) in the APAC region. Register now for the Asian, Australian and Pacific Islands Regional At-Large Organization (APRALO) webinar: "Advancing the IDN Agenda for a More Inclusive Internet." #Internet4All #ICANN <https://lnkd.in/gZ6DY48>

27 July 2021 at 08:00 UTC, via Zoom | Pre-registration required

Moderator: Satish Babu  
Speakers: Emily Taylor, Sarmad Hussain, Justine Chew

TOPICS TO BE COVERED include:  
- The landscape of IDNs in the APAC region  
- Introduction of IDNs to the Root Zone & their management  
- Existing policies & procedures on IDNs: IDN Variant TLDs handling  
- Policy recommendations for next round's applications

12.5%

Universal Acceptance Steering Group - ... + Follow ...  
219 followers  
1mo · 🌐

#CIOs, #CTOs, and #CEOs, are you familiar with the concept of the Universal Acceptance (UA) of all domain names and email addresses? If not, you're leaving money on the table and missing potential customers and users. Follow us to learn about the \$9.8+ billion opportunity that supports the next billion #Internet users. #Internet4All #ICANN <https://uasg.tech/>

**Follow Us On Social Media**

