Universal Acceptance of Domain Names and Email Addresses (UA)

Universal Acceptance Steering Group (UASG) Plans and Next Steps

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Vision

All domain names and all email addresses work in all software applications

Mission

To mobilize the software application developers to get their products UA Ready by providing encouragement, documentation, case studies, tools and measures to deliver the right user experience to the end user

Impact

Promote consumer choice, improve competition and provide broader access to end users

Categories Affected by UA Issues

1. Newer top-level domain names: example.sky

2. Longer top-level domain names: example.global

3. Internationalized domain names   البحرين.مثال
   - Rendering problems
   - Displaying A-label: xn--mgbh0fb.xn--mgbcpq6gpa15g
     - Ordering right-to-left scripts: should be مثال.البحرين

4. Internationalized email addresses: अजय@डाटा.भारत (email address in Hindi language)
   - Available standards not implemented by all email software and service providers making email delivery unreliable
     - Test if your email is compliant: https://uasg.tech/eai-check/

Five Actions for UA Readiness

Applications should be able to do the following for all domain names and email addresses:

Accept

Validate

Store
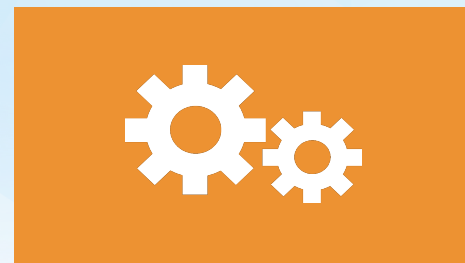
Process
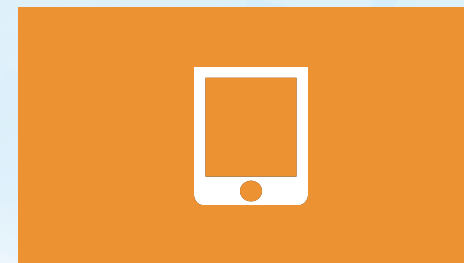
Display

UASG and its Action Plan for FY20

Universal Acceptance Steering Group (UASG)

- To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community initiative

- UASG has produced documentation to define, address the challenges and share progress, posted at https://UASG.tech, e.g.:
  - Quick Guide to Universal Acceptance
  - Quick Guide to Email Address Internationalization
  - UA Case Study: Government of Rajasthan, India
  - Quick Guide to Tendering and Contractual Documents

- UASG is actively engaged in disseminating the information to relevant stakeholders

FY20 Action Plan - Community Stakeholders

- **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks

- **Technology Developers** - Organizations and individuals developing and directing applications

- **Email Software and Service Providers** – Organizations and individuals providing internationalized email software and services

- **Influencing Individuals and Organizations** - Individuals at local and international level who can help promote UA Readiness, and organizations which can be used to spread the UA message more broadly

- **Government Policy Makers** - Government officials, as an explicit group, are included to try to generate demand for UA Ready products and services through accessibility standards and procurement processes

FY20 Action Plan - UASG Working Groups

- ⊙ **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.

- ⊙ **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready

- ⊙ **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness

- ⊙ **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs

- ⊙ **Local Initiatives WG** – Plans, develops and oversees execution of local initiatives in various geographies

- ⊙ **UA Ambassadors WG** – Plans and executes training and outreach in local regions

UASG Organization and Stakeholder Interaction

Stakeholders: Organization:	Tech. Enablers	Tech. Developers	EAI Providers	Infl. Indv. and Orgs.	Policy Makers
Technology WG	x	x			
EAI WG			x		
Measurements WG					
Communications WG	x	x	x	x	x
Local Initiatives WG		x	x	x	x
UA Ambassadors WG	x	x	x	x	x

How Can You Contribute?

- Sign up for one or more UA Working Groups and contribute directly

- Organize or contribute to a local initiative on UA

- Test your email address at https://uasg.tech/eai-check/ to see if you can receive EAI emails

- Get an IDN email to sign-up at local websites - report issues at https://uasg.tech/global-support-center/

- Help raise the awareness of UA issues and solutions, e.g. by writing an article in a tech magazine using the materials at https://uasg.tech website

- Help reach out to the local influencing organizations or individuals to ask for assistance in raising the awareness

- Help reach out to local government organizations and officials and ask for UA-readiness of e-government applications

Thank You

- Visit https://uasg.tech to access all UA documents and presentations

- Contribute to UA
  - Join UASG Working Groups
  - Join UA-discuss list

- For further information, please email info@uasg.tech