Universal Acceptance (UA) Training Series

Hosted by the North America Regional At-Large Organization (NARALO)

In Conjunction with the

Internet Corporation for Assigned Names and Numbers (ICANN)

ICANN

Dates and Times

Session 1: Thursday, 20 January 2022 – 17:00 UTC
"An Introduction to Universal Acceptance"

Session 2: Thursday, 27 January 2022 – 17:00 UTC
"Email Addressing Internationalization (EAI) Configuration"

Session 3: Thursday, 3 February 2022 – 17:00 UTC
"UA for Java Developers"

Session 4: Thursday, 10 February 2022 – 17:00 UTC
"Outreach and Engagement, The Life of an UA Ambassador"

Meet Your Instructors

Session 1: "An Introduction to Universal Acceptance"
Dennis Tan, Senior Platform Manager, Verisign
Joe Catapano, Stakeholder Engagement Senior Manager, ICANN

Session 2: "Email Addressing Internationalization (EAI) Configuration"
Champika Wijayatunga, Regional Technical Engagement Manager, ICANN

Session 3: "UA for Java Developers"
Sarmad Hussain, Senior Director, IDN and UA Programs, ICANN

Session 4: "Outreach and Engagement, The Life of an UA Ambassador"
Mark Datysgeld, Internet Governance and Policies Consultant

What is Universal Acceptance?

The Domain Name System (DNS) has changed dramatically over the last decade. There are now more than 1,200 active generic Top-Level Domains (gTLDs) representing many different scripts and character strings of varying length (e.g., .дети, .london, .engineering). There are also more than 60 Internationalized Domain Names (IDNs) country code top-level domains (ccTLDs) representing global communities online in native scripts (e.g., .ไทย).

Universal Acceptance (UA) is the cornerstone to a digitally inclusive Internet because it ensures all domain names and email addresses – in any language, script, or new or long TLD (e.g., .在线, .photography) – are accepted equally by all Internet-enabled applications, devices, and systems.

Universal Acceptance

Why Does Universal Acceptance Matter?

Achieving UA ensures every person has the ability to navigate and communicate on the Internet using their chosen domain names and email addresses that best aligns with users' interests, business, culture, language, and script.

UA can also help:

⊙ Support a diverse and multilingual Internet

⊙ Enable greater competition, innovation, and consumer choice

⊙ Create business opportunities

⊙ Offer career advantages for developers and system administrators

⊙ Assist governments and policymakers in reaching their citizens

Supporting a Multilingual Internet

The majority of the world does not speak English as a first language or write it only using letters A-Z, a-z. In fact, only around 36 percent of the world population uses the Latin alphabet. There are billions of people who prefer to read and write in Arabic, Chinese, Cyrillic, Devanagari, or other scripts.

Many of these multilingual users are currently excluded from experiencing the full benefits of the Internet simply because they are unable to use a domain name or email address in their language and script of choice.

By being UA-ready, there are important economic and social benefits of supporting multilingual Internet users:

⊙ Increasing Internet users' access to e-commerce, local communities, and governments

⊙ Embraces and proliferates cultural traditions through the use of indigenous languages, as argued by the OECD 2016 report on the economic and social benefits of Internet diversity and openness

Greater Choice: New and Long TLDs

Hundreds of new gTLDS, including long TLDs (e.g., .barcelona, .blog, .insurance) have been introduced through the New gTLD Program.

The goal of allowing new and long TLDs is to enhance competition, innovation, and consumer choice, and being UA-ready can help to fully achieve this.

Competition and Innovation

⊙ New and long TLDs have spurred new businesses, not only through registries, but also in marketing, research, and technology.

⊙ New and long TLDs have allowed brands, businesses, governments, and organizations to refresh and modernize their online images.

Choice

⊙ New and long TLDs offer greater consumer choice when it comes to selecting a domain name by allowing users to choose one that best reflects their business, hobby, community, geography, and more.

Business Opportunities

Many businesses are leaving money on the table by not updating their systems to be UA-ready, which has the potential to unlock billions in revenue from untapped customers.

A UASG study, conducted in 2017, found that the Universal Acceptance of Internet domain names is a $9.8+ billion opportunity, which is a conservative estimate.
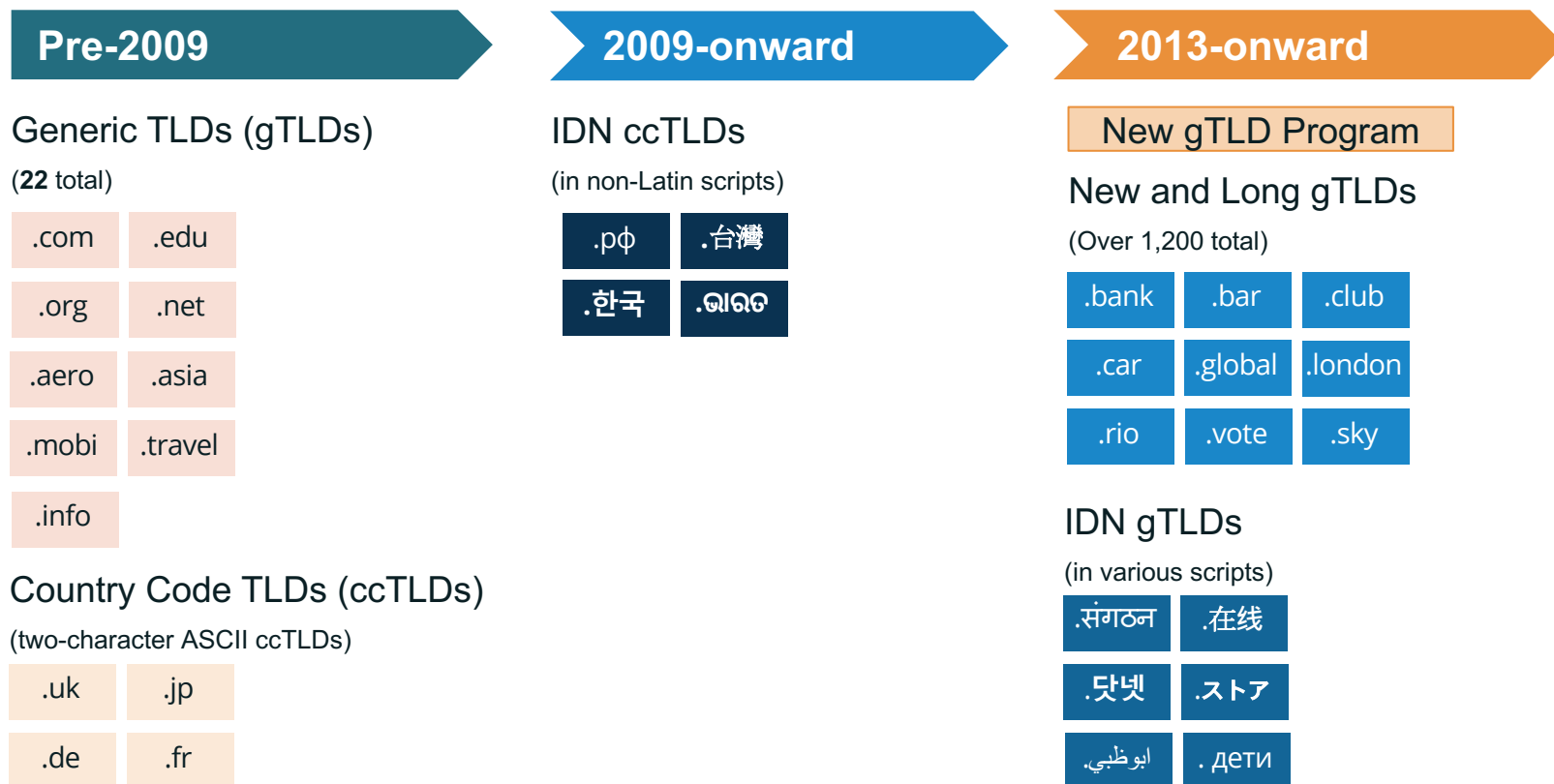
Businesses that are UA-ready will be best positioned to reach growing global audiences and maximize revenue potential from the current Internet population, as well as the next billion.

Current Internet Population

4.5 billion active users with at least one billion more expected to come online by 2023

Expansion of the DNS

The introduction of new generic top-level domains (gTLDs), including long TLDs, and Internationalized Domain Names (IDNs) into the Internet ecosystem through the New gTLD Program, has enabled the largest expansion of the DNS.

Pre-2009

Generic TLDs (gTLDs)

(**22** total)

.com	.edu
.org	.net
.aero	.asia
.mobi	.travel
.info	

Country Code TLDs (ccTLDs)

(two-character ASCII ccTLDs)

.uk	.jp
.de	.fr

2009-onward

IDN ccTLDs

(in non-Latin scripts)

.рф	.台灣
.한국	.ଭାରତ

2013-onward

New gTLD Program

New and Long gTLDs

(Over 1,200 total)

.bank	.bar	.club
.car	.global	.london
.rio	.vote	.sky

IDN gTLDs

(in various scripts)

.संगठन	.在线
.닷넷	.ストア
.ابوظبي	.дети

What's Involved: Domain Names and Email Addresses

Universal Acceptance (UA) is about how to appropriately support internationalized identifiers (IDNs and EAI), as well as new and long top-level domains (TLDs).

Domain Names:

- New short top-level ASCII domain names: example.sky

- New long top-level ASCII domain names: example.engineering

- Internationalized Domain Names (IDNs):   คน.ไทย

Email Addresses:

- ASCII@ASCII (new and long TLD)   ekrem@misal.istanbul
- ASCII@IDN   marc@société.org
- Unicode@ASCII   测试@example.com
- Unicode@IDN   όνομα@παράδειγμα.ευ
- Unicode@IDN; right-to-left scripts   ايميل@مثال.موقع

Universal Acceptance Steering Group (UASG)

The Universal Acceptance Steering Group (UASG) is a community-led initiative that was formed in 2015. The group is made up of representatives from more than 120 companies, governments, and community groups.

The UASG is tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. Through its multiple working groups and local initiatives, the UASG:

- ⊙ Develops UA resources, technical documents, and analyses

- ⊙ Creates UA messaging and outreach strategies targeted at identified stakeholders

- ⊙ Hosts and attends UA events, such as webinars, coding sessions, ICANN Public Meetings, and developer conferences

- ⊙ Organizes UA local initiatives and appoints UA Ambassadors around the world

- ⊙ Communicates UA news and information through UASG social media channels and the UASG.TECH website

Engage with ICANN

Thank You and Questions

Visit us at **icann.org**
Email: na-gse@icann.org

Twitter	@icann
Facebook	facebook.com/icannorg
YouTube	youtube.com/icannnews
Flickr	flickr.com/icann
LinkedIn	linkedin/company/icann
LinkedIn	slideshare/icannpresentations
SoundCloud	soundcloud/icann