

Universal Acceptance (UA) Training Series

Hosted by the North America Regional At-Large Organization

In Conjunction with the

Internet Corporation for Assigned Names and Numbers (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 gTLDs representing many different scripts and character strings of varying length (e.g., .дети, .london, .engineering). There are also more than 60 IDN country code top-level domains (ccTLDs) representing global communities online in native scripts (e.g., .ไทย).

Universal Acceptance (UA) is cornerstone to a digitally inclusive Internet by ensuring 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.



Why Does Universal Acceptance Matter?

Achieving UA ensures every person has the ability to navigate and communicate on the Internet using their chosen domain name and email address that best aligns with their 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 their language 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're 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 their ability to access and connect to ecommerce, local communities, and governments.
- ⦿ Embracing and proliferating cultural traditions through language as indicated 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, organizations, and more the ability 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.

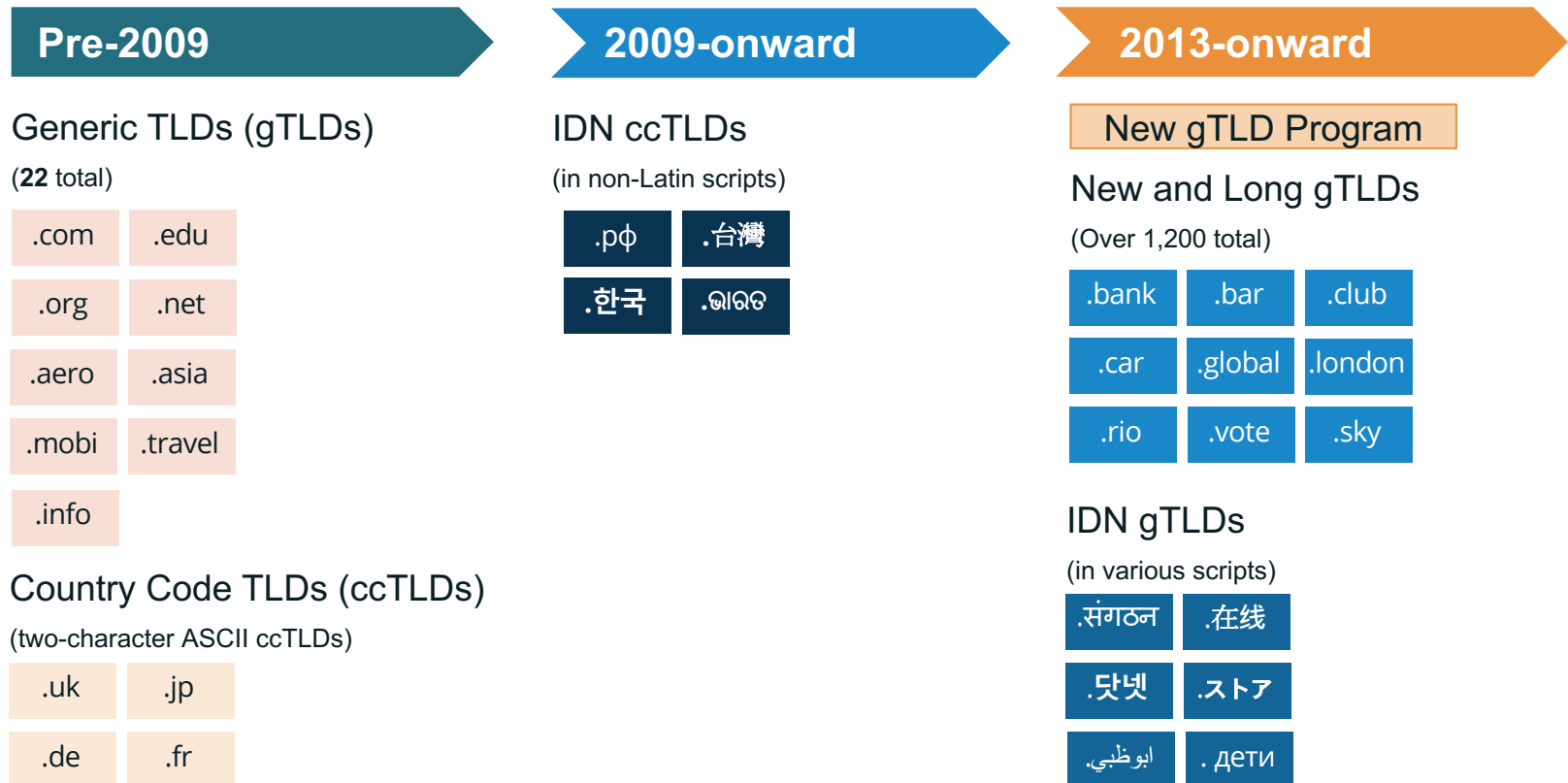
Businesses that are UA-ready will be best positioned to reach growing global audiences and maximize revenue potential from the current Internet population, as well as the next billion.

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.



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.eu`
- Unicode@IDN; right-to-left scripts `ایمیل@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 analysis.
- ⦿ Creates UA messaging and outreach strategies targeted at identified stakeholders.
- ⦿ Hosts and attends UA events (webinars, coding events, ICANN Public Meetings, developer conferences, etc.)
- ⦿ Organizes UA local initiatives and appoints UA Ambassadors around the world.
- ⦿ Communicates UA news and information through UASG social media channels and [UASG.TECH](https://uasg.tech) website.
- ⦿ And more!

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