

ccNSO & UA

Developing a Roadmap for the ccNSO with respect to Universal Acceptance

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Should the ccNSO play an active role in the Universal Acceptance arena?

Introduction

Universal Acceptance (UA) ensures that all domain names, including new top-level domains (TLDs), Internationalized Domain Names (IDNs), and email addresses are treated equally and can be used by all Internet-enabled applications, devices, and systems.

Over the years UA has been extensively discussed at various fora in and outside ICANN. As part of those discussions, the ccNSO has organised briefing sessions, ccNSO members meeting sessions or ccTLD News sessions and presentations were provided as part of Tech Day. In addition, ccTLDs participate in discussions at ICANN meetings and within other global fora, as well as in their respective countries and regions.

As the ccNSO is a platform to share experiences and develop best practices, recently some members of the ccTLD and broader ICANN community suggested that the ccNSO should play a more active role with respect to UA and to have a more prominent voice on behalf of the ccTLD community. Although from a ccTLD perspective, local and regional initiatives with respect to UA are the most relevant, participating and shaping global discussions in this area is an opportunity to showcase and leverage local and regional activities with respect to UA at a global (ICANN) and to influence discussion if so required. A more active ccNSO may also engage those ccTLDs who are not yet involved in the national and regional discussions.

Background

- White Paper by Asia Pacific TLD Association (APTLD) on [The Role of ccTLDs in Achieving Universal Acceptance](#).
- ICANN study the “Universal Acceptance Roadmap for Domain Name Registry and Registrar Systems” Published for [Public Comment](#).
- ICANN presentation during ICANN75 Tech Day

Exploring, assessing and agreeing on potential role of the ccNSO

To explore the role of the ccNSO, if any, with respect to UA from a ccTLD perspective, representatives from ccTLDs and the broader community who are all actively involved in UA, were asked to present their views on a potential role for the ccNSO. Secondly, community members were asked whether they supported the suggestions, with an objective to rank the suggestions in order of ccTLD community preference.

Next (Phase 2), to assess the possible role of the ccNSO, the Councillors and community members will be asked to undertake an Impact/Effort analysis of the suggestions. This phase is needed to gain a better and deeper understanding of the value/impact of the suggestion for the

ccNSO/ccTLD and effort required from a ccNSO perspective (volunteers, session time, staff support, duration of effort, etc.). For example if as a result of this assessment the impact is believed to be negative, the suggestion should be abandoned. Similarly, if a suggestion is considered to require a lot of resources (both in terms of level and duration) and has low anticipated value it should have a very low priority, if any. and provide feed-back to the community for the role of the ccNSO (intersessional webinar).

Finally, the various suggestions that promise to be of value, sustainable and within remit of the ccNSO, will included in a Roadmap/work plan ccNSO & UA, to be presented to the community and Council at ICANN76, to seek their support and participation in the execution of the plan.

Exploration of the role of the ccNSO (ICANN75)

Suggestions and Statements. During the ccNSO session in Kuala Lumpur (ICANN75) the presenters were asked to make suggestions on what the ccNSO should do or – even more importantly – what it should NOT do. These suggestions were paraphrased into a statement that could be polled (temperature of the room) with the ccTLD present (Table 1: Overview of Suggestions and Statements).

Table 1: Overview of Suggestions and Statements

Suggestion		Statement
ccTLD		
1	In collaboration with UASG, reaching out to the social media, i.e., FB, line, aiming at increasing awareness and encouraging readiness for Universal Acceptance	The ccNSO, in collaboration with UASG, should encourage ccTLDs to reach out to social media sites and platforms (FB, Line, Linked-in), ensuring support urls and emails in local languages
2	A Tech day session: topic on the practices and strategy in UA-readiness for ccTLD registry	The ccNSO should organise session(s) on UA readiness and practices for and by ccTLDs at Tech Day and/or Members meeting
3	A session for ccTLD newcomer: raising awareness on the importance of UA-ready and strategy that they can follow, for example, have an UA-ready strategy for your cctld registrars and outreach local/national developer, and open source software communities	The ccNSO should encourage ccTLDs to raise awareness about the importance and need for UA readiness among newcomers
ccTLD		
4	ccNSO may make aware the benefits of IDN ccTLDs delegation to ccTLDs.	The ccNSO should raise awareness about the benefits of IDN ccTLD delegation to ccTLDs

5	ccTLDs start POC of implementation of IDN/UA in one organisation in their country and find out the difficulties and benefits. The ccNSO should encourage ccTLDs to stress-test IDN/UA implementation with a local partner	The ccNSO should share working models
6	One ccNSO officer may liaison in the UASG group and attend all the meeting take input and give it to all the ccNSO members.	The ccNSO should activate a dedicated liaison for UASG activities
7	A helpdesk support can be set up by ccNSO or any ccTLD to address IDN and EAI related queries.	The ccNSO should create a dedicated group to assist ccTLDs with UA and Email Address Internationalisation (EAI)
gTLD registrar/member UASG		
8	How many of you (ccTLD registries) have IDN email (EAI)? Do you need them? If you want your native script to be used, clean your backyard - implement firstly your service EAI email and start to use it (registrant with EAI). Just by trying to reach you will create a list of problems which you need to solve.Be UA ready, since no one of you are.	The ccNSO should encourage ccTLDs to use and allow non-ASCII scripts in their own services, including email
9	How many of you make IDN TLDs or New gTLDs promo? Do you have any special value to add for a registrar who is selling such domains? Do you support UA solutions on hostings of your registrars/ISP providers? If you don't create something special for registrars, they will not move a finger.	The ccNSO should encourage ccTLDs to assist their registrars by offering promotions for IDNs
10	Put yourself in the shoes of the user. For the success of UA, they need a complete and useful UA environment, including keyboards, OS-s... and all that the user touches, needs to be multilingual. Do you support/promote for example keyboards on local script? Do you push Microsoft/Apple/Linux developers to solve problems or add good translation and support for your language in OS-s? Story about Cyrillic script and Windows (where is @ sign).	The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages
11	Is the script in usage in all spheres of everyday life in your country? For example - do you have fiscal bills on your script? Do you have agreements, laws, everything (including logos of the firms on the street) written in your language and script? Mostly, the governments are creating this environment - do you work with them? Do they have ONLY IDN domains for their agencies, or do they use them as a secondary domain (forward)? Work with the government on proper adoption of the local script and by that, you are creating demand for IDN domains.	The ccNSO should encourage ccTLDs to cooperate with local authorities on creating demand for IDN domain names and the use of local languages/scripts
gTLD		
12	The matter of IDN compliance and UA readiness is not a journey and one that is anticipated to be long. A standing committee provides continuity that is important for gradual	The ccNSO should set up a standing committee on IDN/UA, which could liaise and maintain communications with the UASG the GAC IDN WG, the

	progression of the movement, as well as enhances coordination among different stakeholders across the community.	Board IDN/UA Working Group and other relevant groups to promote and advance IDN compliance and UA readiness.
13	“Fixing” particular components of a system for IDN/UA is not usually a “difficult” problem, the complexity however increases exponentially as many systems not only rely on domain names and email addresses as unique identifiers, but are prevalent across different components of a system. Case studies for different types of system architecture is therefore useful knowledge sharing	The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.
14	One of the most simple approaches to get a sense of IDN awareness would be to study whether the email server at an MX record for a particular domain name supports the EAI extensions. While this provides only a proxy indicator of IDN/UA readiness, it nevertheless provides a tangible and trackable measure of progress and development.	The ccNSO should encourage members and publish reports on EAI adoption in ccTLD zones (conducting studies and reporting on percentage of MX records supporting EAI extensions, as an indication of IDN/UA advancement)
15	ICANN team has worked with gTLD Registries and Registrars on a roadmap study, ccNSO and its members, especially IDN ccTLDs should consider joining the effort. ASCII ccTLDs should also consider the matter as they should also accept IDN childhosts, nameservers, and email addresses as registrant or contact correspondences.	The ccNSO should encourage members to join the UA Roadmap study for registry systems

Order of Preference of Suggestions The ranking of the suggestions in order of preference based on the result of polling is provided in Table 2: Ranking of suggestions in order of preference. The statements of the presenters were polled in order of the presentation. In Annex 3 the level of support and disagreement per statement is presented.

Table 2: Ranking of suggestions in order of preference

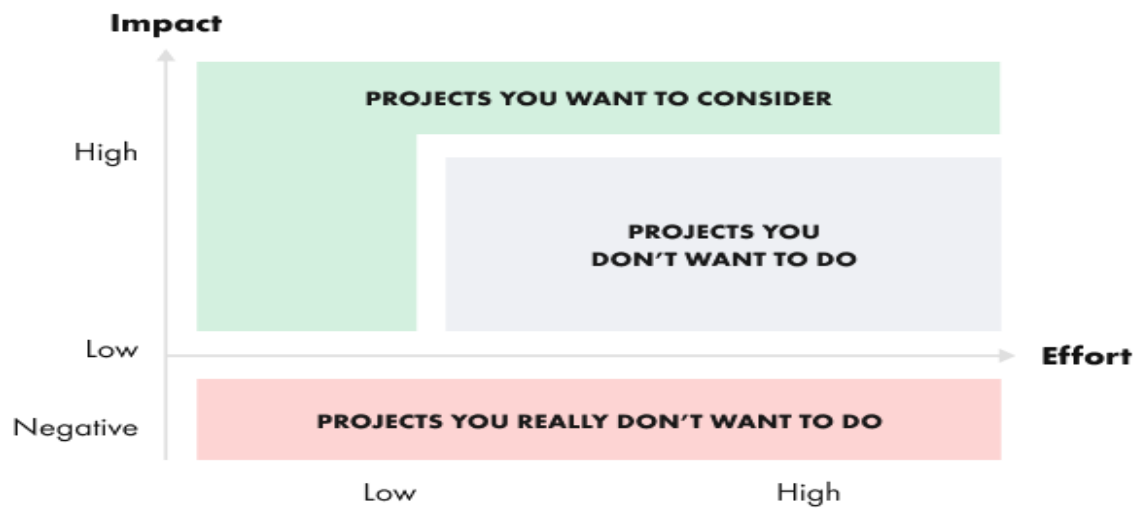
Rank	Statement
1	The ccNSO, in collaboration with UASG, should encourage ccTLDs to reach out to social media sites and platforms (FB, Line, Linked-in), ensuring support urls and emails in local languages
2	The ccNSO should organise session(s) on UA readiness and practices for and by ccTLDs at Tech Day and/or Members meeting
2	The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.
2	The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.
3	The ccNSO should encourage ccTLDs to raise awareness about the importance and need for UA readiness among newcomers
4	The ccNSO should encourage members and publish reports on EAI adoption in ccTLD zones (conducting studies and reporting on percentage of MX records supporting EAI extensions, as an indication of IDN/UA advancement)
5	The ccNSO should encourage members to join the UA Roadmap study for registry systems
6	The ccNSO should set up a standing committee on IDN/UA, which could liaise and maintain communications with the UASG the GAC IDN WG, the Board IDN/UA Working Group and other relevant groups to promote and advance IDN compliance and UA readiness.
	The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages
	The ccNSO should share working models
	The ccNSO should encourage ccTLDs to cooperate with local authorities on creating demand for IDN domain names and the use of local languages/scripts
	The ccNSO should raise awareness about the benefits of IDN ccTLD delegation to ccTLDs
	The ccNSO should activate a dedicated liaison for UASG activities
	The ccNSO should encourage ccTLDs to assist their registrars by offering promotions for IDNs
	The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages

Next step

To assess the possible role of the ccNSO, the Councillors and community members will be asked to undertake and Impact/ effort analyses of the suggestions. The outcome of this analyses will provide:

- Understanding of what community senses to have a positive impact and is relevant and adds value
- Understanding of effort needed to implement the suggestion/make it work

The results will be mapped on a the following overview:



Annex A – Level of support per statement

The statements of the presenters were polled in order of the presentation. Table 3 provides a level of support and disagreement per statement.

Table 3: Level of support per statement

Rank	Statement	Level of support	% of support	% of disagree
1	The ccNSO, in collaboration with UASG, should encourage ccTLDs to reach out to social media sites and platforms (FB, Line, Linked-in), ensuring support urls and emails in local languages	11/12	92%	0%
2	The ccNSO should organise session(s) on UA readiness and practices for and by ccTLDs at Tech Day and/or Members meeting	9/10	90%	10%
3	The ccNSO should encourage ccTLDs to raise awareness about the importance and need for UA readiness among newcomers	8/9	89%	11%
12	The ccNSO should raise awareness about the benefits of IDN ccTLD delegation to ccTLDs	6/9	66%	11%
5	The ccNSO should share working models	7/9	70%	10%
13	The ccNSO should activate a dedicated liaison for UASG activities	6/10	60%	20%
14	The ccNSO should encourage ccTLDs to assist their registrars by offering promotions for IDNs	7/11	56%	18%
8	The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages	8/11	72%	9%
15	The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages	6/14	43%	22%
10	The ccNSO should encourage ccTLDs to cooperate with local authorities on creating demand for IDN domain names and the use of local languages/scripts	8/12	68%	25%
11	The ccNSO should set up a standing committee on IDN/UA, which could liaise and maintain communications with the UASG the GAC IDN WG, the Board IDN/UA Working Group and other relevant groups to promote and advance IDN compliance and UA readiness.	7/9	77%	23%
2	The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.	9/10	90%	10%
2	The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.	9/10	90%	10%
5	The ccNSO should encourage members and publish reports on EAI adoption in ccTLD zones (conducting studies and reporting on percentage of MX records supporting EAI extensions, as an indication of IDN/UA advancement)	10/12	83%	17%
15	The ccNSO should encourage members to join the UA Roadmap study for registry systems	9/11	81%	19%