Introduction to Universal Acceptance (UA)

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AFRALO Webinar
10 May 2022

UA Training Series

Africa UA Training Programs

Date	Session	Audience	Description	Recording
Tuesday, 14 December 2021 12:30-14:00 UTC	Email Address Internationalization (EAI) Configuration	Technical (systems)	A detailed training on how to configure email systems to support Email Address Internationalization (EAI).	Recording Slides
Tuesday, 18 January 2022 12:30-14:00 UTC	Programming (in Java) to Support Universal Acceptance	Technical (programmers)	A detailed training on how to design and develop applications and systems to support UA.	Recording Slides
Tuesday, 15 February 2022 12:30-14:00 UTC	Universal Acceptance: Its Impact and Next Steps	ccTLD managers, local regulators, tech, and business	A discussion on how UA issues impact African communities, how best to address these issues, and the business opportunities presented by being UA-ready.	Recording Slides

https://www.icann.org/resources/pages/regional-universal-acceptance-training-2021-01-06-en

ICANN Learn Course
https://learn.icann.org

NEW COURSE

Introduction to Universal Acceptance

//*.*/
Universal Acceptance

Let us know if you would like to volunteer as a UA technical trainer: info@uasg.tech

Universal Acceptance of Domain Names and Email

Goal

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

пример.рф	**site.example**	名称@网站.域名
Internationalized Domain Names (IDN)	New gTLDs	Email Address Internationalization (EAI)

Impact

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

Categories Affected and UA Readiness

⦿ Domain Names:
- New short top-level domain names: example.sky
- New long top-level domain names: example.engineering
- Internationalized Domain Names (IDN): คน.ไทย

⦿ Internationalized email addresses (EAI):
- ASCII@ASCII (new and long TLD) ekrem@misal.istanbul
- ASCII@IDN marc@société.org
- Unicode@ASCII 测试@example.com
- Unicode@IDN ईमेल@उदाहरण.भारत
- Unicode@IDN; right to left scripts ای-میل@ مثال.موقع

Key Principles of UA Readiness

| Accept | Validate | Process | Store | Display |

Universal Acceptance Program

- Support UA Steering Group (UASG)
  - Tech, EAI, Comms, Measurement Working Groups
  - UA Local Initiatives, UA Ambassadors

- Outreach and Trainings
  - UA remediation trainings conducted around the world.
  - Case studies, e.g., Supporting a Culturally and Linguistically Diverse Internet Through EAI – How Coremail and THNIC Made it a Reality

- IDN and UA Steering Committee of ICANN
  - Plans and coordinates cross-functional work on IDNs and UA

Why does UA matter?

Universal Acceptance Enables Digital Inclusivity

*Consumer Choice   *Digital Inclusivity   *Multilingual Internet

- There are now more than **1,200 active gTLDs**, as well as country code top-level domains (ccTLDs) that are available in different scripts and that may be longer than three characters. These new TLDs represent cultures, brands, geographies, and special interests (e.g. .ไทย, .LONDON, .SPORT).

- Today, the Internet population is **4.5 billion active users**, and **at least one billion more are expected to come online by 2023.** Through Universal Acceptance (UA), they will experience the full benefits of the Internet.

- The majority of the world does not speak English as a first language. In fact, **only more than a third of the world population uses the Latin alphabet** in English, while there are billions of people who prefer to read and write in Arabic, **Ethiopic**, Chinese, Cyrillic, or other scripts.
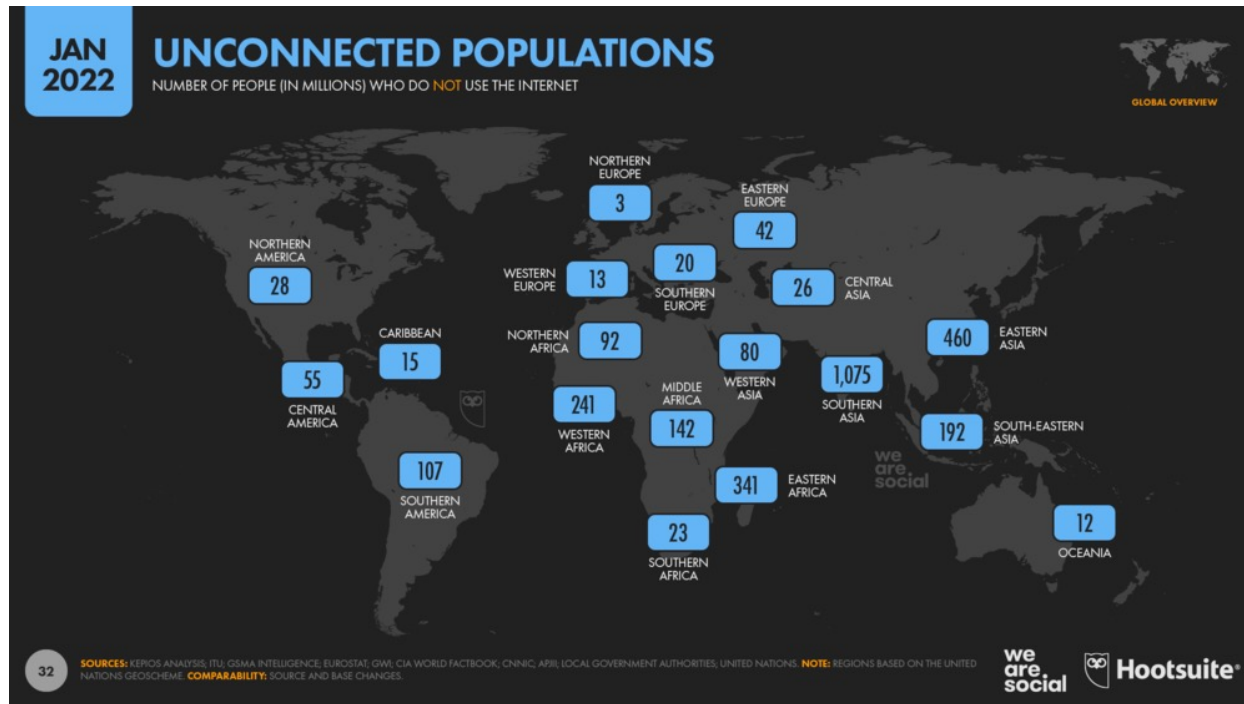
Global Internet Users

Africa Region

- Around 1.2 billion people, ~77% of whom do not use the internet

- Main scripts being used in Africa are:

  Latin (English and French), Ethiopic and Arabic based.

UA Provides Business Opportunities

* Competitive Advantage   * 9.8+ Billion Opportunity   * Reduce Technical Debt

* Social Responsibility   * Serve Local/Global Audiences

- Potential to unlock billions in revenue from untapped customers.

- A UASG study, conducted in 2017, found that the Universal Acceptance of domain names is a $9.8+ billion opportunity, which is a conservative estimate.

- UA –ready systems will have a **first-mover advantage** and the potential to capture new increasing revenue streams.

- **The investment to update systems** is far outweighed by the revenue potential from becoming UA-ready.

UA Delivers Career Opportunities

* Competitive Differentiator   * Skill Development   * Global User Experience

- UA is the new competitive differentiator every developer should have in their skill set.

- Becoming proficient in UA does not require learning a new category of coding, but rather builds upon existing skill sets to expand systems to recognize and support URLs and email addresses in all character lengths, and scripts.
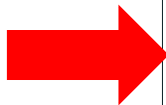
Are Your Software Applications UA Ready?

Make your systems UA-Ready

UA-readiness requires a considerable effort by all of us! Start with testing your own systems and email addresses with below resources.

- o [UASG 004](#): Test Cases for UA Readiness Evaluation
- o [UASG 026](#): UA-Readiness Framework
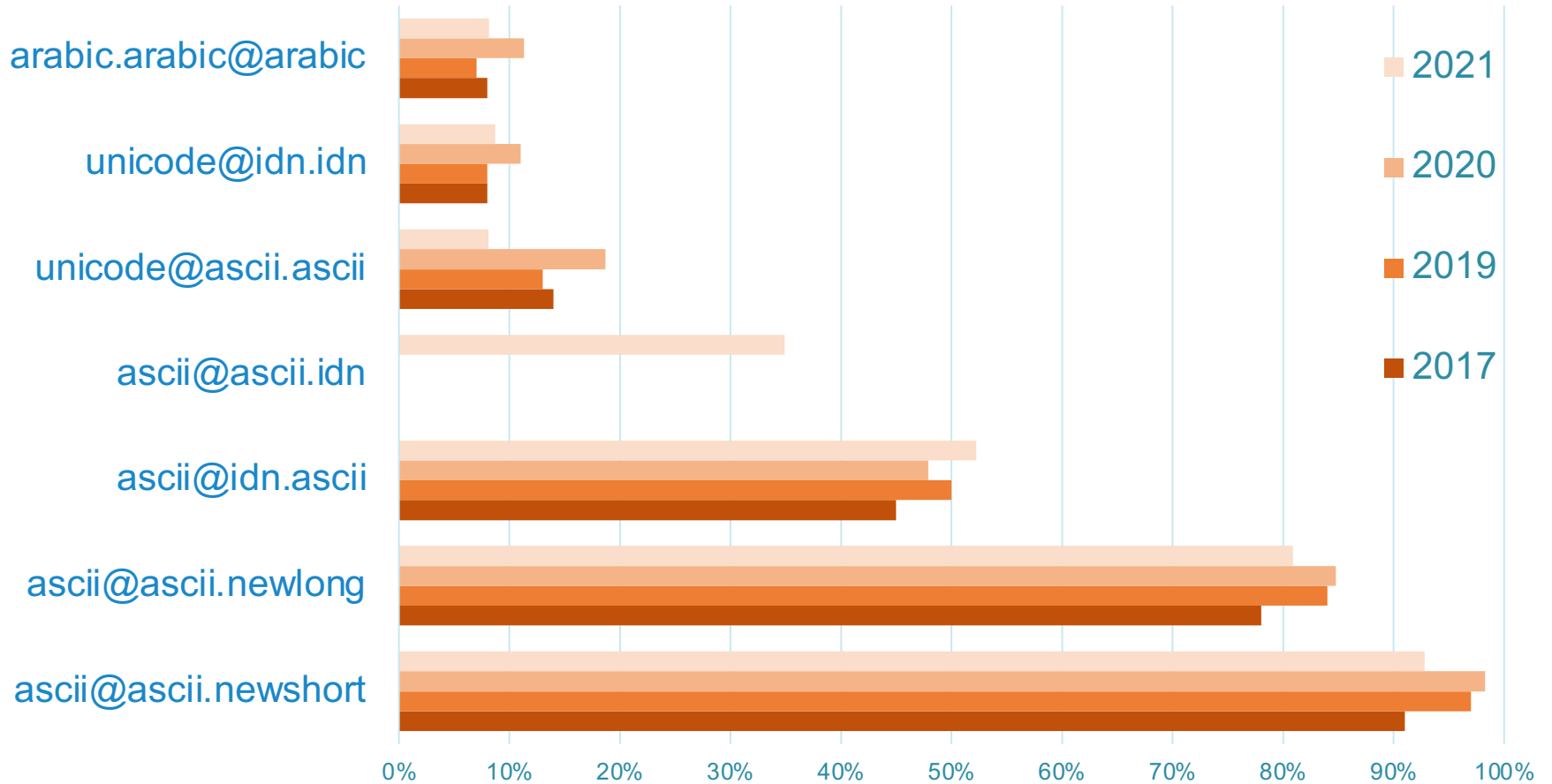
Is your email server globally inclusive?

https://uasg.tech/eai-check/

Email Address Acceptance by Global Websites

For details, see UASG027

EAI Acceptance Rates 2017-2021

Legend:
- 2021
- 2020
- 2019
- 2017

Categories (top to bottom):
- arabic.arabic@arabic
- unicode@idn.idn
- unicode@ascii.ascii
- ascii@ascii.idn
- ascii@idn.ascii
- ascii@ascii.newlong
- ascii@ascii.newshort

X-axis: 0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

EAI Support Across Email Servers
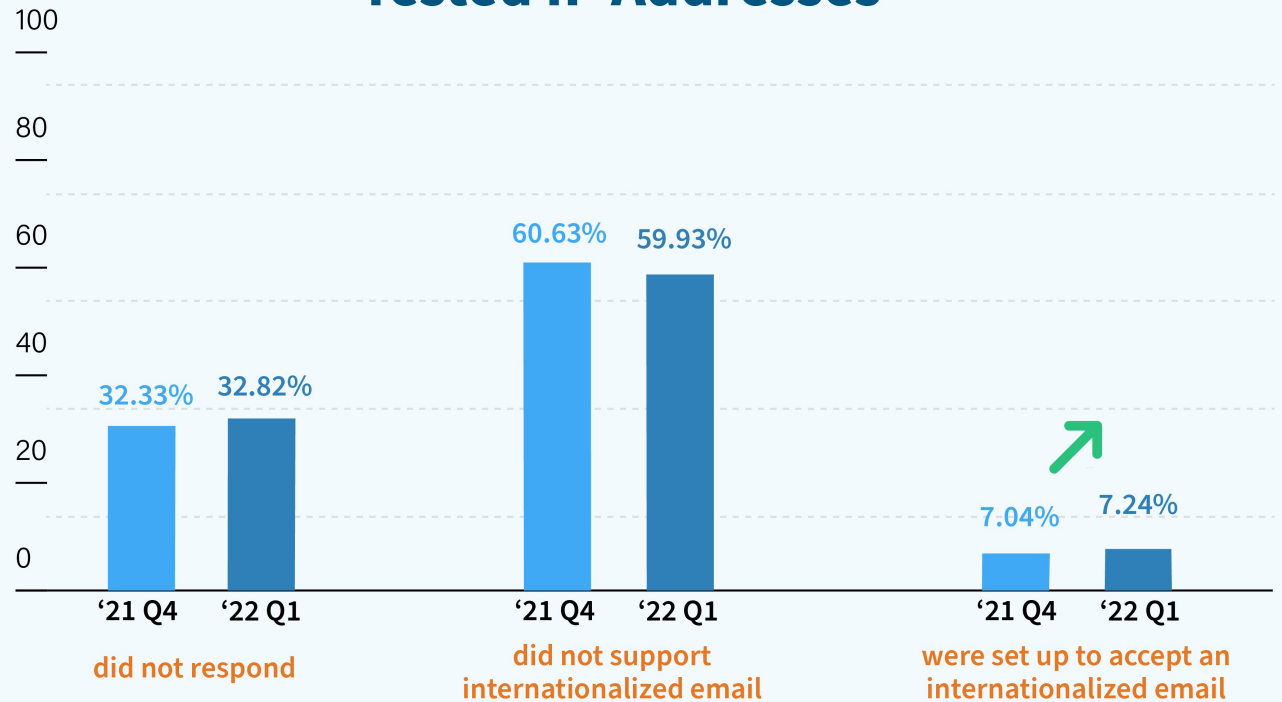
By the Numbers

Universal Acceptance
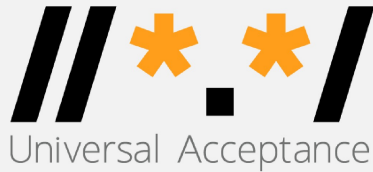
1,180
TLD zones

210,811,274
second level domains

34,996,159
unique mail servers

2,537,159
unique IP addresses

Tested IP Addresses

	did not respond	did not support internationalized email	were set up to accept an internationalized email
'21 Q4	32.33%	60.63%	7.04%
'22 Q1	32.82%	59.93%	7.24%

Next Steps and Community Support

1**) UASG and ICANN** continue to undertake:

- Gap analysis of social media, browsers, programming languages, EAI Tools, etc.
- Remediation efforts like engaging technology forums (e.g. Github) and bug reporting.
- Training and outreach through local initiatives and ambassadors.

2) The **ICANN community** can help address UA-readiness and lead by example:

- **Raise awareness** of the technical problems within the community.

- **Upgrade and use UA ready systems** as a community to **create the necessary demand**, e.g. upgrade email servers, use email in local languages.

- **Advocate more broadly** to support UA in their systems (e.g. in e-govt. services; the private sector organizations, etc.).

Such activities can be done in collaboration with UA Local Initiative and UA Ambassadors.

Universal Acceptance Local Initiatives

Objective: To interact with local stakeholders to promote UA-readiness through:
- Local community outreach and engagement
- Technical training

Active Local Initiatives
- China
- Commonwealth of Independent States and Eastern Europe (CIS-EE):
   Armenia, Belarus, Georgia, Latvia, Russia, Serbia, Ukraine
- India
- Thailand

UA Ambassadors in Africa:
- Malick Alassane - Benin
- Mark Elkins – South Africa
- Abdulkarim Oloyede - Nigeria

Help us establish new UA Local Initiatives in Africa!

Please contact us at info@uasg.tech if you are interested in starting a Local Initiative in your country or region, or to become UA Ambassador.

Get Involved!

- For more information on UA, email info@uasg.tech or UAProgram@icann.org and visit www.icann.org/ua

- Access all UASG documents and presentations at: https://uasg.tech

- Access details of ongoing work from wiki pages: https://community.icann.org/display/TUA

- Register to participate or listen in the UA discussion list at: https://uasg.tech/subscribe

- Register to participate in UA working groups https://uasg.tech/join/.

- Follow UASG on social media:

  Twitter: @UASGTech
  LinkedIn: https://www.linkedin.com/company/uasgtech/
  Facebook: https://www.facebook.com/uasgtech/

Engage with ICANN – Thank You and Questions

One World, One Internet

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