



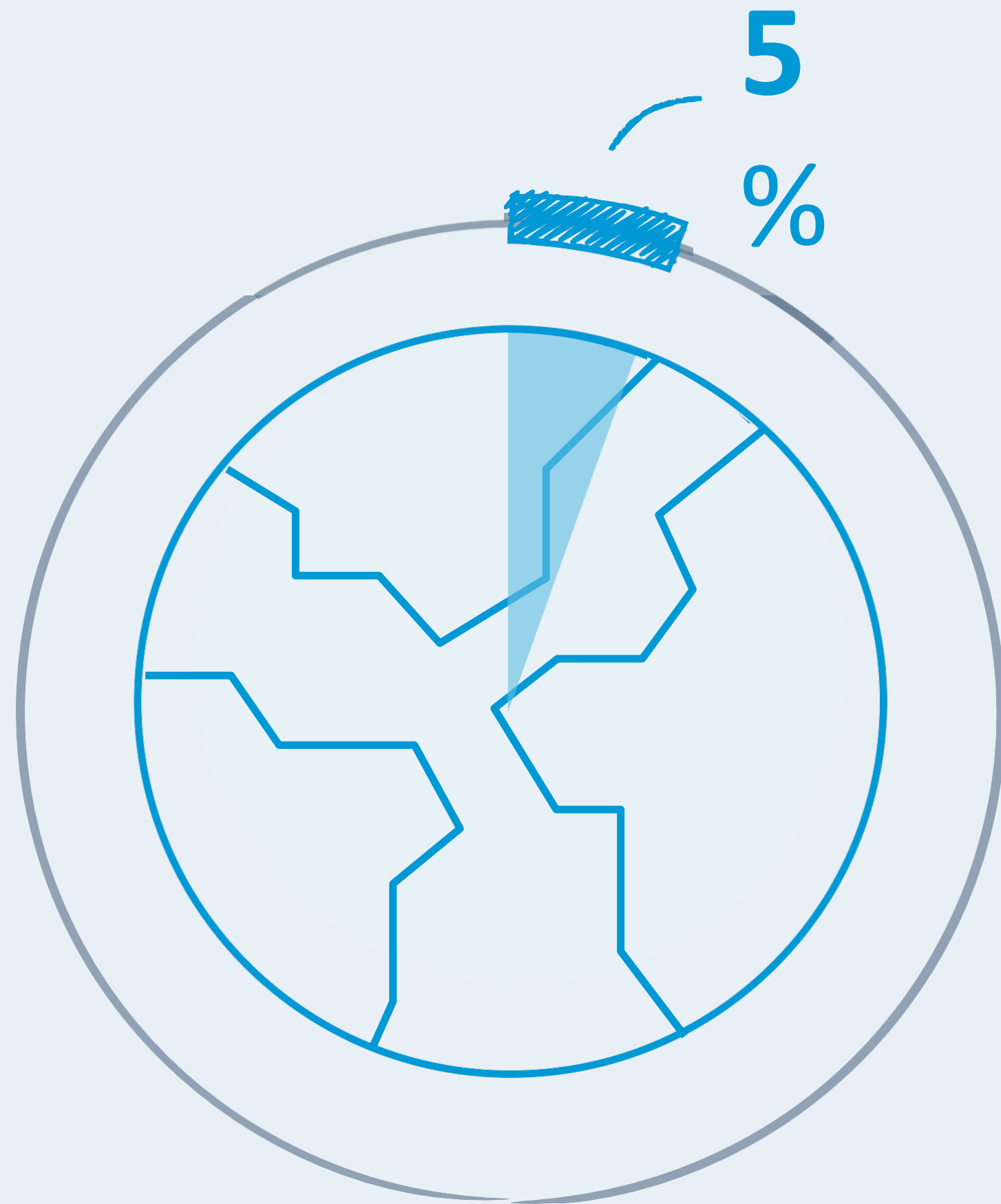
ICANN for Beginners:

Universal Acceptance

Speakers

Sarmad Hussain, Edmon Chung,
Ajay Data, and Seda Akbulut



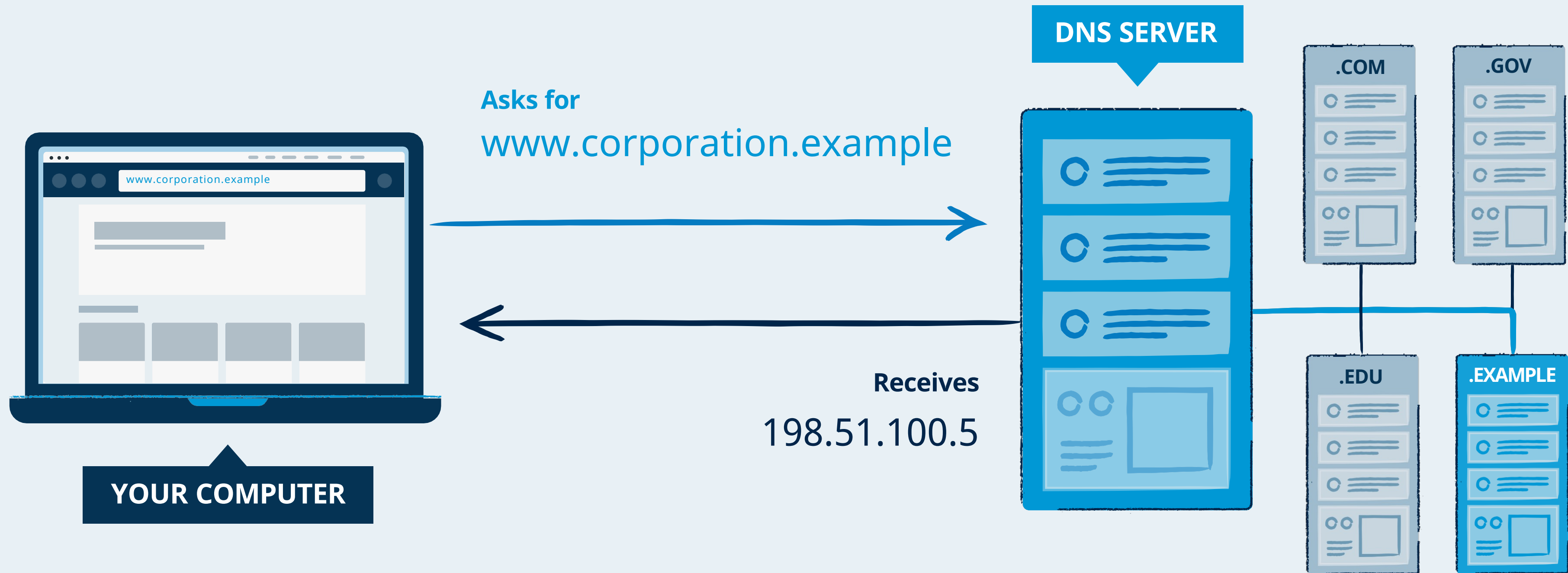


Only about **5% of the world's population** speaks English as a first language. Yet, as can be seen, the English language tends to dominate the web.



Expansion of the DNS

Domain
Name
System





op

evel

omain

www.icann.org

.edu

.com

Top Level Domains (TLDs)

gTLDs

.organic

.host

.cloud

Long gTLDs

.photography

.international

.scholarships

ccTLDs

.in

.mx

.ng

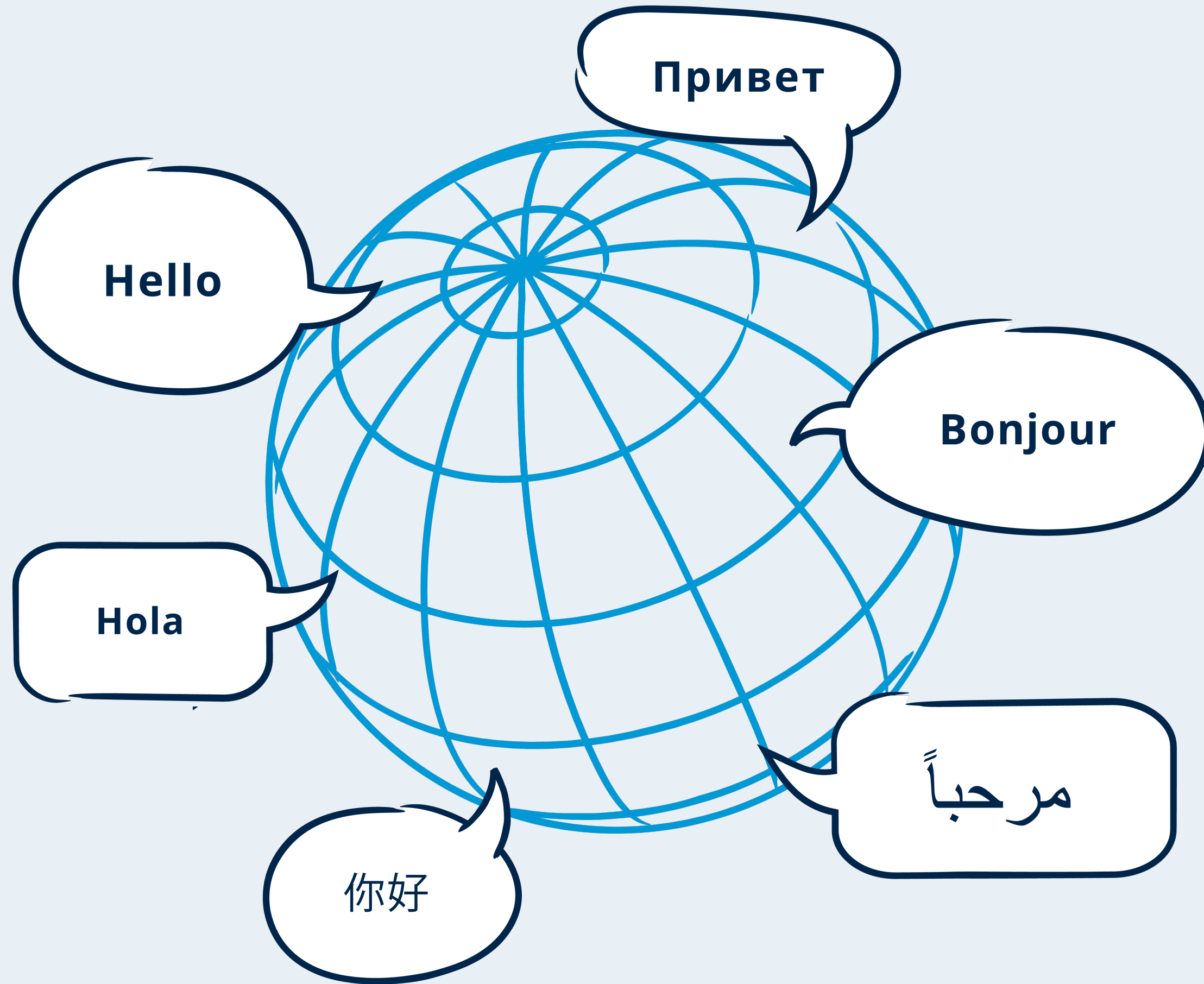
IDNs

.онлайн (*.online*)

.时尚 (*.fashion*)

.شبكة (*.net*)


Generic Top-Level Domains (gTLDs)



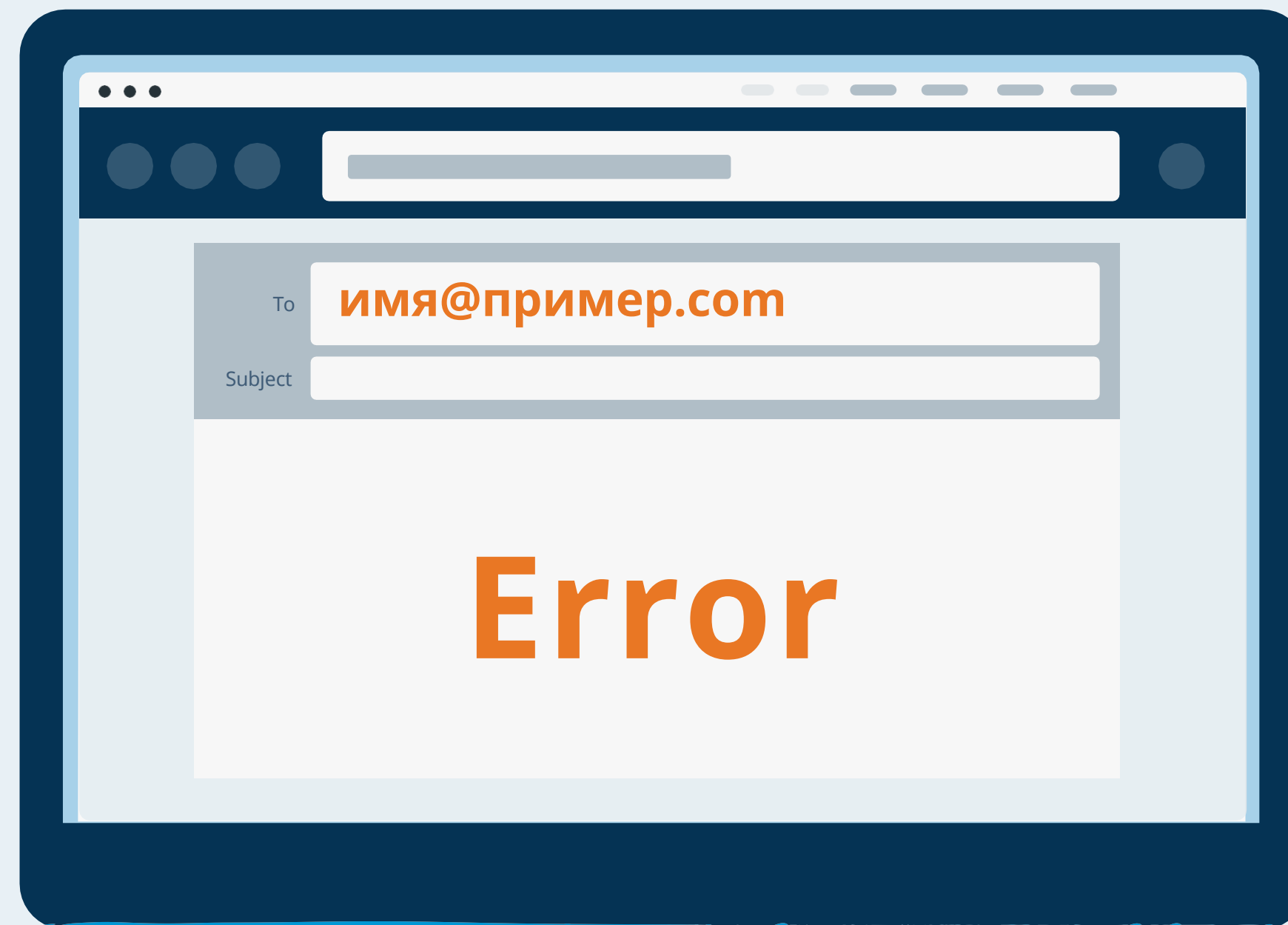


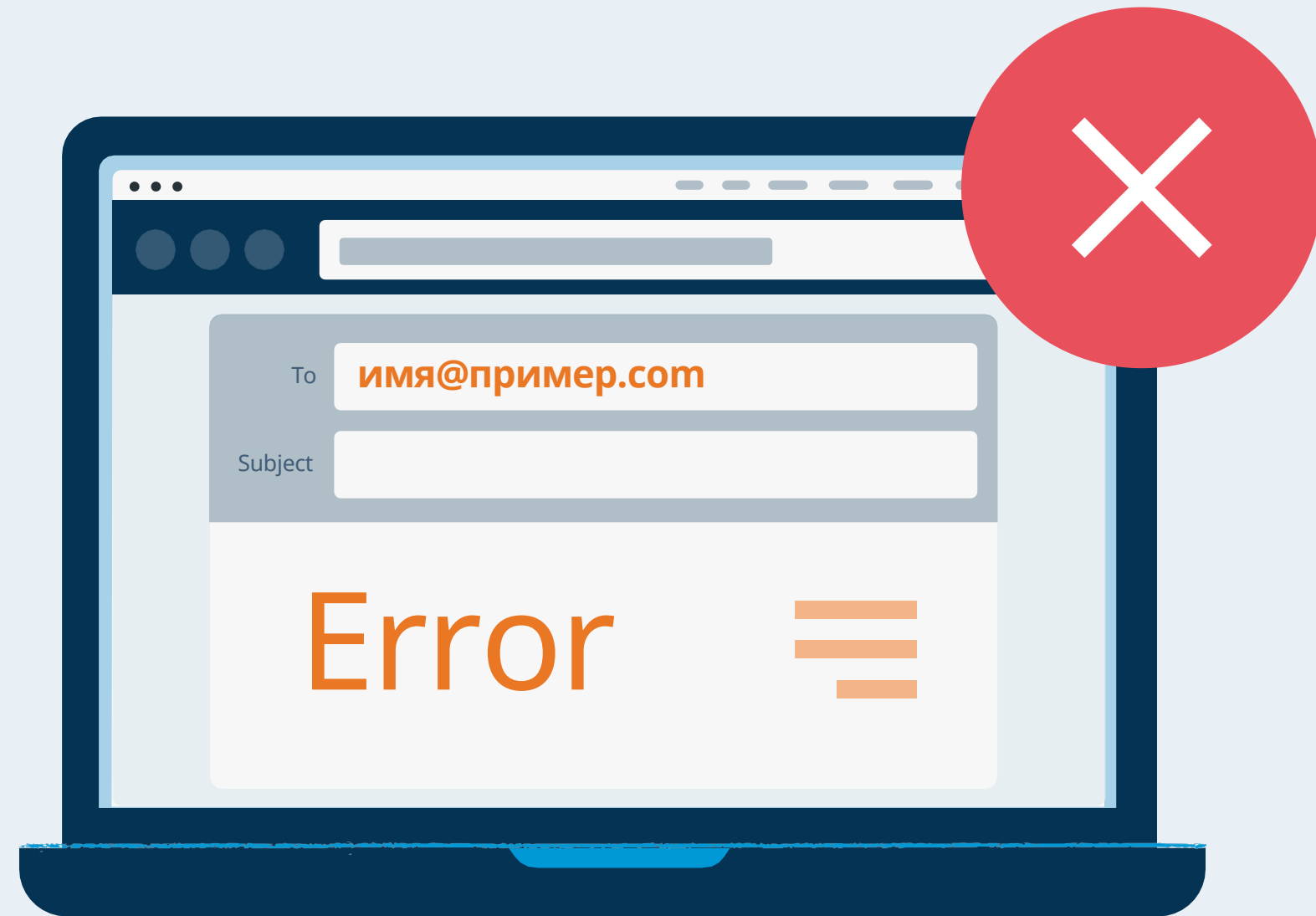
Email Address Internationalization (EAI) allows people to have email addresses in their native language/script and to communicate more easily both inside and outside their geographic area



Universal Acceptance (UA) Basics







UA Ready



Why UA Matters

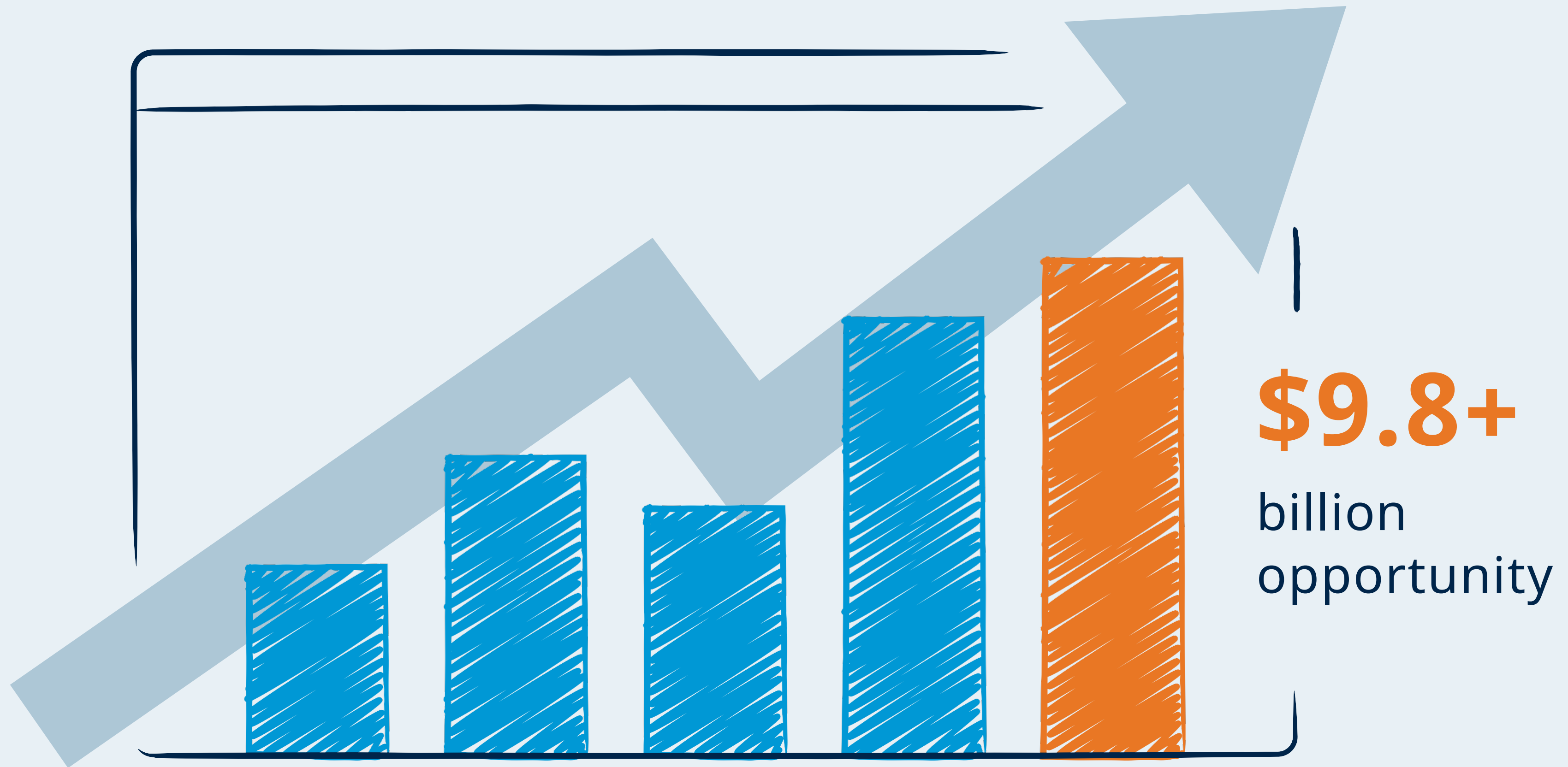


Without UA



With UA





Source:

<https://uasg.tech/2017/04/universal-acceptance-internet-domain-names-usd-9-8-billion-opportunity-new-study-shows/>

UA is Important for Governments

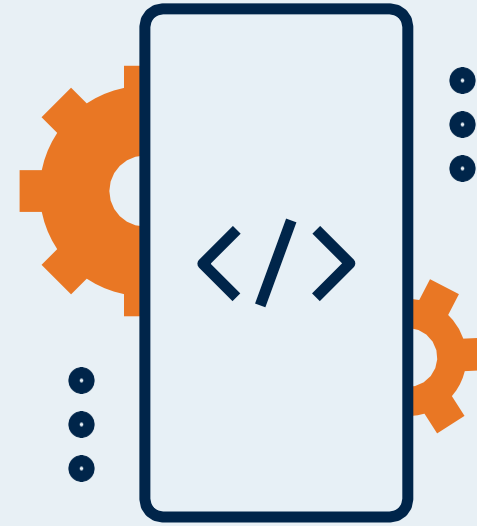




What UA Means for You



Technology enabler



Technology developer



Software developer



**Email software
and service provider**



**Email and system
administrator**





ICANN's Role and the UASG

ICANN Strategic Plan

for Fiscal Years 2021-2025



ICANN supports the community's work towards achieving UA-readiness, including the efforts of the Universal Acceptance Steering Group.

The Universal Acceptance Steering Group (UASG)



Develops UA resources, code samples that support UA, technical documents, and analysis



Creates UA messaging and outreach strategies targeted at identified stakeholders



Hosts and attends UA events, such as webinars, coding events, ICANN Public Meetings, developer conferences, and more



Organizes UA local initiatives and appoints UA ambassadors around the world



Communicates UA news and information through its social media channels and UASG.TECH website



Technical Solutions

UA-Readiness Checklist



Applications and websites

Wikipedia.org, amazon.com, PowerPoint, and Google Docs



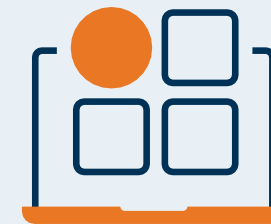
Social media and search engines

Twitter, Facebook, Chrome, and Safari



Programming languages and frameworks

JavaScript, Python and WordPress



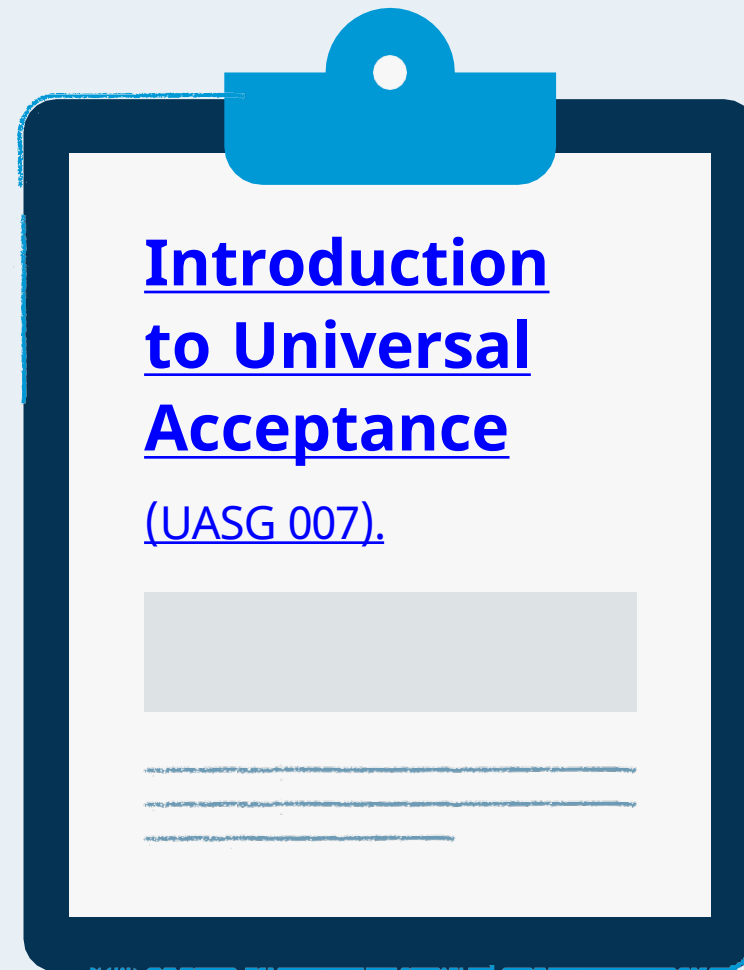
Platforms, operating systems and system tools

iOS, Windows, Active Directory, OpenSSL and more



Standards and best practices

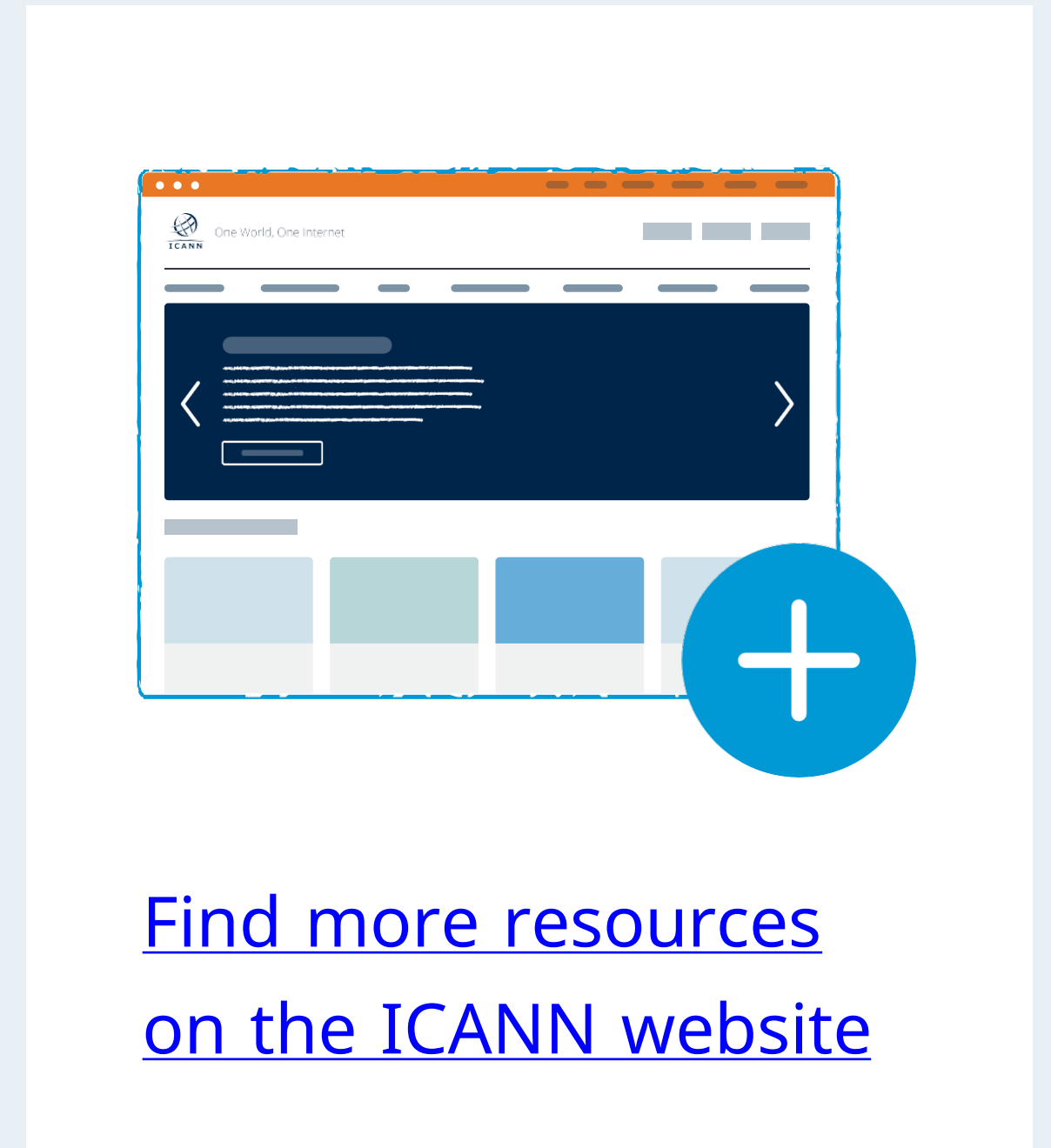
IETF RFCs, W3C HTML and industry-based standards



A guide prepared by the UASG



A course on our free online learning platform, **ICANN Learn**.



[Find more resources on the ICANN website](#)



Case Study

India has **22 official languages**, more than any other country in the world. It is also one of the fastest growing economies in the world, with **millions of new Internet users coming online every day**.





The government of Rajasthan State recently undertook a first-of-its-kind initiative to provide **free email addresses** in both Hindi and English to Rajasthan's 70 million residents, 90 percent of whom only speak Hindi.

90%
only speak Hindi





This initiative has given the government of Rajasthan a more effective way to communicate with people directly and to provide critical information and services. It's a great example of the ways that governments are stepping up and adopting UA.



Ways to Get Involved



Joining the UASG

Either as an ambassador, volunteer, or member of one of the Working Groups.



Signing up for the mailing list



Participating in local initiatives hosted by the UASG.

Currently, local initiatives are taking place in China, Thailand, India, Sri Lanka, and the Commonwealth of Independent States and Eastern Europe (CIS-EE).



More engagement and outreach with governments.

To help them understand the need to make sure that their systems are UA-ready.

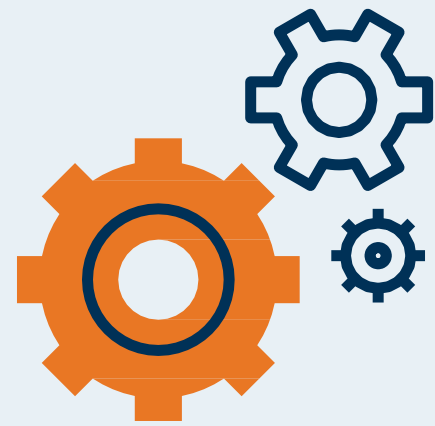


Ensuring your own systems are UA-ready



Creating demand by reaching out directly to tech/email companies, checking to see if their systems are EAI-ready

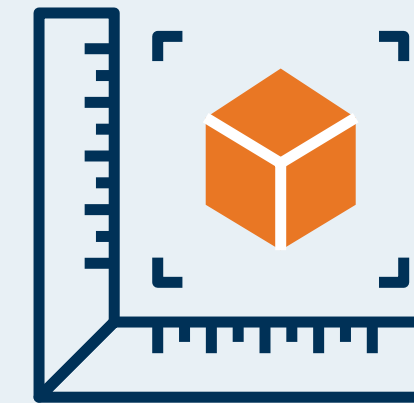
UASG Working Groups (WGs)



Technology WG



EAI WG



Measurement WG



Communications WG



Local Initiatives WG



UA Ambassadors WG



Questions and Answers

Thank you!

Visit us at icann.org

 [@icann](https://twitter.com/icann)

 facebook.com/icannorg

 youtube.com/icannnews

 flickr.com/icann

 linkedin/company/icann

 slideshare/icannpresentations

 soundcloud/icann

 instagram.com/icannorg