ICANN for Beginners: Universal Acceptance

Speakers
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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
Your computer asks for www.corporation.example and receives 198.51.100.5 from the DNS server.
Top Level Domain (TLD) - www.icann.org

.edu .com
# Top Level Domains (TLDs)

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<th>gTLDs</th>
<th>Long gTLDs</th>
<th>ccTLDs</th>
<th>IDNs</th>
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<tr>
<td>.organic</td>
<td>.photography</td>
<td>.in</td>
<td>.онлайн (.online)</td>
</tr>
<tr>
<td>.host</td>
<td>.international</td>
<td>.mx</td>
<td>.时尚 (.fashion)</td>
</tr>
<tr>
<td>.cloud</td>
<td>.scholarships</td>
<td>.ng</td>
<td>.شبكة (.net)</td>
</tr>
</tbody>
</table>

**Generic Top-Level Domains (gTLDs)**
Hello

Hola

Привет

Bonjour

مرحبًا

你好
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
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Error

Sent

UA Ready
Why UA Matters
Without UA

With UA

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$9.8+ billion opportunity

Source:
UA is Important for Governments
What UA Means for You
We need to be UA-ready

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ICANN’s Role and the UASG
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
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
Introduction to Universal Acceptance
(UASG 007).

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.
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.

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

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).

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

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UASG Working Groups (WGs)

Technology WG  EAI WG  Measurement WG

Communications WG  Local Initiatives WG  UA Ambassadors WG
Questions and Answers
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