Universal Acceptance Adoption Strategy - AFRALO

UA Day Program

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ICANN

Achieving Universal Acceptance (UA)

The what, who, how and what?

Universal Acceptance of Domain Names and Email

A move from UA awareness focus to UA adoption

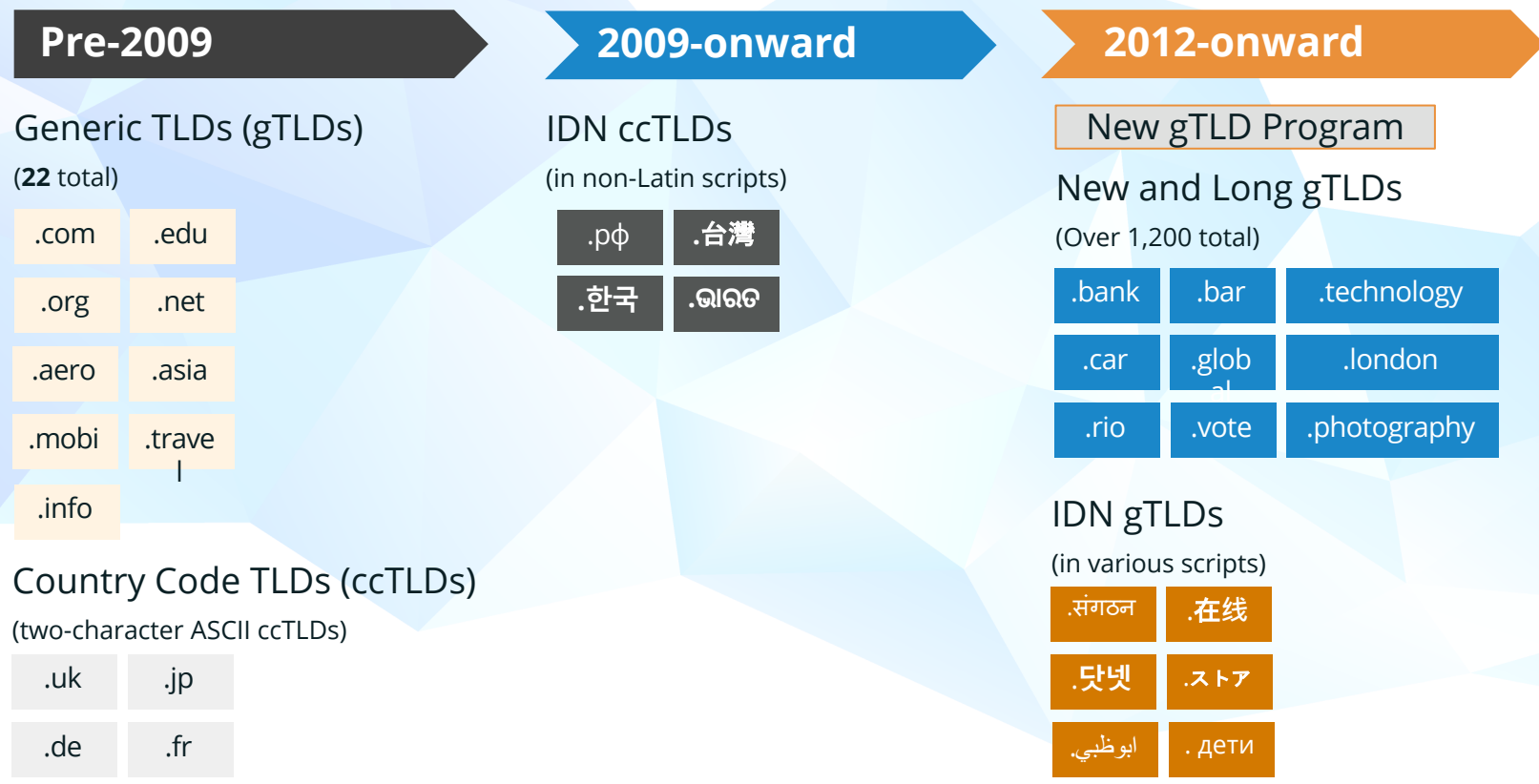# Universal Acceptance of Domain Names and Email

Goal

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

Impact

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

Expansion of the DNS and the Next Round

The introduction of new gTLDs, including long TLDs and IDNs, into the Internet ecosystem through the New gTLD Program enabled the largest expansion of the DNS.

Pre-2009

2009-onward

2012-onward

Generic TLDs (gTLDs)

(**22** total)

.com	.edu
.org	.net
.aero	.asia
.mobi	.travel
.info	

Country Code TLDs (ccTLDs)

(two-character ASCII ccTLDs)

.uk	.jp
.de	.fr

IDN ccTLDs

(in non-Latin scripts)

.рф	.台灣
.한국	.ଭାରତ

New gTLD Program

New and Long gTLDs

(Over 1,200 total)

.bank	.bar	.technology
.car	.global	.london
.rio	.vote	.photography

IDN gTLDs

(in various scripts)

.संगठन	.在线
.닷넷	.ストア
.ابوظبي	.дети

UA Readiness in 2020
- At a Glance -

9.7% of email servers are potentially configured to support email addresses in local languages and scripts.

11% of the top 1000 websites globally support email addresses in Arabic and Chinese.

98.3% of the top 1000 websites globally support email addressses with short top-level domains.
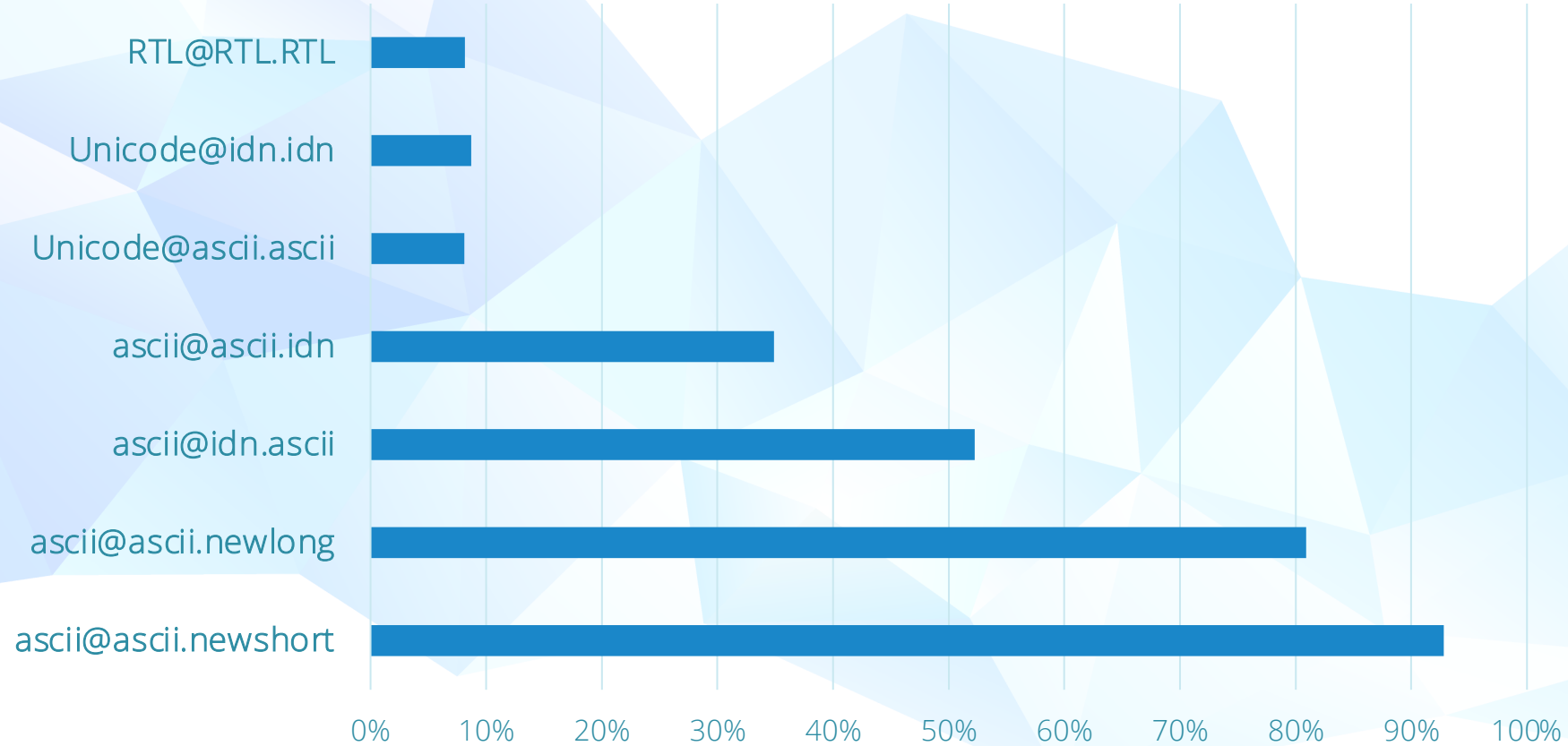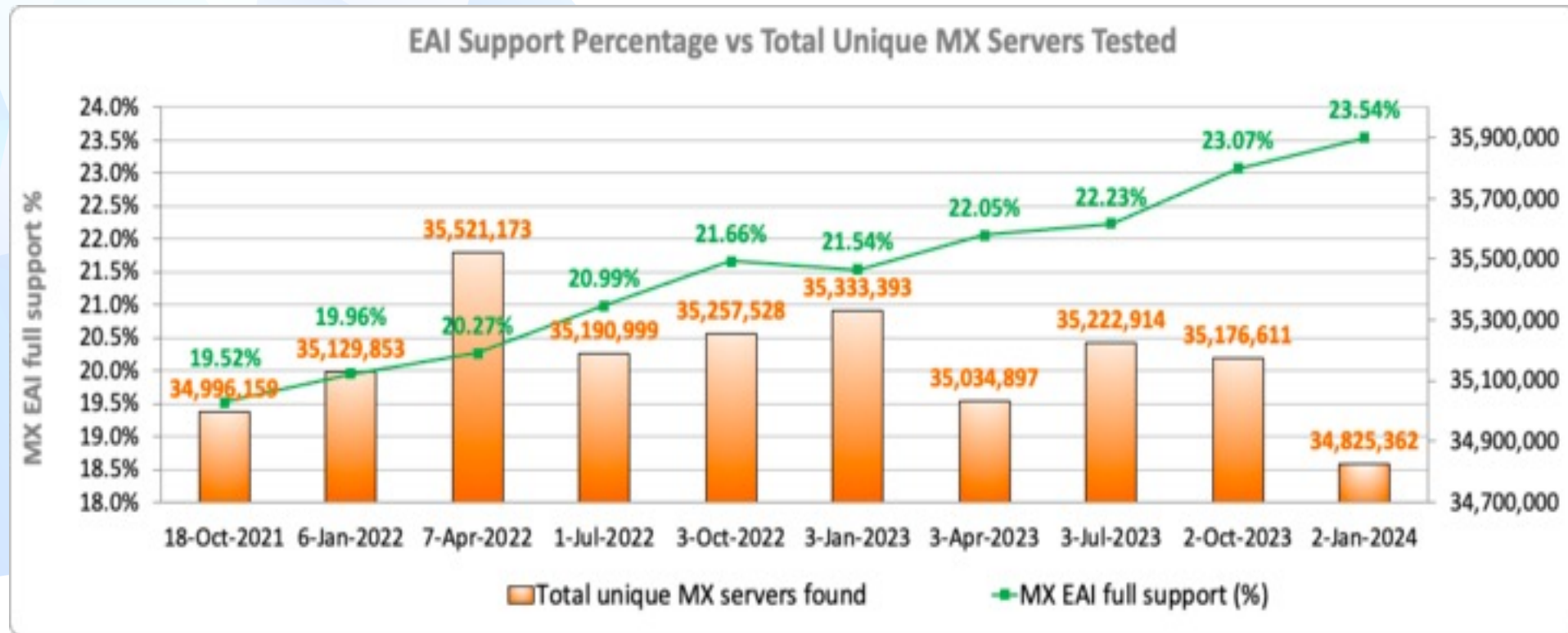
测试@普遍接受-测试.世界

مشرف@اختبار-سجل.مصر

όνομα@παράδειγμα.ευ

The Challenge: Acceptance by Websites

EAI Acceptance Rates in Form Fields on 2000 Websites

Field	Rate
RTL@RTL.RTL	~8%
Unicode@idn.idn	~9%
Unicode@ascii.ascii	~8%
ascii@ascii.idn	~35%
ascii@idn.ascii	~52%
ascii@ascii.newlong	~81%
ascii@ascii.newshort	~93%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

Source: UASG039 at https://uasg.tech, published in 2022

The Challenge: Support Across Email Servers

EAI Support Percentage vs Total Unique MX Servers Tested

Source: https://ithi.research.icann.org/graph-eai.html

- Businesses:
  - Are most Businesses aware that being 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. Can we motivate this?

- Governments:
  - What can we do to encourage Governments to update their procurement policies to have their systems/applications to support UA and can we engage more?
  - Do we have some Governments that have already complied that can be success stories?

- Academia:
  - Further engage learning institutions and updae IT curricula to include teaching and learning of UA and software internationalization related concepts,
  - Follow up on the developed resources, best practices, and guidelines for implementing Universal Acceptance to have them implemented.

Who and How?(cont'd)

- ◉ DNS Industry, Service Providers and Technical community(TLD Registrars, ISPs etc):
  - ○ Can we influence domain registries and registrars to offer services that facilitate Universal Acceptance.
  - ○ Can we come up with deliverables after carrying out training and educational activities that allow software developers and project managers to address UA-related issues
  - ○ Test and address UA-related issues in your own products and services
  - ○ Report bugs related to UA in other products and services

Approaches towards UA

- ⊙ **Domain Names and Email addresses Standardization:**
  - o There is the need to ensure that domain names and email addresses adhere to established standards, such as those defined by IETF, ICANN among others.

- ⊙ **Internationalization:**
  - o To accommodate linguistic diversity and enable users to express their identities in their native languages, we need to support the use of non-Latin characters (Unicode) in domain names and email addresses.

- ⊙ **Technical Improvements and Validation Mechanisms:**
  - o There is need to have that domain names and email addresses recognized and supported by all software applications, operating systems and internet-enabled devices.
  - o Implementation of validation mechanisms to verify the syntax and integrity of domain names and email addresses, preventing errors and misuse.

Approaches towards UA(Cont'd)

⊙ **Awareness and Education:**

- o Conducting awareness campaigns and education to users, developers and organizations on the importance of UA and providing guidelines on best practices for implementing UA.

⊙ **Collaboration:**

- o Collaboration among stakeholders, including governments, industry organizations, standards bodies, and technology companies, to address challenges and promote universal acceptance across different platforms and systems.

⊙ **Policy Advocacy:**

- o Advocate for policies and regulations that promote universal acceptance and address barriers to adoption, such as restrictions on domain name registrations or limitations on email address formats.

⊙ **Compliance:**

- o Development of tools and resources for testing and verifying UA compliance in software applications and systems, enabling developers to identify and address issues effectively.

Way forward? Open mic.

Engage with ICANN – Thank You and Questions

One World, One Internet

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