

# Universal Acceptance Adoption Strategy - AFRALO

UA Day Program

Simon Mayoye

24 April 2024



# Achieving Universal Acceptance (UA)

*The what, who, how and what?*

**A move from UA awareness focus to UA adoption**

## 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.



## 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 addresses with short top-level domains.



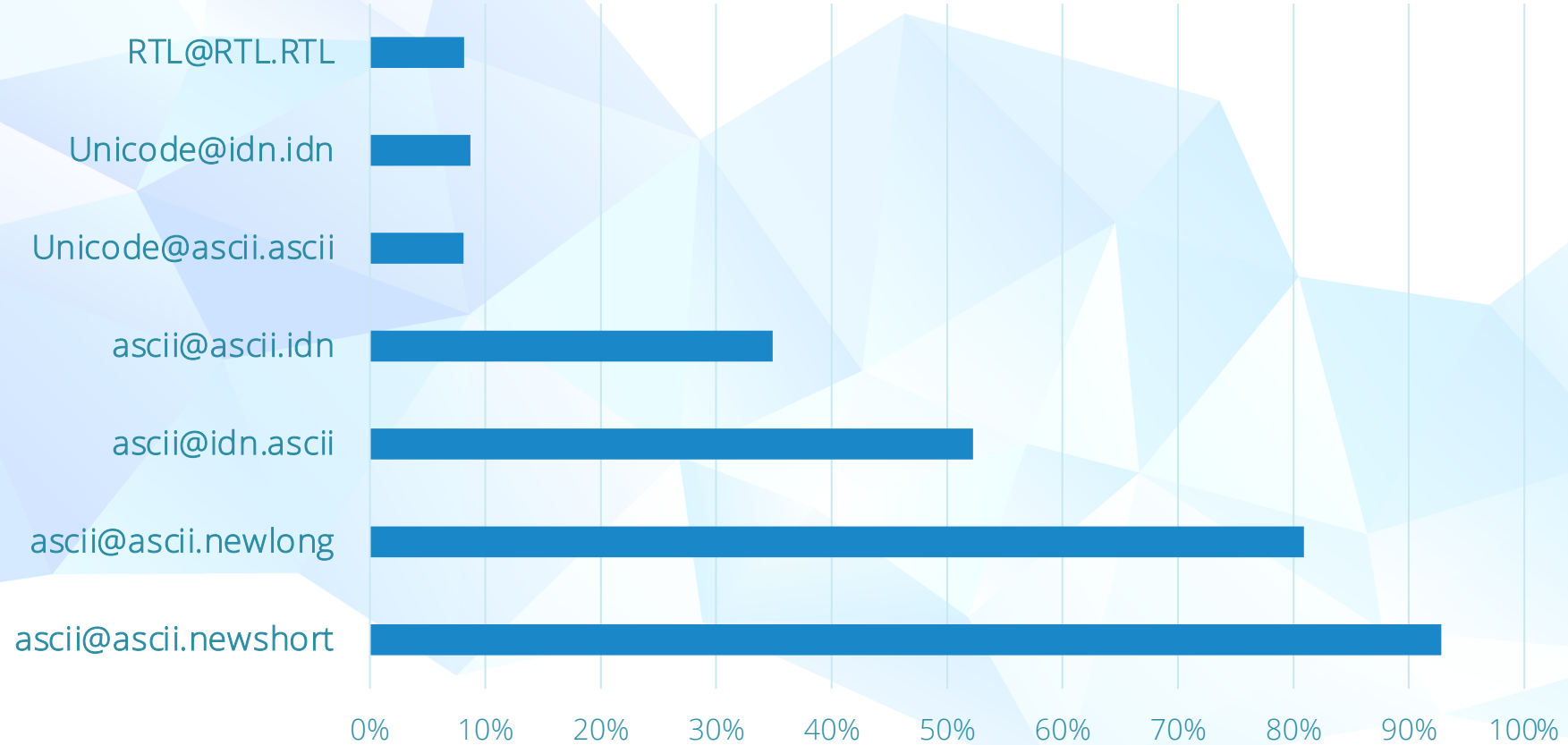
测试@普遍接受-测试.世界

مشرف@اختبار-سجل.مصر

όνομα@παράδειγμα.eu

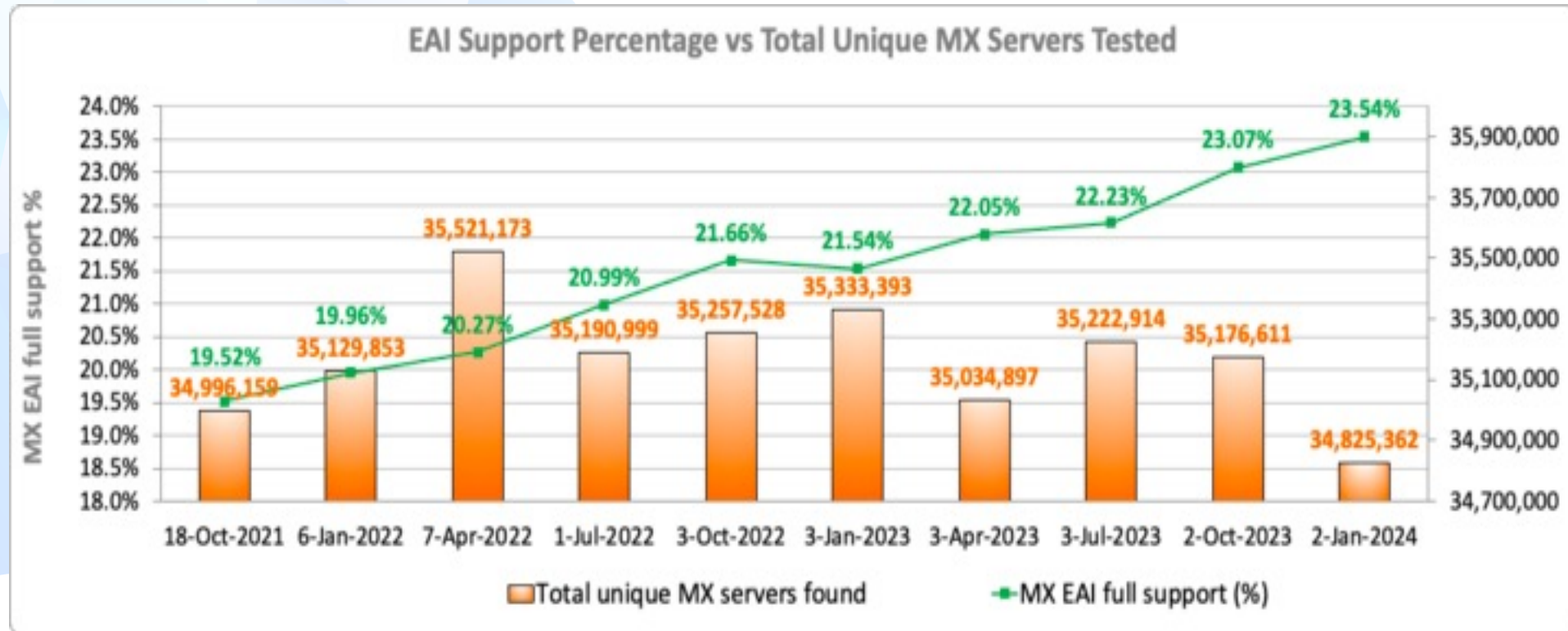
# The Challenge: Acceptance by Websites

## EAI Acceptance Rates in Form Fields on 2000 Websites



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

# The Challenge: Support Across Email Servers



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 update 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.



- ⦿ 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

- ⦿ **Domain Names and Email addresses Standardization:**
  - 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:**
  - 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:**
  - There is need to have that domain names and email addresses recognized and supported by all software applications, operating systems and internet-enabled devices.
  - Implementation of validation mechanisms to verify the syntax and integrity of domain names and email addresses, preventing errors and misuse.

- ⦿ **Awareness and Education:**

- 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:**

- 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:**

- 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:**

- 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



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Email: [simon.mayoye@icann.org](mailto:simon.mayoye@icann.org)



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