Help Wanted: Universal Acceptance is about Consumer Trust & Consumer Choice

2018.11.19 | At-Large Capacity Building Program 2018: "Universal Acceptance"

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IDN gTLD Development
中国 (.CHINA) Statistics
Japan Reports 30x Increase in Access Rates for IDN
Users Search in Their Native Language
大閘蟹專門店
@hairy crab

Home
Posts
Photos
About
Videos
Community

Create a Page

大閘蟹.asia

大閘蟹專門店 shared 呢個愛屋的愛享受's post.
November 17 at 11:12pm

多謝 呢個愛屋的愛享受 今年再度支持我們 🙏

Community

See All

Invite your friends to like this Page
8,492 people like this
8,455 people follow this
Eddy Chen and 4 other friends like this

About

See All

蝦膏
66225224
Typically replies within minutes
It is hard to imagine that Chinese users would be speaking to their phone in English.
Local businesses are known in their local language names.
IDN ccTLDs

ccTLDs: 58 for 40*

* Successfully evaluated IDN ccTLDs for total countries and territories
Please enter a valid email address.
What Does “Universal Acceptance” Mean?

Universal Acceptance (UA) is the state where all valid domain names and email addresses are accepted, validated, stored, processed and displayed correctly and consistently by all Internet-enabled applications, devices and systems. Due to the rapidly changing domain name landscape, many systems do not recognize or appropriately process new domain names, primarily because they may be more than three characters in length or in a non-ASCII format. The same is true for email addresses that incorporate these new extensions.

The Universal Acceptance Steering Group (UASG), established by Internet Corporation for Assigned Names and Numbers (ICANN), is a community-led, industry-wide initiative working on creating awareness and identifying and resolving problems associated with the universal acceptance of domain names. The purpose of these efforts is to help ensure a consistent and positive experience for Internet users globally.

For more information on the UASG and recent developments, visit: https://goo.gl/k8Byax.

Software and online services support Universal Acceptance when they offer the capabilities listed above for all domains and email names.
Target Audiences

* **DOERS** - People who can **MAKE** this happen
  * Developers & system architects; consultants/contracting firms

* **People who can **DIRECT** this to happen**
  * CIOs

* **People who can **INFLUENCE** this to happen**
  * C* Suite, Board members, government officials, consultants, media, industry influencers

*We are explicitly NOT targeting consumers nor registrants*
Priorities

* EAI (email address internationalization) awareness and progress documentation
* Developer-focused content and media outreach
* Stakeholder engagement:
  * Analysts
  * Associations
* Social media
* Events
## Inventory of Material

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<tr>
<th>Fact Sheet</th>
<th>FAQs</th>
<th>White Paper</th>
<th>Webmaster Letters</th>
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<tbody>
<tr>
<td>Local Engagement Model</td>
<td>Knowledge Base</td>
<td>Quick Guide to UA in multiple languages</td>
<td>Use Cases</td>
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<tr>
<td>Relevant RFCs</td>
<td>Detailed Technical Documentation</td>
<td>Tender &amp; Contract clauses</td>
<td>Quick Guide to Linkification</td>
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<tr>
<td>Blueprint for CIOs</td>
<td>Programming Language Criteria</td>
<td>Browser Evaluation</td>
<td>Website Evaluation</td>
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<td>Slide Deck – UA</td>
<td>EAI Evaluation Study</td>
<td>Case Studies</td>
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<td>Generic Presentation Deck</td>
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<td>Slide Deck - EAI</td>
<td>Videos</td>
</tr>
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</table>
What’s Ahead

**November**
- Publish blog on benefits of IDNs (in progress)
- Begin sourcing material for next byline in developer content series
- Continue material development
- Continue planning for EAI Day release
- Onboard marketing team to support association outreach

**December**
- Pitch and secure a byline opportunity in a target publication; develop content based on November sourcing
- Continue association outreach and material development
- Continue planning for EAI Day release

**January**
- Continued stakeholder engagement, material development, EAI Day planning, etc.
ICANN IT – The Journey Continues
Continuing the Journey to Universal Acceptance Readiness

Sigmund Fidyke

ICANN 63
October 2018
Universal Acceptance at ICANN

Making Progress

Business-Directed Services
73% Complete (Full UA-R)
60 Off-the-Shelf
60 Custom In-House

Off-the-Shelf
78%
47 UA Ready or N/A
13 Need contract update

Custom Services

Phase I
93%
56 UA Ready or N/A
2 In-process
2 Need to Test & Fix

Phase II
66%
40 UA Ready or N/A
2 In-process
18 Need to Test & Fix
IDN Related Projects/Policies @ ICANN

- **Root Zone Label Generation Rules (RZ-LGR)**
  - A community driven project aiming to define conservative mechanisms for introducing IDN TLDs into the Internet's Root Zone in a stable and secure manner.

- **IDN Variant TLD Implementation**
  - A project to support the development of policy and procedures for implementing IDN variant TLDs.

- **LGR Tool**
  - An application that enables users to create, use and manage IDN tables in the formal, machine-readable format, called Label Generation Rules.

- **IDN ccTLD Fast Track Process**
  - Fast track process created by Internet community for evaluation of top-level IDN labels representing countries and territories.

- **IDN Implementation Guidelines**
  - Recommended practices developed through a community-led process to reduce user confusion and promote consistent use of IDNs for registries implementing IDNs at the second level.

- **Second-level LGR References**
  - Reference second level LGRs, reviewed by experts and community, being provided to assist registries offering IDNs during Pre-Delegation Testing and the Registry Service Evaluation Process.
www.asia x //** Universal Acceptance
• 8.2  Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added and labour-intensive sectors

• 9.1  Develop quality, reliable, sustainable and resilient infrastructure, including regional and transborder infrastructure, to support economic development and human well-being, with a focus on affordable and equitable access for all

• 9.a  Facilitate sustainable and resilient infrastructure development in developing countries through enhanced financial, technological and technical support to African countries, least developed countries, landlocked developing countries and small island developing States

• 9.b  Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities

• 9.c  Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020

• 11.a  Support positive economic, social and environmental links between urban, peri-urban and rural areas by strengthening national and regional development planning

• 12.6  Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle

• 12.7  Promote public procurement practices that are sustainable, in accordance with national policies and priorities

• 12.a  Support developing countries to strengthen their scientific and technological capacity to move towards more sustainable patterns of consumption and production
Cultural Diversity, Heritage, Social & Environmental Development

• 4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture’s contribution to sustainable development

• 8.9 By 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products

• 11.4 Strengthen efforts to protect and safeguard the world’s cultural and natural heritage

• 12.b Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

• 6.b Support and strengthen the participation of local communities in improving water and sanitation management

• 13.b Promote mechanisms for raising capacity for effective climate change-related planning and management in least developed countries and small island developing States, including focusing on women, youth and local and marginalized communities

• 15.c Enhance global support for efforts to combat poaching and trafficking of protected species, including by increasing the capacity of local communities to pursue sustainable livelihood opportunities
A New Narrative (for the Smart City): Youth Digital Mobility

Consumer Choice, Trust & Competition: UpgradeTheNet! #UAReady!
The future depends on what you do today.

MAHATMA GANDHI

1. Join & Participate at UASG: ua-discuss@icann.org

2. Initiate Local Outreach: Government, Universities, Influencers, etc.

3. Help with UASG work: https://uasg.tech/help-wanted/

The Internet lives where anyone can access it.

VINT CERF
Father of the Internet
Every .Asia Domain Contributes to Internet Development in Asia