

KELVIN WONG:

Good day, everyone. This is Kelvin Wong from the ICANN APAC Hub. Welcome to the webinar series. This is the APRALO-APAC Hub capacity building webinar. For those who are new, this is actually an initiative under the APRALO-APAC Hub cooperation framework where we have decided to focus on a few areas to work together on, and the webinar series is one of these.

Thus far, for a year now, I think we have held several such webinars, with topics including IDNs, new gTLDs, Internet governance, for example. For this one, the sixth webinar, we are going to have the topic on universal acceptance. The title of this is “Getting Ready for the New Internet Name Space: Universal Acceptance and Its Challenges.”

For this, we are very proud and lucky to have Don Hollander and Marvin Woo. I’ll hold introductions for now. Meanwhile, first things first, I’ll go on to the housekeeping rules, so to speak.

For this webinar, we will have a Q&A port. During the webinar, if you have any questions, we encourage you to type them into the port, and we’ll know the questions and they will be answered by the presenters. If there is no time to answer the questions, we’ll be sure to send them to the speakers and they’ll be answered in writing. The questions and answers will be found in the webinar’s wiki page. The link is already on the chatroom, so the Q&As can be found there after the webinar.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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This is an interactive session. We’ll have a pop quiz. One quiz after each segment of the presentation. Please be ready to answer the questions. They’ll be posted in the poll pod in Adobe Connect.

At the end of the presentations, we have a Q&A, like I mentioned. After that, we will be asking you for five minutes of your time to fill out a survey for the webinar.

I’m happy to say that we will also be having live captioning for this particular webinar. This is the first time that we’re having this for this webinar series.

I would like to remind here for the participants as well as the presenters to speak clearly for the scribes.

Without further ado, let me invite our first speaker, Don Hollander, ICANN staff responsible for universal acceptance. Don has many, many years of experience in [inaudible], including commercial and not-for-profit. His focus [inaudible] past 30 years involved not-for-profit organizations that advocate [inaudible] adoption. He is currently helping accelerate the adoption of universal acceptance so that everyone can benefit from the Internet. Over to you, Don.

DON HOLLANDER:

Thanks very much, Kelvin. Just to clarify one point: I’m not on the ICANN staff, but the ICANN has been kind enough to provide me with an ICANN e-mail address.

I’ve been asked to talk about universal acceptance and how APRALO can help.

This is my program for the next few minutes: What is universal acceptance? Introducing the UASG. What we’ve produced so far, and how we would really like your help. And then, happy to answer any questions.

Excuse me. I still have a bit of a cough as a souvenir from Marrakech.

Where we’re at is over the past few months, we’ve come up with what we think is a very clear and explicit and concise definition of what universal acceptance is. Here I’ve shown it to you on the screen. The key aspects are it’s looking at applications and making sure that they accept, validate, store, process, and display all domain names equally.

If somebody accepts a .com name, they should accept a .technology name or a [.shavakan] or a .whatever name. While we’re focused principally at the top level, it actually does include all domain names (second, third, fourth, and so on level). We have this definition. UA, basically this definition is for your software developers to look at as they determine their systems.

The key points, the universal acceptance is a software issue. It’s not a DNS issue. It’s not a network issue. The DNS works fine. Things resolve fine. There was an APNIC lab study conducted last year to see if there were any issues underlying at the DNS level. They tested several hundred domain names – new and old, IDN and non-IDN, short and long – and they found no challenges at all. So it’s not a DNS issue.

It’s an IDN issue in particular, but it’s also an issue for new gTLDs, particularly new gTLDs that are not two or three or four or six or seven characters. The reason why four, six, and seven characters are not as much of a problem is that those issues were resolved as part of the 2001 intake of new TLDs. That’s when .info, .museum, and so forth came in. Interesting that if you have a five-character new TLD, you will encounter more problems than not.

Addressing universal acceptance is not hard, but it is effortful. If you’re a CIO looking at your systems, right now you’ll see little demand. So you say, “Well, why should I make the effort just to address this?” I think the approach that we’ll be taking is, “You probably don’t need to open your application up for modification just for universal acceptance.” I don’t think we’ll get many people buying into that. “But when you open it for other maintenance, please address the UA issue at the same time.” So it’s not hard, but it is effortful.

The target audience for the Universal Acceptance Steering Group messages is software developers, computer programmers, system designers, system architects, CIOs. It is not consumers. There are roughly 18,000,000 software developers in the world, and our goal is to talk to each and every one of them and the people who allocate resources for their work to raise the issue.

The issue is not new. It has been around since 2001. Those of you who might be old enough to remember that far back – and looking at the list, there are probably not that many of you – but in 2001 when .info and

.museum and [.trouble] came in, they had a real hard time getting their top-level domains accepted.

UNIDENTIFIED FEMALE: Yes, I can hear [it right] now. Hello?

DON HOLLANDER: At the beginning of last year, there was a group that came together and formed. They're called the Universal Acceptance Steering Group (UASG). It's a community group that is supported by ICANN, but it is not an ICANN group. It has broad support. There on the screen is a list of organizations, just some of the people who are actively participating in the work of the UASG. You can see there are some relatively large software businesses – Google, Microsoft, Apple – places that you may have heard of.

It is a staff organization that's supported by volunteers. That's a change that we made in January. Last year, we were focusing on volunteers doing the work supported by staff, and it wasn't being as successful as we wanted. So in January, we decided to turn things around so that there is effectively a staff person, which is me, aimed at getting stuff done and having a community of volunteers to be able to call on for expert advice and governance.

We have a clear approach as to how we're going to move forward. The first is to build some documentation. I'll show you some of the stuff we've done already.

We’re going to measure and assess how well we’re doing. We’ve started some at least rudimentary measures as to what the state is. We’ll continue this for the next few years to see if there’s a change, which we hope there will be.

We’ve decided that we’re going to help the developers with better tools. One of our projects is to look at the top five or ten or twenty software development environments and, if they are not UA ready, to make them so.

Then the big effort really from next year on is to communicate, communicate, and communicate.

Where are we at with the documentation? We have a list of documentation that’s generally available. The first thing we did was develop a knowledge base. We had requests from some registries, from ICANN, registrars. If somebody calls up and says, “My domain name is not working properly. Who can I call? How do I get it addressed?” So we have a list of how to contact the people that can make things happen.

We also have a small letter, just a couple of paragraphs, that you can send to the Webmaster of the site that you’re having problems with.

We have a fact sheet. This is the most “everyman” document that we’ve produced. That’s currently going out for translation to a variety of languages.

We have some use cases. That’s just about finished and will be published shortly. That’s basically a bunch of domain names. There are

about ten domain names and 20 or so e-mail addresses and some IRIs, which are the same as URLs only with non ASCII characters.

We’ve published a quick guide. This is aimed at CIOs and system architects.

We have a list of the relevant RFCs.

We have UASG 007. That’s our introduction to universal acceptance. That’s out big, hairy, ugly technical document. We finished the seventh edition of that in Marrakech, and those changes are just waiting to be applied.

Our last document that we have is “UA & Local Engagement.” This is where we hope people within the APRALO community will read. This is how to get a local UA group happening in your hometown or country or community.

The things that we’re doing, I’ve already talked about reviewing popular websites. When I wrote this slide, there was only one website we had come across so far that accepted all our test cases.

We’re starting the review and remediation work on the development tool set. We’ll be starting that in April.

We’re building the use case and test environments. That should be finished in April.

We’re building an EAI community. Marvin is going to talk more about EAI. We’re building a community of practitioners in EAI.

We’re planning reviews of browsers and operating systems, and we’re planning a white paper. This is aimed outside our target audience but aimed at the people who make the funding decisions for the target audiences. This is looking at government ministers, CEOs, CMOs, members of boards, and that sort of thing.

How can APRALO help? There are three areas that we would like some help. The first is to participate in our discussion list. The second is to build local advocacy groups. That’s looking at the UASG 008. And to raise awareness when you find UA issues encountered. That can be using the UASG 002, [Word], or some other [inaudible].

Kelvin, that’s me in 15 minutes. I hope I’ve given people a flavor as to what UA is, what the UASG is, what it is that we’re doing, and how we would really like your help moving forward.

TERRI AGNEW:

Before we move on to our next speaker, we are going to go ahead and conduct two pop quiz questions. You will now see the pop quiz question in your bottom right-hand pod.

The first question: The target audience for UASG is a) registrants or b) software developers? The poll is open now. Don, if you would please share the correct answer. Don, if you are speaking, we are unable to hear you.



DON HOLLANDER: Right, sorry. Yes, everybody was listening carefully, or at least eight of you were listening carefully. Yes, the target audience is the software developers.

TERRI AGNEW: Thank you. One moment for our next poll question. What is the difference between universal acceptance and universal awareness?

Option 1: Universal awareness is raising awareness of all the new top-level domains available. Universal acceptance is ensuring that, when deployed, [they] function for the registrant.

Option 2: Universal awareness is making the Internet available to people in even the remote parts of the globe.

The poll is open now. Don, if you could please share the correct answer.

DON HOLLANDER: The correct answer is the first one. Universal awareness is raising the awareness of all new top-level domains. The issue about getting the Internet available everywhere is often referred to as universal access. So there are a lot of UAs floating around in the Internet governance space. Our focus is universal acceptance.

Thank you very much, Terri. That was interesting to watch the poll and how people shifted to the right answer once they heard it.

TERRI AGNEW: You are welcome. Kelvin, we'll turn it back over to you to introduce our next speaker.

KELVIN WONG: Thank you, Terri, and thanks so much, Don, for the succinct and very clear presentation and for the good questions. Now I will turn over to the next speaker, Marvin Woo, who I'm sure is not ICANN staff so I'm sorry if I got it wrong again. He's the VP of Coremail; Guest Professor, Fuzhou College of Foreign Studies and Trade. Marvin Woo has dedicated his time to the e-mail industry for 13 years and is an expert in this area. Marvin Woo has been actively promoting the multi-language e-mail technology within APEC members and has outstanding contributions in the commercialization and popularization of multi-language e-mail technology in APEC. Over to you, Marvin.

MARVIN WOO: Hi. Okay, I'm sure I'm not an ICANN staff member as well, but I also have many coughs like [inaudible] from Marrakech. Now, let's begin.

Coremail. Who is Coremail? Coremail was founded in 1999, so 17 years of concentration on e-mail technology. We have 35,000 business clients and 700 million users. I think it is a larger number because inside China we have [inaudible] more people. We have 1,500 government institutions and universities that are using Coremail [inaudible].

What is EAI? You can see EAI is email [inaudible] internationalization so it can have non-Roman characters [inaudible]. I think it's very cool for

someone to own [Mala] language personal ID with its national and ethnic characteristics. More and more, my friends like to have a Chinese EAI account. So many people are asking me to have an account.

So it's our solution. In Coremail's EAI solution, we have double e-mail addresses for our users. One main e-mail address supports [Unicode]. We also give them an alias address used for ASCII code. You can see that [inaudible] shows we have given them two accounts.

If the e-mail system can't support EAI, it switches to Punycode. This is an example. It is maybe not very clear. So now it can work. When the [safety] [inaudible] Coremail will classify e-mails receipt with different standards. It lists who has sent the e-mail or it can [inaudible]. If receive a sent e-mail by RFC 6531 is no, you will receive e-mail by RFC 2821.

Yes, our judgment is the same if formed by RFC 6532 and sent an e-mail by 6531. If it is received formed by RFC 2045 and sent an e-mail by RFC 2821.

So we have so many challenges met. In 2012, Coremail can support EAI [exchange]. The first is no client to support EAI. No client. We just can use in [wherever]. Some people lack EAI, so no place to register an EAI account because are [inaudible] providers. So [inaudible] do not e-mail of later. So here is the trouble. People cannot [inaudible], so we do something.

First we provide some clients, and now Coremail has [inaudible]. We [inaudible] clients. Named this Coremail Flash Mail and Coremail App and Coremail Lunkr so iOS, Android, Windows.

Also, we [used a platform] with [inaudible] to [inaudible] the users are more than 100,000. To measure benefits, the first step is new gTLDs and ccTLDs. So we [inaudible] sales. Also, Coremail Saas Platform, we have millions of users on Coremail Saas Platform. We provide our solution to our customers. All users have double accounts for EAI application.

Coremail’s solution is not only for Chinese. We also can support another language. Sometimes we help Thailand THNIC to be able to Thai languages [inaudible] EAI. This is the Hindi language.

Now we have also so many challenges now. [inaudible] So few people to use EAI, whereas I think the end users I think maybe EAI not for only e-mail. Also, we can be an Internet [IP] for [inaudible] mobile [ATP] such as [inaudible] also your e-mail as an [IP]. But problems only [ten years account].

Not too much end users because the software can’t accept EAI account. So it’s an endless loop. The software [provides] lack of motivation. [inaudible] few people to use EAI account and [inaudible] people tend to use EAI account [inaudible] supporting EAI. So I think it’s fast changing now because system to system to [inaudible] if their e-mail account can’t [ID], it is very, very trouble.

Okay, so that is the end, I think. Maybe here I can be [inaudible]. I think I lost a little [work] in my last [inaudible]. I maybe can [inaudible] in the local language. But for it is very hard for people who [inaudible] to remember learning because I think for [Don] he can’t know my Chinese name. He can’t remember it. He can’t know what it means. And I also

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can't understand Hindi, so [inaudible] language. [inaudible] EAI account is very trouble for me to remember and know what they mean.

So I think EAI account will be work in for language. Between the local language [inaudible] use for Punycode and another language will be sent by Unicode. So I think Punycode may be [nearly impossible]. I think it's necessary and because it has millions of [inaudible] e-mail I think is a fairly long way to go.

It's the end. Thank you.

KELVIN WONG:

Terri, do we have the pop quiz? Alright, great.

TERRI AGNEW:

Thank you, Marvin. And we now have two pop quizzes regarding Marvin's presentation. Once again, the quiz appears in your bottom right-hand pod.

Question 1: If EAI users do not [send] double addresses and send e-mails with EAI, can the receiver receive and reply? Yes or no? The poll is open now. Marvin, if you could please share the correct answer.

MARVIN WOO:

The answer is yes. If the EAI user does not have double addresses, it can switch to use Punycode so it can work. So it can be [sent] and received.

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TERRI AGNEW: Thank you. We’ll now move on to our second pop quiz. I am interested in Chinese EAI. Where can I get an account? Is there any registered platform for end users? Yes or no? Once again, is there any registered platform for end users? Yes or no? Marvin, if you could please share.

MARVIN WOO: I think that is a simple question. The answer is yes.

TERRI AGNEW: Thank you.

MARVIN WOO: The answer is yes. It’s a simple question.

TERRI AGNEW: Thank you, Marvin. That does complete our pop quiz portion. I’ll now turn it over to Silvia Vivanco to help us with the question and answer portion of today’s conference. Silvia?

SILVIA VIVANCO: Hello. Thank you.

KELVIN WONG: Terri, this is Kelvin here. I would just like to thank Marvin again for the wonderful presentation. I think the audio was cutting in and out a bit, but I’m so glad we have the live captioning that could help us keep the

discussion on track. Thank you once again, and with that, I would like to pass the mic to Silvia who will guide us on the next portion on Q&A as well as the survey. Thank you, Terri, and thank you, Silvia.

SILVIA VIVANCO:

Thank you very much, Kelvin. Hello, everyone. Please be so kind to raise your hand or write on the chat if you have questions. Please, we are looking at the chat. I see Satish writing. Hello, yes. Okay, I see one person. Holly Raiche, please. Go ahead, Holly.

HOLLY RAICHE:

I would also like to thank the presenters, both Don and Marvin. I would like to have a look at the website of both so I can look at the presentations and think them through.

Just a question for Don. I realize this is about software, but have you talked to the Internet Society to use their contacts globally to get the message out? If Don's there.

DON HOLLANDER:

Thanks, Holly, for the question. The short answer is yes. The longer answer is they are not sure that UA is core to their current work programs. We would like to be able to leverage the chapters of ISOC around the world to form local UA initiatives, but it's really a question of engaging with the Internet Society.

I have, however, been talking to Dan York from the Internet Society who has been pursuing DNSSEC and, to a lesser extent, IPv6 for some years and trying to make sure that we can learn what they have learned and see where there are opportunities for cooperation.

HOLLY RAICHE: Okay. May I have a second question?

SILVIA VIVANCO: Yes, Holly. Go ahead.

HOLLY RAICHE: The next question, and maybe this is for something APRALO takes up, when we come to universal acceptance and the problems seem as I understand it mainly IDNs but not exclusively IDNs, has anybody input into the ICANN processes before there's another new gTLD round, or should we be saying, “Wait a minute. You need to solve the universal acceptance problem first”? [That was] a question.

DON HOLLANDER: Who is your question directed to, Holly?

HOLLY RAICHE: Edmon [is actually answering] that UA is being discussed in the [inaudible] next round. Thank you, Edmon.



DON HOLLANDER: To answer Michael Flemming’s question, it certainly applies to the IDN ccTLDs. Also, from time to time, there are new ccTLDs created as new territories are created.

SILVIA VIVANCO: Thank you, Don. Let me just repeat the question for the record from Michael Flemming. “I just want to clarify whether or not universal acceptance pertains to ccTLDs or not as well,” and Don Hollander has just replied. Thank you for that answer.

Are there any other questions? I have a comment from Edmon Chung. I’m going to read it for the record. He says, “Universal acceptance is being discussed in the [inaudible] for next round under IDN currently.” Thank you, Edmon.

Do I have any other questions? It looks like I don’t have any other questions. If you allow me, I would like to ask a question for Don. What are the main obstacles to universal acceptance, in your opinion?

DON HOLLANDER: The big obstacle will be for software developers to find the time and resources to make the change. It’s not particularly difficult, but it just has to be put into an organization’s normal maintenance program and that’s what will happen. The big challenge will be making sure the CIOs and systems architects and developers know that it’s an issue and that

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they recognize that, as they open their systems up for routine maintenance, that they include that there.

SILVIA VIVANCO: Thank you very much for that answer. I have a question from Satish Babu. One moment, please. He says, “For many of us in ALAC, particularly APRALO, universal acceptance is an issue that’s close to our hearts. I have a question. While the universal acceptance initiative is largely developer focused, universal acceptance also has policy, community, and advocacy components, especially with national governments. Who, inside ICANN or outside, will be handling these tasks? Don? This is a question for Don and Marvin. Don, I don’t think we can hear you.

TERRI AGNEW: At this time, we’re unable to hear you.

DON HOLLANDER: Okay, sorry.

SILVIA VIVANCO: Okay, now we hear you, so you can go ahead.

DON HOLLANDER: Okay, thank you. I’ll try it again. There’s a white paper that’s being developed. That’s [at] the government ministers, senior officials, CEOs,

CMOs, board people. But what we’re trying to focus on is getting the software to work so that people can just use their domain names as they should be.

SILVIA VIVANCO:

Okay, thank you very much for that answer. Next, I have a comment from [Edmon Chung] and I would like to read that. He says, “[inaudible] universal acceptance [inaudible] platform. [inaudible] like you to [inaudible] the government [inaudible]. In terms of proactive work, we have been reaching out to GAC and GAC representatives particularly.” Thank you for that comment, Edmon.

DON HOLLANDER:

If I could just – I don’t even know if this is working. Ah, yes. Just to build up on what Edmon was saying and what I was saying before, we’re very keen to find local [initiatives] happening. That’s where we think the ALSes within the RALOs, and APRALO particularly, can start taking this message to their local software communities.

SILVIA VIVANCO:

Thank you, Don, for this very important message. [Are there any other] questions or comments?

[HOLLY RAICHE]:

Michael says he wants to ask about the slides.

SILVIA VIVANCO:

I see Michael Flemming. “I wanted to ask about the slides.” Okay. He is asking if these will be posted. Of course, all of the recordings and transcripts and PowerPoints will be posted on the wiki page right after this webinar.

I have another comment from Edmon Chung. “Actually, on top of that,” he says, “ICANN the corporation has also developed some standard clauses in new [standards] for software services that require suppliers to state their UA readiness. That would be useful for [government] consideration too, I think.” Thank you for that comment, Edmon.

Don is answering. “Edmon, that’s an issue that I am keen to work with ISOC on too, and that is UASG 009 document underway.” Thank you for that clarification, Don.

I do not see any additional questions. If we don’t have more questions, then we will go ahead with the survey. We ask you to please be so kind to reply to the questions posted. Please, Terri, go ahead and post the survey for everyone to review and respond. Thank you.

TERRI AGNEW:

Thank you very much. We’ll now begin our survey questions.

Survey Question 1: How do you rank the webinar in terms of quality of information? Please cast your results now.

Survey Question 2: How was the presenter’s delivery? Please cast your vote now.

Survey Question 3: Do you plan on using the information directly with your ALSes? Please cast your vote now?

Survey Question 4: If yes, please explain.

Survey Question 5: Any further comments or recommendations about the content of this webinar?

Survey Question 6: The captioning feature of the Adobe Connect room is part of a pilot. Please choose the suitable term.

Survey Question 7: Please self-identify all categories that describe who you are.

Survey Question 8: What benefit did you get from accessing the captioning stream?

Survey Question 9: Where else do you think captioning should be required? Please add all your committees, ad hoc, and working groups.

And our final question: What topics would you like ICANN to cover for future webinars?

Once again, this was our final survey question. Thank you very much for staying on and completing all the survey questions for us.

Kelvin, I'll turn it back over to you for final comments.

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**KELVIN WONG:** Sure. Thank you, Terri. I hope this has been useful for everyone. I particularly enjoyed the discussions. Thank you to all the presenters as well as the participants in the audience who provided a comment or two. Thank you so much. Silvia?

**SILVIA VIVANCO:** Yes, thank you very much. I want to thank each of you for joining this webinar, to the scribes, and to the presenters for giving us more details about this very important topic. More webinars will be [occurring] next month. Thank you very much. Bye-bye.

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