UNIVERSAL ACCEPTANCE

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AGENDA

❑Introduction

❑Defining Business Innovation

❑Universal Acceptance (UA)

❑Criteria for Universal Acceptance

❑Examples of Users' Experiences

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AGENDA

❑Mobile applications & Universal Acceptance

❑Who should care about UA and why does it matter?

❑Who are the target audience of the Universal Acceptance efforts?

❑Actions

❑More Information & Questions

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INTRODUCTION

❑ DNS & The ASCII Format

❑ Internationalized Domain Names (IDNs)

❑ New gTLDS

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INTRODUCTION

DNS & The ASCII Format

❑The DNS was originally created to support domain names written in Latin script

using the American Standard Code for Information Interchange (ASCII) format

❑ The content of a web page could be in a non-Latin script but the domain name   had

to be in a Latin script

INTRODUCTION

IDNs

❑IDNs and the creation of local content

❑Using IDNs to grow and reach targeted markets and users

❑Digital inclusion - Non English speaking Internet users having the same opportunities
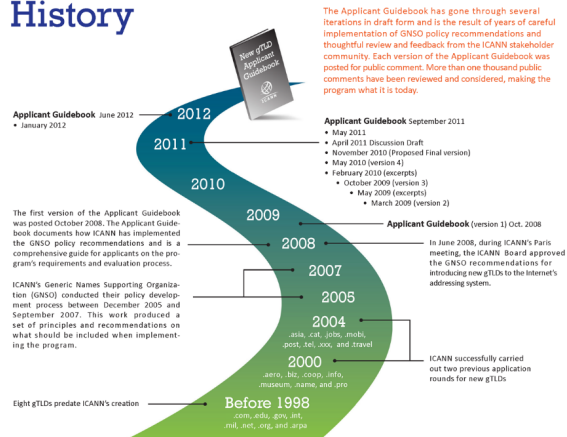
and knowledge

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INTRODUCTION

IDNs

❑Technical standards for IDNs developed since the mid 1990s

❑Punycode used to convert Unicode to ASCII

❑In 2000 IDNs at the second level were made available

❑In 2010 the first IDN ccTLDs inserted in the DNS root zone

INTRODUCTION

New gTLDS

❑ Currently more than 1200 gTLDs are delegated

DEFINING BUSINESSES INNOVATION

❑Innovation is about new values and not new things

❑Internet users are the ones who decide the worth of IDNs and new gTLDS

❑IDNs cater for a global and inclusive Internet

❑IDNs and new gTLDS define new opportunities and the growth of the Internet

❑Internet users' experiences is what matters

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❑Technical side: Universal acceptance is a technical compliance process by which all domain names and email addresses can be used consistently by Internet enabled applications, services, devices and systems

Old applications, software, systems and devices must be updated and new applications must be built

❑Human side: universal acceptance requires universal awareness where registrants or potential registrants are aware of the existence of the IDNs and new gTLDs

❑Measuring UA success has to be against both

CRITERIA FOR UNIVERSAL ACCEPTANCE

- ❑ Acceptance

- ❑ Validation

- ❑ Storage

- ❑ Processing

- ❑ Displaying

EXAMPLES OF USERS EXPERIENCES

❑Valid emails fail to send or receive

❑Domain names are treated as a search term in the address bar instead of a domain

  name

❑When filling an online form Domain Names or email addresses are not accepted

❑Domain names and email addresses are not accepted by online applications or

  services

❑Linkification

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MOBILE APPLICATIONS & UNIVERSAL ACCEPTANCE

❑Africa is expected to have 500m cellphone subscribers by 2020

❑Africa is the fastest growing mobile market in the world

❑As of December 2016 270 million people in Africa access the internet through

  mobiles

❑Are mobile applications UA ready?

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WHO SHOULD CARE ABOUT UA AND WHY DOES IT MATTER?

❑Industry leaders

❑Businesses

❑Governments

❑IT community & applications developers

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WHO ARE THE TARGET AUDIENCE OF THE UNIVERSAL ACCEPTANCE EFFORTS?

❑Chief Information Officers (CIOs)

❑Application and Software developers

❑IT Community

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ACTIONS

❑**Internet Users:** Reach out to webmasters whose sites are not universal acceptance

ready

❑**Chief Information Officers:** Raise awareness about the importance of Universal

Acceptance to your organization – Make UA part of your strategic plan

❑**Software developers & IT people:** Conduct audits to your systems determine which parts of

it are UA ready and which are not – set a plan- bring your systems to compliance

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MORE INFORMATION

❑**Join the UASG Discussion List: https://uasg.tech/subscribe**

❑**Universal Acceptance Steering Group: https://uasg.tech/**

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THANK YOU

Questions?