

# Universal Acceptance and Academia

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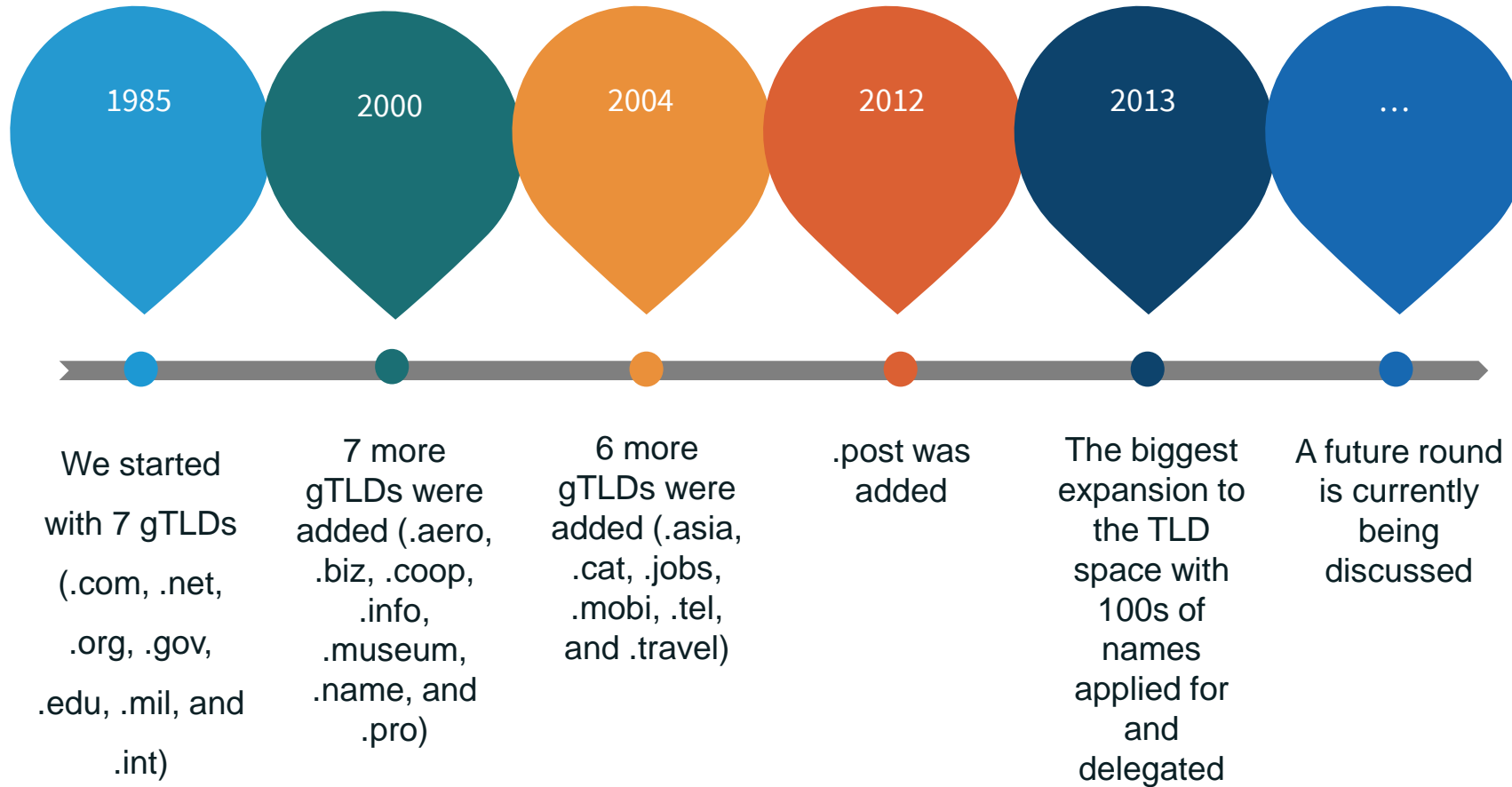
- Which is easier to memorize?

[www.icann.org](http://www.icann.org)

or

192.0.32.7

# Generic TLDs (GTLDs)



# The gTLD Landscape



## ⦿ Domain Names

- **Newer** top-level domain names: [example.sky](#)
- **Longer** top-level domain names: [example.global](#)
- **Internationalized** domain names [امارات.مثال](#)
  - Display is another problem, in addition to above
    - Should not be as A-label: [xn--mgbh0fb.xn--mgbcpq6gpa15g](#)
    - Should be correct for right-to-left scripts: [مثال.امارات](#)

- ⦿ **Internationalized email addresses (EAI):** [अजय@डाटा.भारत](#) (email address in Hindi language)
  - Available standards not implemented by all email software and service providers making email delivery unreliable
  - Test if your email is compliant: <https://uasg.tech/eai-check/>

## **Vision**

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

## **Mission**

To mobilize the software application developers to get their products UA Ready by providing encouragement, documentation, case studies, tools and measures to deliver the right user experience to the end user

## **Impact**

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

Applications should be able to do the following for all domain names and email addresses:



Accept



Validate



Store



Process



Display

- ⦿ To address the Universal Acceptance of domain names and email addresses, Universal Acceptance Steering Group (UASG) organized as a community initiative
- ⦿ UASG has produced documentation to define, address the challenges and share progress, posted at <https://UASG.tech>, e.g.:
  - [Quick Guide to Universal Acceptance](#)
  - [Quick Guide to Email Address Internationalization](#)
  - [UA Case Study: Government of Rajasthan, India](#)
  - [Quick Guide to Tendering and Contractual Documents](#)
- ⦿ UASG is actively engaged in disseminating the information to relevant stakeholders



- ⦿ **Technology Enablers** - Organizations producing relevant standards and best current practices and providers of software programming languages, tools and frameworks
- ⦿ **Technology Developers** - Organizations and individuals developing and directing applications
- ⦿ **Email Software and Service Providers** – Organizations and individuals providing internationalized email software and services
- ⦿ **Influencing Individuals and Organizations** - Individuals at local and international level who can help promote UA Readiness, and organizations which can be used to spread the UA message more broadly
- ⦿ **Government Policy Makers** - Government officials, as an explicit group, are included to try to generate demand for UA Ready products and services through accessibility standards and procurement processes

- ⦿ **Technology WG** - Plans, coordinates and oversees work on standards, best current practices, programming languages, tools and development platforms.
- ⦿ **Email Address Internationalization (EAI) WG** - Plans, executes and oversees engagement with email software and service providers to make them EAI Ready
- ⦿ **Measurements WG** – Plans, oversees and directs the measurement efforts for UA readiness
- ⦿ **Communications WG** – Plans and develops communication strategy and oversee its execution, in collaboration with other WGs
- ⦿ **Local Initiatives WG** – Plans, develops and oversees the execution of local initiatives in various geographies
- ⦿ **UA Ambassadors WG** – Plans and executes training and outreach in local regions

<b>Stakeholders: Organization:</b>	<b>Tech. Enablers</b>	<b>Tech. Developers</b>	<b>EAI Providers</b>	<b>Infl. Indv. and Orgs.</b>	<b>Policy Makers</b>
<b>Technology WG</b>	X	X			
<b>EAI WG</b>			X		
<b>Measurements WG</b>					
<b>Communications WG</b>	X	X	X	X	X
<b>Local Initiatives WG</b>		X	X	X	X
<b>UA Ambassadors WG</b>	X	X	X	X	X

- ⦿ Can play a major role in pushing this at the local level
  - In Pakistan, a group of universities have come together to develop an EAI testbed
  - In Turkey, the top university is laying down the pillars for this work at the national level
  - In some cases, students are working on this as part of their graduation projects or thesis
- ⦿ Can upgrade the tools and their deployment within their universities and network of universities (for RENS) making them a role-model for others to follow
- ⦿ Update design practices to make their online applications and websites UA ready, making future systems UA ready
  
- ⦿ Interested in helping out with this? Please write to us at [meac.swg@icann.org](mailto:meac.swg@icann.org)

# Thank You!

- Access all UA documents and presentations at website: <https://uasg.tech>
- Access details of ongoing work from wiki pages: <https://community.icann.org/display/TUA>
- Register to participate or listen in the UA discussion list at: <https://uasg.tech/subscribe>
- Register to participate in UA working groups [here](#)
- For more information, email [info@uasg.tech](mailto:info@uasg.tech) or [sarmad.hussain@icann.org](mailto:sarmad.hussain@icann.org)