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SARMAD HUSSAIN: So, thank you for joining the Session on the Update by Universal Acceptance Steering Group on their work as far as Local Initiatives and Communications is concerned. Let me hand it over to Dr. Ajay Data who is the Chair of UASG to take us through the first part, which covers the Local Initiatives.

AJAY DATA: Thank you, Sarmad, and thank you everyone for joining this first Update Session we have where we are going to talk about Local Initiatives, and we have many speakers. We intended to give member updates to the beginning, but considering the timeframe we have, we have last update. We'll talk about Local Initiatives more and not much about the UASG as such. Next slide, please. Next slide. Next slide.

Yeah, so this Local Initiative is a new initiative which has been taken where the focused regions, we have India, European Union, China, Russia, and the United States as our focused regions and we are looking forward to having Local Initiatives there. We are going to talk about it a little bit.

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The idea is to have Local Working Groups where people take the initiative to take the UA Initiative in their local regions to spread the awareness about it. As we know that sitting here as a centralized Leadership, we cannot determine and think what is going to work in, let's say, Armenia or China or Korea or somewhere else. So, we depend on the Local Initiative there. So, a group of people who are excited to work together with UA takes a Local Initiative, submits their proposal how they're going to work together, and since we have that complete backend strength about technology, about communications, and we can support them even financially to take the steps further.

We have some certain proposals and certain steps have been taken, so there are some speakers who are going to talk about that in their own respective regions, and we are going to let that start for them. The Local Initiative is going to really take the real step of Universal Acceptance to the masses. There's the exact thing which we are trying to do here. All the Stakeholders which we have for Universal Acceptance are going to get this, which are tech developers, government, influencers, all sorts of people who are going to be ensuring that all the Domain Names and all email addresses are accepted equally.

There are three or four sentences that are for Local Initiatives. Reach out to and collaborate with identified Stakeholders in the region to enable them to promote and adopt UA Readiness. That's exactly what I have just told. Identify opportunities, so if there's a Hack-A-Thon which is happening or there's a teaching possibility or there is a lecture in your city or there is some conference which is happening where the talk can

begin about UA, we just try to promote and ensure that the communication spreads to the local Stakeholders.

Identify relevant technical trainings. Abdalmonem is here who is doing a lot of training in Egypt. We would like to see that all kinds of trainers related to UA for software developers and website makers get trained so that they can make the software UA ready. Next slide, please.

As I shared that there are five focused regions we have right now, but that does not mean that we will not be taking proposals, or we will not be talking about other regions to spread UA awareness. These are the direct focus for us where we are consolidating our efforts in China, European Union, India, Russian, and the United States. These are the places where we are already going very strong to create the Local Initiatives.

Other regions may show local Community interest, like MEA took an interest there, Latin America and Caribbean to the interest, SEE, South East Europe took the interest. I even spoke to NARALO on their call where we tried to spread awareness about it. So, these are things which are, the Communities locally are stepping forward themselves and trying to take the UA Initiative further. Next slide, please.

I think that strategy is very clear. We will support you if you have a proposal, if you have something which is interesting for UA, please take a step forward, create your proposal, we will support you in technical capabilities because we have a Technical Working Group. We have Satish Babu sitting here who is chairing that with Co-Chair, with their

partner in co-chairing that. General Outreach we have, of course, [Inaudible] is chairing that along with Liliana, they are out looking for communications and public sector engagement. We have the General Leadership which is giving support for all policy involvement work where we have already recommendations which can be taken further. Next slide, please.

So, we will skip these particular three, four outcome slides. Let us come back to the speakers because time is short and we have more speakers, yeah? Yeah, so let's have the update and I would like to call up on Samiran who is a GOC Member going to talk about Indian Outreach.

SAMIRAN GUPTA:

Thank you, Ajay. So, I'm going to take about five minutes and talk to you about what the Indian market is like and what's going on and the community interest that we've got so far in the Local Initiative. So, just to give you a quick snapshot, the Indian landscape, you know, there are four points that I'd like to make here.

First is, of course, India's population, 1.33 billion people. The Indian, second point is that the Indian Constitution recognizes 22 languages. The third point, interestingly enough, is although we've got so many languages there, there isn't enough content available online in these languages. And the last point I'd like to make is the anticipated UA challenge in India is more related to Indian scripts coming online. So, these are the four kind of baseline points I'd like to make. Next slide, please. Yes.

What's been happening over the last few years is that in 2014 the government of India launched .bharat TLD in the Devanagari script. Subsequently, over a period of time, .bharat is now available in a total of 15 scripts. And I understand some more scripts are going to come online very soon. Between 2015 and present time, there has been the work of the Neo Brahmi Generation Panel, which was established by the Indian community members. And eight of the nine scripts that they were working on have been delegated to the Root Zone. The ninth, Bengali, is still a work in progress.

And a couple of other data points which are significant. Number one is in 2016 the Bureau of Indian Standards made it mandatory for all smartphones sold in India to include the facility to read in all 22 Indian official languages and to be able to have input capabilities for at least three languages on any smartphone that is sold in India. So, all of this has been sort of done in a method or a manner to promote the use of local Indian scripts by folks who are using smartphones.

In 2019, Google's search engine has now started supporting Hindi, Tamil, Telugu, Bengali, Gujarati, Marathi, Kannada, and Malayalam languages. And lastly, last month in this year, C-DAC India launched the Unified Virtual Keyboard for Indian Languages on the Android Platform. So, this is slide and the previous slide is essentially to kind of set the table on where things are with India. Next slide, please. Thank you.

So, what are the challenges and opportunities that we have in India? The first fundamental challenge is the understanding of Universal Acceptance issues are not necessarily very well-known. The second

challenge is the adoption of Unicode has been inconsistent. Some of the largest regional publications in India have resisted using Unicode for the longest time. The third challenge is despite arising demand for use of Indic content online, supply has been slowed. So, this I'm calling this a challenge but it's also an opportunity. And the last point I'd like to make here is that the knowledge of Internationalized Domain Names or IDNs is low.

What are the opportunities? Motivating government agencies in being early adopters of UA compliance. The second would be motivating app developers to be UA compliant on the get go. And lastly, outreach to large enterprise networks such as banks, for example, to become UA compliant. Next slide, please. I have two more slides after this.

So, on 16th October this year, the Indian Language Internet Alliance, or ILIA, submitted a proposal to UASG for spearheading the UA Local Initiative in India. ILIA is comprised of community members from business, technology, academia, and government, and is working towards great adoption of Indic scripts and content development in India. So, ILIA has provided a very detailed plan to UASG and I understand that this plan is under consideration by the Leadership of UASG. ILIA is part of the Federation of Indian Chambers of Commerce and Industry, a non-profit, non-government organization which was formed in 1927 to support Indian businesses. So, the point I'd like to make here is it's the business community along with academia which is leading this Local Initiative, or at least they would like to lead the Local Initiative Process in India. And the last slide, please.

So, here's a quick snapshot of what are the proposals that they've made and what are the expected timelines of activities. I'm not going to read through everything. These slides, I'm sure, will be made available, but the point to look for over here is that they have kind of made sure that they have activities related to technical collaboration, general outreach, public sector outreach, and also at the same work on community development. And all their activities are listed on their righthand side. The last slide, please.

So, in conclusion, the ILIA proposal addresses, as I said, UASG's Local Initiative strategy pillars of technical engagement, general outreach, and public sector engagement. Apart from this, they also plan to contribute towards community development. This proposal is under consideration and we wait a go or no go signal from UASG if this comes through. And then lastly I'd like to say that we look forward to a Local Initiative kickoff in India. When I say that I mean on behalf of our team, regional team, and I will be directly engaged to support and monitor this initiative. Thank you.

AJAY DATA:

Thank you, Samiran, and I just came to know from Sarmad that we have approved the proposal. So, you have a go. No go can be removed from the slide. And this will be the first proposal which is going live, so congratulations for the good work. Yeah, so let's move to the, with a very happy note, to the next slide. Natalia?

NATALIA MOCHU:

Hello everyone. My name is Natalia Mochu and I'm the GSE with Eastern Europe and Central Asia. And I would also like to present to you a couple of slides on the progress that's going on in our region in terms of setting up a Local Initiative. You've mentioned that you aim to Russia but in my region, it's not only Russia who were engaged with working on the Universal Acceptance issue. It was the whole region which who joined forces and were actually very enthusiastic and to set up their own process, even before the discussions about Local Initiatives had started.

And this is something that I'm very pleased to state, that there was indeed a group set up regionally from the bottom up, so to say, approach applied here where people interested in supporting and driving ahead the Universal Acceptance concept in the region joined forces themselves and created a Regional Coordination Group, as they called it, and then based on this group of people who were already starting a discussion on working together, they built on this the Local Initiative itself.

So, now the Local Initiative was set up and was sent to UASG at the very end of October, and we are also waiting for the confirmation from UASG of its approval. So, to go back some of the background of how this Local Initiative and why the Local Initiative was set up, just to give you some background information of the region itself, here on the slide.

So, basically the region that is covered is the CIS and Eastern Europe Countries and if we look geographically, it's more than just the CIS. It also, according the UN list, it also includes Serbia and Bulgaria. So, the

group was kind of open, it's not restricted geographically speaking to CIS. Only it's an open group.

The internet penetration is quite high in the region. So just as an example with Russia with the total number of internet users are more than 93 million people which makes 67 percent of the Russian Federation, but generally in the region is 80 percent and above. So, the penetration is quite high. And as I mentioned, the Local Initiative itself was born based already on the initiative that was there live in the region and I think this is something that we can highly support.

On the next slide, there is some basic information about the commonly used languages and scripts that are used in the regions. So, as you see, the region is quite diverse in terms of the languages used. So, we have the Russian, Belarusian, Uzbek, and so on and so forth. Then the regional scripts that are in usage in this broad region; Cyrillic, Armenian, Georgian, and extended Latin. So, in terms of IDN ccTLDs, we have .рф, .ҳш, .ғғ, .бел, .укр, .срб, қаз, and others.

And besides the IDN ccTLDs, we also have the IDN Domain being used on the second level in the existing ccTLD, just to say. For instance, in .su and you see them all on the list. And of course, we have a new gTLDs after the release of the launch of the new gTLD Program. We've got new gTLD in Cyrillic coming up, for instance .moscow, .москва, .дети, you probably not all of you can read it but it's the Cyrillic top level domains that are now available and here recently, some of the top level domains that are most popular, so to say, in our region.

So, what was the motivation? And on the next slide, what was the motivation for starting the Local Initiative, or better say, for starting the Regional Coordination Group in the first place is generally, and I think... Can we move to the next slide, please? I don't know who manages the slides. Yeah. So, I think generally the motivation to start this work is more or less the same as in other regions, is the feeling that there is a low general awareness and trust to IDNs and new gTLDs based on there is a lack of knowledge or there is a misunderstanding of why they are needed.

There is no strong demand for internationalized email products and services, the lack of support from software developers and applications to support IDN and EAI, low market demands, low level of UA readiness adoption in software applicants and especially in mail products and services. And this is actually the information that is stated in Local Initiative Application itself. So, this is the challenges that were identified in the region, which are also the motivation to actually move something ahead and work on those gaps.

So, on the next slide, here is some information on the current developments. So, as I mentioned, the Local Initiative Application was submitted on the 31st of October to the Universal Acceptance Steering Group. So, what we have now is the Initiative gathers local experts from 12 IDNs and ccTLDs and gTLDs that are registered, that are active, in seven countries. So, we have local experts in from Armenia, Belarus, Georgia, Latvia, Russia, Serbia, and Ukraine. And this is, you know, people, experts who join together to run the Initiative.

So, basically the Initiative will be focused on communication and collaboration with Stakeholders within their countries, so they aim to work with the Stakeholders each in their countries, as well as exchange regionally. And they aim to trigger technical collaboration support, building communication and outreach with technology enablers, technology developers, and email software and services, and this is like the first step, this is the ones that need immediate interaction.

Also, it's the general outreach and awareness raising with general public end users and so on and so forth. But also targeting influencers who may deliver the message further to a broader audience. And a special interest and emphasis I think, I should say, needs to be done with the public sector engagement with governments, and actually bringing governments on board both as influencers of the need to expand UA, as well as the consumers of the... Becoming UA ready themselves.

So, following here on this slide, there are a couple of examples of the activities that are, besides the outreach and the general conferences speaking, couple of activities that are now included in the plan of activities that are scheduled to take place in the region. And in the first line, we have technical collaboration and support and just mention that the first training of trainers for UA Engagement already took place as a sideline event of the EE DNS Forum that was held in mid-October in Armenia and we had UA Ambassador Dušan Stojičević delivering this training. So, one training, we've already held in the region.

Another three technical trainings for email administrators is scheduled to take place in Armenia and Russia and in Serbia somewhere starting with November December 2019 and then April and May next year and May, June. So, you know, the timeframe is open. And we have also four Hack-A-Thons scheduled to take place in Ukraine and Russia and Georgia alongside some of the big IT Conferences or in the conferences taking place in universities. So, here we have local universities being... And I'm speaking 'we' and 'I' meaning the Local Initiative, just to say.

So, we'll have those being delivered in May, June 2020 and the Georgian Event is scheduled for the fourth quarter of 2020. Also, what the region feels it's lacking is general outreach and awareness raising in terms of educational materials that can be provided to the Stakeholders that we are aiming at.

AJAY DATA: Natalia, I have to stop you. We are five more speakers and fifteen minutes more.

NATALIA MOCHU: I'm very sorry. I got excited about the work that is done. But basically, that's the last slide.

AJAY DATA: Okay, great.

NATALIA MOCHU: Just to say that those are, also, the works that are planned to be done and I look very much forward to approval of the Initiative in the first place.

AJAY DATA: Yeah, we actually we're happy for the excitement, and hope that's the outcome that we... Yeah, thank you for your [inaudible], thank you so much for the involvement and commitment, and the proposal is probably on the way.

NATALIA MOCHU: On the way.

AJAY DATA: If there are no faculties it should come through. Pierre?

PIERRE DANDJINO: Thank you very much. Pierre Dandjinou, still for the engagement of Africa.

AJAY DATA: Before you start, I just want to say that five more speakers in 15 minutes. So, just plan that quickly as much as possible so everybody gets time.

PIERRE DANDJINOU: No, don't worry. I'll be quick.

AJAY DATA: Thank you.

PIERRE DANDJINOU: Then I just say Africa and I stop. Okay, no. As far as we are concerned in Africa, you'll see that mostly the thing we've been doing so far is outreaching to some of the Stakeholders that might be interested, actually. But I must say that Sarmad really assisted us on this. And this is something we started more than a year ago, and we were trying to sensitize, and though we did have, even recently, webinars on this. Now, [inaudible] somebody's there. I can see him.

Now, I have to be frank because Africa definitely is more than one billion people and there's much to do there, languages, we do have many of them. It's important to exactly decide on those things. But definitely also the other issue for us to designate what is the audience that we are discussing with. Nevertheless, we manage to push for some sort of pilot outreach activities in that field. I'm going quickly to name a few of them. And we do have some people in this room, [inaudible] who is on my team who actually is following closely this sort of development, can talk more on those things.

Just to note that we had a few activities and outreach activities in the Cotonou-Benin, Accra, and also in South Africa, and we just held a presentation for the UbuntuNet, which is a university research network

in Africa, to actually present this issue, which people didn't really know about at all. One of the things I can just note here is that as far as Benin is concerned, we are partnering with ISOC, ISOC-BENIN as a chapter, and they came up with a kind of Local Initiative I would say.

But the point here is that we still need to expand our outreach in such a point that we do have more and more countries involved on that and be their own Local Initiatives. It is moving, it is heavy in Agenda, and I will say that we can cite now Benin and Kenya that are keen on doing something on that and we will be reporting back on that one. So, I'd like to stop here and if there any questions, I will be ready to come forward. Thank you.

AJAY DATA:

For a very quick, really, update, Jia-Rong?

JIA-RONG LOW:

Thank you Ajay. So, if have not met me, my name is Jia-Rong and I look after the ICANN Asia-Pacific office. The slides for today, they are prepared by our Head of Engagement for China, Jian-Chuan, but he's not here in ICANN Meeting so I'm covering him. So, between Jian-Chuan and Samiran, the two countries they look after will be close to 3 billion in a few years. Key slide, okay I'm timing myself for three minutes.

Key point on this slide, sorry, coming back to the earlier slide. Yeah. Key point on this slide, there are a lot of people in China. A lot of them use the internet. Most of them use the internet on mobile. In terms of IDN

Registration in China, it is very large. In the current round of the new gTLDs, so if we imagine planning for the next round, you can see a large boom if we plan well, especially on the UA front. Already there's a very large Registration, so if we think about how we can stimulate that, we can see how UA should move forward. Next slide, please.

So, like how Samiran mentioned about challenges are opportunities, this is a list of basically various opportunities there are in China in terms of software development. There is a strong market in China and big companies, so if we can work with the developers there it would be great. The third bullet point here regarding government is that even the government website license approval process does not support Universal Acceptance. So, it is a gap that we can highlight to the government and work with them on that.

Other areas are emails, as far as working with internet services. For example, speech input for typing is actually very popular in China. So, for me, I'm not a native Chinese speaker but I speak Chinese, my typing actually is quite poor. So, I also do speech input. But speech input to Domain Names is not recognized. So, it's another gap area that we could work on.

Last point here is on identifying influencers. We need really strong influencers to target end users, and one of the additions we have in our Universal Acceptance Ambassadors is Walter, so later he will be giving an update, but I think that's another key area we really need to think of how to reach the end users. I have one left so let's go to the next slide.

This is a list of current developments. Key point here is the key organization that it will be working to drive the Local Initiative is this group called the Internet Society of China. They are our At-Large Structure in ICANN as well, so they understand ICANN very well. They will work to spearhead a Working Group supported by the government, which means that this will move forward very quickly. They had a discussion with Sarmad when Sarmad was in China and got some ideas on how to start preparations. Next slide. And concurrently, another group, The Chinese Academy of Sciences will also start preparing a UA readiness measurement so these two will go together hand in hand. Now, the next slide please.

So, the quick update is really that the Internet Society of China made a proposal to UASG in December or January, then based on that they can try to move forward. Some of the projects they identified are here, but actually they overlap with the opportunities I discussed in earlier slide, so I'll skip this. So, just watch out for their proposal. And the proposal, we tried to guide them to make sure that they tie back to the three key goals of the Local Initiatives Charter. So, it's quite clear that it will map back to the goals. So, Jian-Chuan will continue to work very closely with the group, and like Samiran, continue to help to coordinate and monitor and help to push them in the right direction. Thank you very much.

AJAY DATA:

Thank you very much, Jia-Rong. Very nicely presented for China. Baher Esmat, thank you.

BAHER ESMAT:

Thank you. I'm Baher Esmat with GSE responsible for Middle East Region, and I'm going to be quick. So, in the Middle East our approach has been to work closely with communities and countries of large population, large economies, and also significant use of local language and technology in general. So, I've identified four countries, Egypt, Pakistan, Turkey, and Saudi Arabia. And I'll go quickly through, you know, the sort of key updates in each country.

Of course, in Egypt we're lucky because we have one of the UA Ambassadors on the ground, Abdalmonem Galila, and he's been doing a significant effort in raising awareness, organizing workshops, trainings. Recently there was a Hack-A-Thon organized, also with the help of Dušan. And I understand that there are more activities in the pipeline. There's also some Local Initiative being developed, still not materialized but Abdalmonem and other parties have been working on it. Next slide.

So, in Pakistan, we've, also with the help of Sarmad, we've been communicating with a couple of universities and government bodies including the TLD Operator of .pakistan to form a sort of, you know, group to lead this effort on raising awareness on UA and also taking to move the work forward. Again, the plan right now is to start with a testbed for internationalized email and then we'll, depending on how things will evolve, we'll see whether there will be a sort of national or Local Initiative materializing or not.

Similarly, we've been also in communication with many Stakeholders in Turkey. Most recently, one of the top universities in Turkey, the Middle East Technical University, expressed interest in leading this work and coordinating with different bodies. We had a conference call with Sarmad, and he explained to them, again, what could be done in that regard. Next slide.

Last but not least, Saudi Arabia. Saudi, of course, through their ccTLD Registry, SaudiNIC, which is part of CITC, they have been leading a lot of work in relation to IDNs in the region, particularly when it comes to Arabic IDNs. They have the expertise, they have the knowledge and the capacity to lead such an initiative at the national level. Also being a governing body, they have access to many Stakeholders including from business and academia and others. Again, we have some initial communication with them. They are very excited about the idea and we're going to continue to follow up with them.

The Task Force on Arabic IDNs, this is a task force that has been running for quite some time doing work mainly with [inaudible] and use of Arabic script in IDNs. We've had several communications with them about Universal Acceptance and the kind of work that each member of the Task Force can do at the national level. Some of them have been following the work of the UASG very closely, and we're hoping that some of them will also take forward some of the work at the national level. And that's it. Thank you.

AJAY DATA: Thank you very much, Baher. Dennis?

DENNIS TAN TANAKA: Thank you, Ajay. So, thank you for the opportunity to talk about the Dynamic Coalition on DNS Issues. So, this is not a Local Initiative, per se, it does not belong to a specific region, but it lives within the construct of the Internet Governance Forum. So, the Dynamic Coalition, what it's looking for is to expand or augment the Universal Acceptance Steering Group message into the IGF.

And to that end, where we're looking, really, is to focus on the public sector and to bring the UA message and the education for those involved in policy making or involved in influencing policy making on internet policy, universal access, or what have you, they really understand and have an education on these issues, right? They are technical issues, but we have, because of the public sector is a unique audience, we need to develop a specific messaging for them.

And one of the things that we're looking at, it's going to be highlighted in the upcoming Global IGF in Berlin in November, is the results of a survey that we have launched yesterday, actually. And we're looking for having an understanding what are the views of the public sector, so looking at the views or the perceptions from people working at policy making or those influencing policy making, or those working in the public sector implementing systems.

So, if you know any of these type of profiles, please let them know that we have this survey available. It's not posted here but I will just post the

URL where the survey available is, dcdnsi.universalacceptance.net. So, again, the URL is dcdnsi.universalacceptance.net. That will take you to a Google Form and hopefully we'll get those answers.

Again, we're looking at having this understanding of the perception of the public sector people and really the end goal is to have this understanding and develop the right messaging to educate them and advance the mission of the UA Readiness.

AJAY DATA:

Thank you very much, Dennis. And I would request you to post the URL to your chat so that the remote participants and everybody can have this on record, that will be helpful. Sylvia Herlein or Lillian, who is going to present? Yeah, Sylvia.

SYVIA HERLEIN LEITE:

Hello.

AJAY DATA:

Thank you.

SYVIA HERLEIN LEITE:

My name is Sylvia Herlein Leite. I'm from ALAC. I'm from LACRALO Regions, and as you can see, we have four subgroups in our regions, and we are almost 50 countries. So, we understand this is a big issue that you are doing. So, we decided to work on it. And the idea came from

Mark, our Ambassador, and I would like to really thank you because Mark is doing a great job with us.

And we are trying to apply what he did in Brazil. He did a special project with the 50 most popular site used in Brazil, but we are doing a double effort and we are trying to do in all our countries a project with 100 sites that's the most popular ones. So, we think we are starting now.

I saw that you have great work, already did it, but the idea is to have more Ambassadors as you said yesterday in our meeting and we are trying to have at least two Ambassadors in each region in order to develop that issue because as India says, I think we have almost the same challenges that India said. So, we need to rely on people in our region, that this is a big issue. I really thank for help us because we need the importance of that, and we are working on it. So, thank you for having me.

AJAY DATA:

Excellent. So, we could manage within time. Exactly we are at four and I would request my Vice Chair, Mark, anybody wanted to have anything at the last summit before we conclude? We have some remote participants, one question I think I had. Two. Please, go ahead, read them out.

PITINAN KOOARMORNPATANA: Okay. So, this is from Iftikhar. Two questions. The first one, what are top five barriers, common critical barriers, towards UA across the globe?

The second question to Baher, is there possibility that a pilot EAI testbed may be set up and organized in one Middle East Region Country and this testbed results will be shared with all Middle East Region Countries to avoid setup a separate EAI in each country? So, two questions.

AJAY DATA:

So, Baher, you can take the second question first.

BAHER ESMAT:

Very quickly, thank you, Iftikhar, for the question. So, basically there has been a discussion going on as part of the Task Force in Arabic IDNs led by Abdalmonem on this very issue. And the idea is to, instead of having one testbed in one country, is to have multiple testbeds and to have multiple communities involved in our testing and learning and all this. And this is what Abdalmonem is trying to build in Egypt and also trying to help others to build in other countries. And through the, you know, cooperation, collaboration, across the different parties in different countries, I think everyone will benefit.

AJAY DATA:

Mark, do you want to take the first question? Okay, so let me. The first question which he spoke about that what are the top five challenges UA faces globally to get success there. And to me and the other colleagues can also share, that one of the major issues is awareness about that there is something like Universal Acceptance itself, there is something

like IDN itself, there is something like EAI. So, this awareness itself that there is something which exists, is a major issue which as a region we depend on everybody and all the Stakeholders to spread that message.

Second is a technical challenge. Of course, there's a technical challenge to solve that problem. So, all the platforms which are being used, whether its [inaudible], Java, all databases, all operating systems, all the libraries which are being used, they have to be UA ready. So, this is another challenge. Some of them are, some of them are not. So, if they are not, then this is a challenge which has to be solved.

Third is the demand. So, even if you know that there is a problem and even if you know that something exists, how do you take a step further to spend your dollars to correct that problem? So, there's the demand required. So, if there is no demand, then there is no investment. So good parties that [inaudible] like Microsoft and Google has invested a large amount of dollars to enable their email setup for Phase 1 EAI ready.

What we called Phase 1 EAI ready is that you can send an email from an EAI address to Gmail set up or Microsoft set up and receive an email from that set up. So, it is ready to communicate for that infrastructure. So, you can imagine the world's largest two players have taken that step. So, I think its enough motivation for everybody else which is getting sold that people are in different regions which we can see in Local Initiatives, are now taking the first steps to solve that problem.

So, I guess these are the two, three, major challenges. They are really small challenges. Depending upon the community and the target segment we are trying to address the challenge shifts. So, I'm not going there, there are many challenges depending upon the target segment, but these are three which cuts across the geography boundaries and everywhere else. I hope I answered this question. Thank you.

PITINAN KOOARMORNPATANA: Okay, this is from Kolesnikova Maria. Beginning of the question, my name is Maria Kolesnikova from .ru, Russian ccTLDs. I'd like to ask the following questions to all who is included into UA communications. First, is there any plans within UASG ICANN or at least the discussions on it about how to communicate with the largest development companies in the world like Facebook, Google, Microsoft, Apple? Not just have their representatives at UASG but really contact them and discuss UA issues? Second question, do we know when ICANN will be UA ready? This can be a really successful case study. End of question.

AJAY DATA:

So, I guess that it is very clear, as far as Leadership is concerned, to talk with large companies which are influencers. We call them influencers which are Facebook, Twitter, and the large communities, large service providers, including the banks, including the e-commerce companies, where we are approaching, and we are trying to approach. We are trying to use the local GSE Team effort. Now GSE is very closely working

together with us so I hope that the success to reach and therefore that issue will be much more closer to us.

And related to ICANN I think ICANN is moving in that direction and we have a presentation at some time with UA Technology which is tomorrow, so come online and see the ICANN readiness. I hope we are moving in the right direction and we'll be very soon hearing some good things from them.

ABDALMONEM GALILA:

This is Abdalmonem for the record. I think all companies, big companies, are looking for my business, more clients. So, at the time you didn't submit a ticket to solve a UA issue, you don't have an idea about what is going on. So, for example, one of the outlooks of UA Hack-A-Thon Egypt found some issues related to the .net framework, so we'll go to our contact Mark from Microsoft who will get us the correct information from Microsoft to solve this issue. There is an engine for Microsoft. For example, support of Microsoft.com. You can submit a ticket and there is any issues related to Universal Acceptance. Thank you.

AJAY DATA:

Thank you very much for attending and thank you for joining this call. Thank you very much.

SARMAD HUSSAIN:

So, we will continue onto the next part of this Session, which is focused on an update on Communications Working Group of Universal Acceptance, and for that we'll change the slide deck, and let me hand it over to Rahul, who is the Chair of the Communications Working Group and take us through the work which is being done by this Working Group. Thank you.

RAHUL GOSAIN:

Thank you, Sarmad. And I would begin by the thanking the Dr. Ajay Data, who is the Chair of the UASG for setting the context in terms of the umbrella efforts which have taken place in this direction in the area of taking forward the mission of Universal Acceptance, as well as all the previous speakers of the previous Session from the ICANN UASG Team from the various regions who have detailed the various initiatives and the various local efforts.

The incredible amount of work which has gone on in developing these Local Initiatives and taking them forward itself speaks great volumes of the kind of push and the kind of might which is being put behind this initiative. It's a very worthy initiative that we are trying to take forward.

But if I summarize my sense of what I've heard and all the good things that I've heard until now, the sense I get is that the opportunity is huge. There's a tremendous opportunity to be leveraged. It's waiting to be leveraged. And to some extent, the understanding of the challenges and the impediments and the parts towards getting there is also there.

We have a power pack team of people who are driving this, whether it be them from ICANN side, from the Government Stakeholder Engagement Team, who have already detailed their efforts here, or whether it be amongst the technical experts, like Dr. Data himself, Dennis, Edmund, Marcus C, Mark D, Satish Babu, all of you people are people who are really been working in the field in this area and have power pack knowledge in this area.

And I think probably one of the missing parts of the puzzle thus far has been the directedness of the Communications and the authenticity of those communications and what we are putting out to our target audience. So, in this respect we are trying to put forth what shift has taken place, and in this slide, as you can see, earlier what we were doing is that we were developing more of generic type communications for the doers and the directors and the influencers. However, now we are try to slightly transition this to more focused communications directed to developers, email administrators, and governments, per say. Next slide, please.

Amongst the priority programs, as you can see, it's our goal or it's our endeavor to develop audience specific messaging, and we've taken that aspect the moment we started on UA calls. We have been regularly urging the Community to come up with their suggestions in this direction and we are trying to focus our messaging to three key audiences, which are the near term.

In the near term, we'll be focusing our messaging, refining our messaging, looking at software developers and email administrators.

And then finally, when we are able to get our messaging towards these two target segments in place, then in the longer term we'll also be looking at improving our focused communications to the government audiences. Then of course, we will work in our interactions and our coordination would be other UA Working Groups like the EAI Working Group and the other Working Groups.

The Sub-Working Groups were tasked with working on the website and the efficiency of the website, and it is with this coordination that we hope to achieve better communication internally also to develop tools and resources for the above audiences in order to urge them or exert them to take action in the area of UA. Next slide, please.

Amongst the priority programs we are talking about developing a Strategic Communications Plan that is action abled and we've already started work on a Strategic Communications Plan in line with our strategic priorities shift which I've detailed in some of the earlier slides. So, hopefully we'll be able to supplement this effort with the Action Plan with a short commitment and long term communication objectives and targets and strategies which we will distill from the Strategy Communications Plan. And finally, we hope to develop some kind of a targeted Action Plan in this direction.

Amongst the other priority programs is the area of digital engagement and refinement of our website, in which Dennis and Mark D. have kindly volunteered to help us with that. And there was this general sense that the website which we have currently is a bit, if I may say, a bit cumbersome to negotiate and to get the desired information quickly

and efficiently. So, we are looking at that and we are actively working to make it more functional and useful for all our target audiences.

Then, of course, I'm mainly assisted by my Vice Chair, Lillian, whom you may all know, who was very active in ALAC and is very active on social media and she will be helping me with getting the social media engagement in order.

Some of the other areas, next slide please, is the area of content development, in which as a goal we aim to develop some kind of a compelling content and make it available to highlight and to showcase the efforts made by the UA Team and it's recent achievements in terms of whether it's the blog put out by Chris Monidi on the Tech Crunch Magazines, or whether it is case studies put out by ICANN or other similar organizations.

And here I would take this opportunity to amplify this message to all the people who are there on this call, that if they are doing something good and creative in the area of Universal Acceptance and promotion of Universal Acceptance, then they should feel free to let us know and, you know, we could commission a case study in this area and further highlight their achievements in the direction and make it easy for all the other people also to replicate their efforts as well. So that they are able to not only replicate their efforts but also award the efforts for which that have gone through. So, this will also serve as some kind of a learning process for the others.

Then, of course, by way of UA Blogs, by way of the ICANN66 Recap, or by way of, you know, other intros to the UASG Vice Chair, and of course our interaction with the Washington Technology Industry Association, for whom we have commissioned some kind of an article, which they will be putting out amongst their members. So, these are some of the initiatives which we have taken.

Then of course is the area of local events, and some of the people who have spoken before me have highlighted the good work which is being done in the various regions in the area of organization of Local Initiatives and the conduct of Local Awareness events.

So, in the upcoming efforts it will be our endeavor to identify relevant industrial professional fora or organizations or associations and publications, and to empower them and to encourage them with the relevant wherewithal to put out good content, quality content, and accurate content which is likely to spur greater interested, as well as action in this area of moving towards UA Readiness and UA Compliance.

Then, of course, the idea of broaching UA related content, UA topics in local meetings and publications, spurring references to UA presentations, UA documentation, as well as UA case studies, in any of the Local Initiatives will be most welcome. And here I'll also urge everyone that in case you are organizing some Internet Governance related event in your local area, please get in touch with us. Please feel free to get into touch with us and we will be happy to prove you with curated content or in case you want to organize some kind of a small

session as part of that larger event which highlights the call of UA, we would be happy to support you in that. Next slide, please.

So, now more in the line of operational updates, so we've been working on what is called the UASG Coms Charter. And we have gone ahead and did a few rounds of calls in that direction, hope to finalize the Working Group, Coms Working Group Charter, very soon.

The aim of this charter is threefold. It is basically to identify the various categories of target audiences and to develop messaging and communication which ensures consistency across all material and outreach channels, and to the view the command track and communicate outreach and engagements and preparing associated materials.

The outcomes which we expect from this are being detailed here and the outcomes will be in terms of presentations, in terms of targeted communication, in terms of activities, in terms of social media outputs and blogs, announcements, case studies, articles, the whole gamut. Next slide, please.

This is just a brief intro to the pillars of the Communications Working Group. I think Sarmad here needs no introduction, and he has been one of the fundamental bedrocks of the entire communication effort, and all the work of the UASG per say and the IDNs Program. And now we have been fortunate enough to join Sarmad in this endeavor, myself and Lillian.

Lillian, as I've already said, is very active in the ALAC and also working in many different areas on the Internet Governance field. In her region, specifically, in the LAC Region, and I'm glad to announce that more than 100 members have joined the Working Group and we meet biweekly.

So, some of the recent activity which has taken place is basically in the area of developing and focusing the content, which is available about UA and these are some of the blogs and some of the bylines and the engagement with the various associations and the newsletters which have been put out. So, as you can see that the content regarding UA is featured regularly in the blogs, the articles, in the media bylines, even in the ICANN Newsletters and is likely to get more and more prominent in some of the coming months with our increased focus on our communications and in getting our communications act together.

And once we are able to kind of drill down into our target segments and the defined directed communications which we aim to put out to them, then probably you will see more and more posts in this direction and more and more activity in this area. So, as of now, to drive and to [inaudible] the visibility of UASGs digital presence, we have put out several technical documents and fact sheets, which are detailed in this slide and you are welcome to try and access these documents and I'm sure they contain a lot of helpful and relevant information which can be seen.

The social media, we are trying thus far to drive organic community engagement across all these channels, like LinkedIn, Twitter, and Facebook. There are editorial calendars on a monthly basis and real

time promotion of community events and again, if your community is organizing some kind of an event, than I urge you to get in touch with Pitinan or Jane or Sarmad or myself or my Chair, Lillian, so that, you know, we could put out support messages which drive attention and prominence towards the local event by driving it organically on Twitter, on Facebook, or other social media.

Amongst the other recent meetings and engagement, is basically you must keep an eye on the sticker which we have especially, you know, is something which we have organized for the ICANN66 Meeting and if you find the sticker, if you come across the sticker, than what we would request you is to take a snapshot of it, a photograph, and Tweet it with the UASG tag, internet for all hashtag ICANN66 and then you can come to the UASG booth which is in the main hall and you can claim your prize.

Some other details of the UASG Sessions, which will take place during ICANN66 has been detailed and I would urge all of you to please make it a point to block these Sessions on your schedule and to try and as far as possible to attend these Sessions.

Then, of course, promotion in the meeting, newsletters, and we do interviews. I would like to remind you that there is going to be a video interview, I think, going to be put out by Mark [inaudible] and a video interview of Dr. Ajay Data, our Chair. So, I would also urge to keep your eyes open for that and to view the video interview once it's put out.

And, of course, in the nature of Community Engagement, what I see is that our UASG Group Leadership is going to interact with the ALAC as well as the GAC, which is a good thing because that will also drive greater awareness and greater traction to the cause of Universal Acceptance. Some of the resource which we have, I have tried to summarize in the slide, and I urge you all to go and try and access all of these resources.

And last but not least is the most important thing, how you can be involved, how you can be more actively engaged. So, if you decide to volunteer to write a blog post about UA or EAI, or about any other aspect of Internet Governance, then do get in touch with the UA Communications Group and I'm sure the UA Communications Group and the support will help you in accurately highlighting UA related awareness as a part of that blog or as a part of that article. Like whereas whenever you are attending or speaking at industry events or events related to Internet Governance, then we urge you to get in touch with the Communications Working Group and probably they will be able to help you in terms of echoing and resonating the cause of Universal Acceptance appropriately within that event or that forum.

Then, of course, we would like you to share and engage on social media and, you know, retweet all the technical as well as other Twitter content or LinkedIn content or Facebook content which is put out by the Universal Acceptance Communications Working Group Team. Then you can also join the UA Discuss email list. The email id has been provided there.

And last but not least in case you find an application or a webpage that is not UA ready, then we would urge you to get in touch with the UASG Tech, the URL which has been posted there, so that they could appropriately get in touch with that, either the originator or the owner of that application or that webpage to appropriately help them and support them in terms of getting the product or the service UA ready. So, with that, I think I am good in time to finish my presentation. Thanks a lot for listening.

AJAY DATA:

Thank you, Rahul. Excellent presentation, excellent summary. I think two questions are there. Pitinan would like to read them.

PITINAN KOOARMORNPATANA: Okay, there's two questions. First one, Iftikhar, what is the criteria to set these priorities? This was raised during the priorities for [inaudible] slides. The second question from Kolesnikova Maria, will UA Comms Working Group discuss the Strategic Plan more widely? I mean not only within the current FY2020, but to analyze and understand who and how we need to contact after we explain about the bug fixing to every developers and email software provider. Typically, developers know how to research necessary technical documents and how to code, but who makes the final decisions on UA adoptions? We need to look at UA with eyes wide open.

RAHUL GOSAIN:

Well, thank you Maria. It is a slightly long question but if I've understood you correctly, what you are meaning to say is that while the bug fixers and the developers are available, the technical aspects of UA and how to rectify them or how to go about rectifying them or fixing them. However, the actual decision makers regarding migrating to UA Compliance or moving to a UA compliant regime, probably that's not with the developers but with other people, and that is what you are alluding to.

So, if I understand your question correctly, certainly what you say is correct but the role of both, the decision makers as well as those who are actively engaged with the work of fixing the bugs and developing software and applications which are compliant, are both kind of hand in glove with each other.

And while, of course, the go ahead and the priority setting to actually move towards the UA compliance regime has to be taken or has to come from the top, the decision makers at the top. However, the work in terms of executing as well as the technical glitches or the parts towards a smooth UA transition has to be paved or has to be guided by the actual doers, the actual people who fix the bugs.

So, I think that the role of all these people has to be complimentary and has to inform us on our path towards UA readiness and UA compliance, and we should be listening to both sides of the story, both the actual doers who actually report the fixing of the bugs as well as the considerations which inform the decisions of the decision makers. Only then can we actually be moving towards actually realizing our dream of

a UA compliant internet. And the first question was from Iftikhar, if I understand correctly. Can you repeat the question once again for my benefit?

PITINAN KOOARMORNPATANA: Yes, what is the criteria to set these priorities?

RAHUL GOSAIN:

Yes, and I think there was one question about the Strategic Plan. So, the Strategic Plan, as I said, would be shared widely and as regards the criteria for deciding the priorities is basically the community and as discussed in the Working Group and the feedback from the community. However, we stay and remain always open to be guided by the wishes of the community and in case the community feels that we need to incorporate other aspects which may need to be also looked into our priorities, then we remain open to that and we remain open to any suggestions from anyone in the community.

And we would welcome, and in fact, we would urge more and more people to get involved with the Working Group as well as to help us shape the priorities more accurately and to define our focus in this area much better and develop a sharper kind of a focus in order to help achieve and drive the objectives of the UA effort more efficiently as well as more pinpointedly. Thank you. I hope I have answered the questions properly. Are there any other questions? Thank you.

AJAY DATA: Are there any questions from the room here?

DENNIS TAN TANAKA: This is Dennis for the transcript. Not a question but more built onto Rahul's response to the question about the developers know... Or to basically to address Maria's statement that developers know how to search technical documents and I mean, generally, yes. I mean, they know what they need to find but the problem that we find, right, in the reality is that they usually find something that is not the right thing.

I mean, they probably are looking for, for example, an internationalization library that allows them to validate Domain Names, that's what they're looking for, they know they have to find that, but they find something that is not up to the standard. It's something perhaps that is built in 2001, 2003, right? In this room we know that IDN 2003 is already no longer the up to date protocol. It should be IDN 2008.

So, the developer knew what to search for, he did not find what he was supposed to find. So, at the Tech and Measurement Working Group, what we're looking at is assess... And I think in the Wednesday Session on Measurement we will talk about, you know, these multiyear project looking at programming libraries and open source code, so we will develop more on that. But we are looking at assess what is out there available for the developers and how we are going to take steps in order to mitigate those gaps that we're going to find. Thank you.

AJAY DATA: Thank you, Dennis. Yes, Mark.

MARK DATYSGELD: Mark Datysgeld, UA Ambassador. So, just to compliment briefly what Dennis said, what we have been looking at, and we have just finished gathering the input on the website to get redesign started, is that there is a chain that we need to be very mindful of, which is we need to get the tech, and the tech then should be properly communicated, and then it needs to be properly indexed on the website. And everything kind of has to work together and I believe that this will be a very important task of the Communications Group, working together with the other groups so that we can get this chain going.

So, hopefully during this week we can all continue talking and thinking of new ways so that we don't do solutions in a vacuum, because that will be unfortunate, right? So, it's good that we are all on the same page about moving this, pushing this forward and reaching the next step. Thank you.

AJAY DATA: Pierre?

PIERRE DANDJINO: Thank you. Now, I just have a question on this UASG Ambassadors and if you could clarify criteria for selecting them and how many do you have in the dependent regions and how also we do engage with them at GSE stuff. Thanks.

AJAY DATA:

For Ambassador, there is an open application form available on uasg.tech website. Anybody can apply. There are certain expectations from the Ambassador, which is also mentioned in that document, and this application gets studied by the Leadership along with a consultation of the GSE Team. So, we largely depend on GSE Team recommendation because obviously we do not know that person in Korea, the profile is fine but how's he working, what is the [inaudible] like, what kind of influence he can bring in. So, we depend on the GSE feedback kind of too much on that.

Recently, we had China, two people directly as an Ambassador now. Totally, we have eight Ambassadors in total. And there is no limitation that we will have only one or two from each geography. We will certainly depend on the GSE Team recommendations and the application available. So, with the consensus of the Leadership, we approve or disapprove the applications.

AJAY DATA:

Dušan?

DUŠAN STOJICEVIC:

Just two things. Firstly, your question is just proof that we need to redesign the site. Secondly, we have eight Ambassadors. I believe you asked about the number. Currently, we have eight Ambassadors, three

in China, one in India, one in Egypt, and so on. I can go with the list. But, that's the point. They need to apply in order to get approved.

AJAY DATA: Please go ahead. Introduce yourself and start.

UNKNOWN SPEAKER: Thank you. My name is [inaudible]. I know you are working on an answer for my question, is about the fact that the uasg.tech website, the content is... We are waiting to have it in more languages because there are some static documents. So, I think you need to focus on that aspect so that static documents are available for many communities as possible. But I know you are working on it but maybe you need to take it also as a priority. Thank you.

AJAY DATA: [inaudible] to make a note of it and see. But it's already in the Agenda, we have been looking for community support in that, also. Some of the documents have been translated, some of the documents are in the process, and more have to be done, for sure. And I guess with the redesign of the website, that will sure be taken care of more better. Any last questions? Yeah, Sarmad.

SARMAD HUSSAIN: So, as far as translating the website and documents is concerned, I think we do prioritize the technical material which is developed by

UASG, but not all the material is translated for obviously reasons of budget and time. However, if you do find any material which you think is needed in a particular language, please let us know and we'll obviously try to address that request. Thank you.

AJAY DATA:

Thanks, Sarmad. Because we have a lot of content, so it helps us to prioritize what you need immediately. Thank you. Questions? Yeah, and then before... Related to the communications, I think this is from UASG perspective, it is one of the tallest pillars we have where we are going to look at website under content creation and addressing all the Stakeholders into this. So, there is going to be a lot of videos, audios, content, presentations including all of our presentations which are required for UA to be given, all of those things are going to be created here.

So, if you think that you can contribute in some area, if you think that you are not interested in part of it, but still you would like to see that something is different and can be done and can be more and more effective, please just get up and join the group. There is no restriction, there is no selection criteria to become a part of the group, and it is not a very high commitment. One call in 15 days is like not happening, maybe it is what we are going to have it a month, but I guess this is right now a starting point, little bit more work, but again, this is going to have a lot more commitment for the general good globally.

Related to the language part also, if somebody can help us in languages while developing the content, not just translations. So, I a lot of times see when we go to a translator, translator translates but sometime the meaning gets lost. I saw it in Hindi. The translation happened but the context got lost, and it is very difficult at that time to again, if you have a guy from local region who is looking for that content, can make sense out of it, it will be very, very important to have that kind of support also in that area. So, ultimately, this is all our effort commonly which we all have to do together, not just two or three people or all of us. Yes, Laura?

LAURA MARGOLIS:

Good afternoon. Laura Margolis. I am from Uruguay, I would like to volunteer to start working in this Working Group and also I can volunteer for Spanish translation. Thank you.

AJAY DATA:

Laura, you are amazing. And she is my fellow colleague in ccNSO Council, very busy. In spite of that you are volunteering, great to have you here. We will keep a note. Rahul is keeping... Lianna, yeah.

LIANNA GALSTYAN:

Lianna Galstyan, Armenia. So, just complimenting on your content about translation and difficulty, and in order to have that translation being done by a human being, not a machine. So, even the term Universal Acceptance, we could not come to an agreement in Armenia Language how to translate that. I mean, we used to have one term for

the last two or three years, but for this year, for example, we changed that term and still we did not have a common agreement on that.

What I did, I applied for the Language Committee which functions within the country for their help. But we need to explain to them what this is about. I mean, they are specialists, professionals, in the Armenia language as a linguist, but the notion for this technically behind the Universal Acceptance is difficult. So, we are collaborating now with them in order to have a commonly understandable term in Armenia language in order to spread that further.

And as for the materials, that would be really great if we could have as many languages as possible and that could be based on volunteer work of the local community. And absolutely agree that those materials that are instantly update, maybe we could start with translating on them based on the community need and then go for the whole materials. And probably I do not promise of being a volunteer of translating, but I would try to involve in this work, the youth, not the expertise but energy, and we have recently launched the Youth IGF in Armenia and I would try to work with them and probably work on the translation with them. Thank you.

AJAY DATA:

I don't want to put you on the spot, but we have been missing you since quite long. So, we will soon see you on board more actively. And these are all very important point because even in Hindi, [inaudible] is the word. If I tell this far mix of [inaudible] Hindi in India, nobody will

understand it, and these are very complicated two words which are on our website right now.

So, of course, I understand, in this region I am always afraid of translation directly. So, I always see that this document somebody should rewrite it again, not just the translation. I think this is what is required. Somebody in Hindi who understands English very well writes this document. This is the kind of work that is required, not just the translation. I don't think translation is going to work here in all of these documents which are very technical here. So, with that, I think any other questions? Yeah, please go ahead.

PITINAN KOOARMORNPATANA: From Maria, just a comment. Could you please provide more content which can be shared by others on their own website and social medias? Now, it's not always appropriate. Thank you.

AJAY DATA: So, I could not really understand. What is the difficulty to share on social media any document? Yeah, Dušan please.

DUŠAN STOJICEVIC: I think, and Maria will correct me, I think we spoke a lot in [inaudible] about that. It's about the documents that were done outside of UASG. So, those documents are not visible on our website and she wants to have those documents on our website. This is how I... But she can correct me.

For example, we touched that on training of trainers, so called, earlier mentioned. It's about the links that some ccTLDs or some organizations that are dealing with Universal Acceptance, IDNs, EAI or something like that, already developed on English or on native language should be somehow implemented in your website and I totally agree with that.

AJAY DATA: Yes, I hope it answers the question. So, we have one more question on the thing by Malick.

PITINAN KOOARMORNPATANA: Okay, it's the question from Malick. At what time it will be possible to apply for UA Ambassador?

AJAY DATA: So, now. Just go on the website and apply. So, just always open it never closes, and we are always looking for good applications. Just see that your GSE support is with you while you are applying. That would be helpful.

DUŠAN STOJICEVIC: I should say yesterday, not now. You didn't apply already?

AJAY DATA: So, Dušan is leading the Ambassador Group, who is a Vice Chair. I just wanted to also acknowledge that if you don't know the three Vice

Chairs we have in the room, Mark is here from Microsoft who is Vice Chair, Dennis on my left, and Dušan in my right. They are Vice Chairs.

So, we all together try to drive the admin part of the work of the entire UA, and then the Ambassadors we have, so we can have the... Walter is here as an Ambassador, Abdalmonem, Harish, Mark D, yes. So, there are four Ambassadors in the room. We have, of course, all the Leaders are Ambassadors in other ways, but these are dedicated Ambassador Program part of it, and they spread the awareness locally. Yes, Laura?

LAURA MARGOLIS: I think you need a woman Ambassador.

AJAY DATA: Please apply.

LAURA MARGOLIS: Diversity.

AJAY DATA: Please apply. I'll motivate people to apply. If you have the bandwidth, if you think people, so we are completely gender inclusive. We are not bias about this.

LAURA MARGOLIS: I know, I know. I was just joking with you.

AJAY DATA:

Actually, UA is very truly a Global MultiStakeholder Community Group, 450 plus members, if you don't know. And we have all kinds of countries are there. If I remember that name later, there were more than 40 countries which were identified. But we really don't keep track of it, but we just know the traffic is coming from there and how the data is coming.

So, you can imagine that we are really a diversified group. All sorts of people, all age groups, all cultures are a part of it. And we do not see any application based on these criteria, that we do have from Asia, we do have from South Africa, no. We just take this as an application and it is accommodated properly by GSE Team is going to help that region or not, that's all. We don't see much beyond that. Dušan please.

DUSST:

Just one sentence, we universally accept everybody.

AJAY DATA:

Yeah, so we have to go to another Session now. So, we will just thank you on behalf of the Leadership of UA for your time, effort, patience, and interest for the global good. Ultimately we have one mission, to bring the next billion people online. Thank you very much.

[END OF TRANSCRIPTION]