MONTREAL – Universal Acceptance (UA) Ambassadors and Measurement Working Group Meeting
Tuesday, November 5, 2019 – 17:00 to 18:15 EDT
ICANN66 | Montréal, Canada

DENNIS TAN:

Alright, it's 5 pm, so let's get started. My name is Dennis Tan, I'm Vice-Chair of the UASG and today is Block #3 of the UASG Series, if you will. Today we're going to touch on two, look at the work of two working groups, one being the Measurements Working Group and the second part of this meeting where Dušan will lead the presentation of the Ambassadors. So let's get rolling on measurements. Let's move on to the next one, the Charter.

The goal or the purpose of the Measurement Working Group, it's really that, to measure or assess the state of UA readiness of different target applications that we wish to have UA ready. So what you see here on this slide it's what is on our Charter. Basically, again, to measure and find the metrics, to assess the general state of UA readiness in different applications, and most importantly, over time.

So, we intend to do certain measurements on a yearly basis, if possible, and also work in tandem with the other working group like the Tech working group and the AI working group, in order to look at the angle which is to mitigate address the UA issues. The outcomes of these working groups are to publish the Annual Report, that will be the material of our work, so we hope that we can do that by the end of this Fiscal Year 2020, so that by midyear next year, we should have something ready for you. In that annual report what we're looking at

is the different states of applications being websites, social media, email systems, programming languages, and what not. Next slide, please.

As far as our current activity, this is driven mainly and in large part by the action plan FY20, which started on July 2019 and goes all the way to June 2020. In that action plan we have five major goals. As you can see, they are not in order and this is intentional because as you can see, each one of these goals feed into the next one with the end purpose to have the annual report on the state of UA readiness worldwide. And I'm going to touch on each one of those in more detail in the next slide, I think.

Yep, Current Work. So, this is a progress report on each one of the five major outcomes of this working group. So, starting with the definition of UA readiness. This is a shared goal of measurement working with a Tech group and EAI group, and basically what we want to do is to assess what's the level of readiness of applications, for example, websites. We already published the 2019 on the 1000 websites in terms of how they set email addresses and the different classes of email addresses, and that along with other work on UA readiness, it's I'd say 25%, it's not a real reflection of what needs to be done, it just reflects that it's in progress.

So we've started with websites and right now we are ready put the scope of work and that's something that is upcoming. The open source assessment on UA readiness and I'll talk about that in more detail. And currently we are working in the working group we are

defining, developing the scope of work to look at content management systems such as WordPress. And for the rest of the definition, how to help us define, we are going to expedite that work through outsourcing, so we're looking at to an onboarding a contractor to help us do that work.

So following M1, M2, annual report, that's of course 0% because that's going to be the collection of all the previous work that needs to be done. So that's why you see a 0% there. M3 is the assessment of other projects in progress. We just need to work with the other working groups and to look at what else do we want to measure.

For example, the effectiveness of the ambassador program or the local initiatives and so on and so forth, so that's what M3 is about, it's not about the technology itself, but it's the other projects undertaken by the UASG, and that's why you see 0%, because those things are just getting started, so we need to have a conversation with the other working groups and define what do we want to measure. M4 is Evaluate UA Readiness, and that's actually the work. So, M1 is a definition, just to state the theoretical definition as to if I'm for example, if I'm looking, I will do that later because I have another slide for that.

So on the Evaluation of UA Readiness, also it's a work in progress. So we started a website and now the open source code is upcoming and the right now the content management system. And lastly M5, it was breaking down from M4 because it was already a word that was done

in 2017, the evaluation of the top websites and we wanted to do a refresh on that in 2019, which is already published.

We show 50% because right now, unlike 2017, where we did only the top 1000 websites worldwide, in 2019 we're not only doing the top 1000 websites worldwide, but also looking at 50 websites on a regional basis and that work is undergoing. So we already have and publish the top 1000 websites and we're now working on looking at how websites take email addresses in any shape or form, but on a regional basis. Can we go to the next slide, please?

So, looking more into the details as to how we're going to approach in each of the words, so M1 is about the definition of UA readiness. And this is an example of how we approach this word. What basically we want to define is that for any user action, we have an idea of an expected behavior relative to the five different actions of UA. You see accept, validate, storage process on display.

And as an example, if I have the target application is an internet browser and the user action is type the domain name in the omni bar, we have each of these definitions of what we are expecting from that application to do when we are typing a domain name, for example, that the browser accepts Unicode strain and it validates as a domain name and not a search string, if this is stored for example in a bookmark or the history of the browser in the browser application, it's safe or stored as a Unicode string and not something different and same for process, and same for display.

So we are going through this exercise to define what exactly do we mean when we say UA readiness, this is exactly what we are looking for, such that we can repeat this process and measure, we have a baseline and we can measure these over time and try to define whether for example browsers are getting better or email addresses, et cetera. Can we go to the next one?

We are jumping to M5 because this is a project that is undergoing, so M5 is the evaluation of UA readiness of websites. Again, in 2017 we did that for the top 1000, we repeat that again in 2019. Mark, here, he's the author of that study, and we are currently doing this on a regional basis. I think Thailand is the first one, right? So we're doing Thailand, the top 50 websites in Thailand and then we hope to replicate that in other regions as well, so that's in progress.

M4, this is evaluation of the programming languages and open source code. This is a multiyear project which started in 2017 so we are building the building blocks in order to do that. We started in 2017 having understanding of the programming languages and frameworks and that study is published under UASG018.

Then we look at the programming libraries and now what we're doing is, so we have now understanding of which languages or what's the state of those languages and programming libraries in terms of UA readiness, and if they accept Unicode, the validation libraries, they support IDNA and if that's the case, IDNA 2003, 2008, and what not.

Now we are building on top of that, looking at applications in open source code, so an application for example, WordPress, which is available in GitHub, looking at those type of applications, what type of frameworks, what type of validation procedures they are using with the goal of identifying which applications are most used and if they are using the incorrect or the library or the validation procedure that does not support UA, we try to reach out to those maintainers in order to encourage them to update their systems so that they become UA ready. Thank you.

So, M4, this is current work. Again, going into the assessing, evaluation, readiness on different platforms. So right now websites is one, we are building on top of that, continuing the work on open source code, now we're moving on to content management systems. This is just getting started. We started in the working group about three meetings ago, that's about two months ago, I think. Started defining what does that mean and how do we want to measure content management systems?

So if you are interested in helping develop this scope of work, please, join the working group and the conference calls, so you can help us doing this definition. We're just getting started understanding how content management systems are out there. And we're talking about, not the closed packages, I think the easiest way for us is to look at open source.

I gave an example, WordPress; WordPress is available as an open source and the core package, it's one thing, but then we need to look

at the different extensions that is available for WordPress, for example, the core package is just a means for anybody to publish a website, but what if that website wants to offer functionality, such as a contact form or creation of an event, managing a calendar, a mailing list, those are extensions built not necessarily by WordPress by different software developers, just putting their packages or tools in those repositories.

So we want to look at the ecosystem of the content management system and see what is out there right. Again, so if you are interested in helping define this work, please join the working group and the discussion. We expect to have this, I don't know, maybe by January, which we should be able to have some solid work on drafting.

Once we have a scope of work what we do is to shift that, everybody in the working group will have the chance to look at the work, the document, if they want to contribute and we can adjust and then when we say it's ready we ship the document to ICANN so they can help us implement and find somebody that can do the actual work on analyzing each of these repositories and do that assessment at scale. Any questions before moving on to Next Steps On the progress on current work or what we're doing right now? Yes, Mark.

MARK DATYSGELD: Mark Datysgeld, UA Ambassador. I would just like to give some color to what Dennis said about the plug-ins, because this is an earnest discussion we are having us to core package versus actual use, and

what we are arriving at is WordPress itself may be UA compliant or UA ready, but that does not mean that somebody with a site with WordPress will be UA ready.

I just opened real quick the reference that we're using, so the most popular form builders for WordPress, WP forms, formidable forms, gravity forms, this is what people are actually using to build their websites and from my quick testing, they're not UA compliant. So that question might be a little complicated from a methodological perspective to approach, as in is this within the scope, but I think that if we don't go there we won't have real answers, we will have generic answers that will satisfy us from a statistic point of view, but from a practical standpoint, we won't be mitigating any problem in the CMS. So, this is where we stand right now in terms of our thinking. Dennis, correct me if I'm wrong, if I missed some thoughts, but I think this is where we arrived at I believe.

DENNIS TAN: I believe you're correct Mark, and the purpose is not just have a pretty report with statistical numbers, but actually the end goal is to fix stuff, to fix UA. So the context of this work should be on the practical side, so that's something that we have to put in the scope of work, what's the outcome of any work on assessing that we want, it has to be real, it has to be practical, it has to apply to every day, not just on paper. Any additional thoughts? Yes, Satish.

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SATISH BABU:	Thanks Dennis, this is Satish for the record. So M4 is content management systems. Now I had a question on what basis do we identify if it's one CMS or the top two or three CMSs, and top two or three CMSs in multiple platforms. So there are various combinations that seem to be applicable. So what are your thoughts on this?
DENNIS TAN:	Yeah, absolutely, thank you Satish for the question. So the question is, when we talk CMS, that's a big umbrella and yes, if we google search top CMS 2019 we will have WordPress, Number One, and then the list goes on. And then if we add operating systems, the servers, any combination, it will explode. So we need to be careful with that and also we need to recognize that potentially when we talk about WordPress and the way we want to set up the work, we won't be able to 100% replicate that for Joomla, for example, because they are different. So we are looking for people that really understand this, so that help us define what we want to find.

Otherwise, we are going to be very general and once we implement we might not get what we were expecting. Right now I'm on this side of starting with one to get a better understanding, the way that we did with the open source code. The way we structure it was as a pilot so that we kept it small intentionally so that we can learn from it and then from there, we're going to adjust on a scale.

And I think those that were involved in that work we limit that study to Python and Java looking at open source code that it's only reading in |

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Python and Java and the only repository to scan was GitHub, we know there are several others out there, but by limiting the work and keeping relatively small we can learn from it and then adjust and then scale. I think we can take the same approach for CMS because the universe of CMS out there is big and adding other instances in which you can use Linux, you can use maybe Mac, uou can use whatever.

And so by starting small we at least in the working group will have a better understanding as well so that we are realistic as to what we ask. This is meant as a workshop so please, any thoughts, just speak your mind, we're not judging anything. Okay, so the next one I really hope you engage because it's meant as a workshop and the way I set it up is as a question.

UNKNOWN SPEAKER: Hi, we have a comment and a question from Don. He says to go one step at a time to focus on the core and find out what's missing, then go on to the plug-ins, and the question, can you use the work already done on EAI and browser evaluation to accelerate definition of scope of work? Can you use the work already done on EAI and browser evaluation to accelerate definition of scope of work?

DENNIS TAN: Relative to CMS, and Don, I think you're listening. The EAI and websites, that's contained within their own application, I'm sure there are lessons learned there that we can apply in CMS, but not sure if everything is applicable to that, but we will look into that. We don't

want obviously duplicate effort so whatever we can build on top of whatever we already did, we're going to use it. I hope I answered your question, but if I didn't, please just repeat the question a different way. So, how am I doing on time, I want to finish a minute 30, 35 tops. Am I good?

Okay so the Next Steps, first half of 2020. Basically we have half a year to try to complete what we set out to do in July 2019. So can we keep going. I have three these three questions here. So first one, complete UA readiness evaluation which leads to goal M1 and M4. What should be our next target? We've done websites, the EAI group is doing email, we are also doing open source code and we are now tackling content management systems. What else should we look at? What should be our next target in terms of application ecosystem?

Again, we have a website, email addresses also undergoing, content management system and open source code. In the least and I'm just, you know, to get you to think. People have posted what's networking tools, operating system, line commands and Certificates.

UNKNOWN SPEAKER: A couple other things, social media, databases, as well as ecommerce websites.

MARK DATYSGELD: Mark Datysgeld. I think chat systems is quite obvious.

DUŠAN STOJIČEVIĆ: Did they exclude anything? Dušan Stojičević for the record, when they suggested? My suggestion mailmen in this kind of software.

DENNIS TAN: So that's not email per se, or is it, Mark?

MARK SVANCAREK: Yeah, it is.

DENNIS TAN: So I don't have to put it on my list, that's why I'm asking.

MARK SVANCAREK: I have to get it fixed and you have to measure how fixed it is.

UNKNOWN SPEAKER: So ecommerce systems is quite important and anything where the general public is using their email addresses and that is very common when you log in. It must be open source ecommerce systems to test.

DENNIS TAN: Thank you, and I'm thinking that might be something that we will find, because I'm thinking maybe WordPress offers extensions such that you can put a plug in to offer shopping carts or accept credit cards, or what not, that's something that I think I can easily go into also contact management system if that's something interesting to see. Okay. Yes.

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FIDYA SHABRINA: My name is Fidya, I am from Indonesia, ICANN66 Fellow. I have a question regarding the assessment of the UA SG projects. Earlier you mentioned that we wanted to start it small. How are we going to measure the start it small, is it going to be compared to the previous year or are we going to be comparing say like particular platforms like WordPress to email, or do you have any other measurement metrics for this compared to make sure that we start it small? Thank you.

DENNIS TAN: Sure, thank you. So, whenever we have a previous study, just to give you some context, UASG has now just shy over four years and the studies that we've made are recently new. I think the website for example is the second edition that we've done in two years, so, 2017, 2019.

                         To your question about when we start small is we don't want to boil the ocean, we don't want to measure the ocean, just looking at open source code, there are several programming languages that are used to build code and there are several repositories for code, Github, Stack Overflow, and what have you. So by starting small, I mean we select the top one or two perhaps and then from there we learn and if we feel that something needs to be adjusted, then we go for a Phase 2, or something like that. Does that answer your question? Okay. Mark.

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MARK SVANCAREK: To add to Dennis' comment, what I think we learn in measurements during this time period is that there are so many ways you can go about trying to measure acceptance and if you really want to fix the whole system, you would have to look into everything. So I guess one of the things that we are constantly talking about is what is the return on investment, what is the ROI. Where can we go that will, A, give us an accurate picture of what's going on, but, B, at the same time, if we steer it towards the fix this will have a bigger impact.

So say if we're working with something we discussed that's not particular to this discussion, but if we engage directly with Stack Overflow, which is a sort of forum for coders for solving issues, if you type there how to validate email, the top result will be a result that's not UA compliant at all. So were we to solve the problem specifically there, we would hit a lot of people by putting correct answers there. So that's one way. But first we need to measure how many incorrect answers, where are they going, how is this being done, how we could address it.

The same with the code repositories like GitHub. We go in there, there's a lot of code that isn't compliant but how can we go about hitting the most people, and our thinking is we go for Python, why, because it's the most present and most growing language. So the new coders who are coming in learning Python, which is all the young coders coming in, they will come up already understanding UA, or at least being forced to use it. So that's the kind of take, that's our approach. Thank you.

DENNIS TAN: Thank you, Mark. Okay, any final thoughts on One? No, so Number 2. I don't pretend to have the answer here but this is something because I see the Chairs of the Tech, EI, local initiatives, ambassadors, we need to start thinking about what do we want to measure or we agree that this is something that we want to for next year or something like that. I just mention this because it was built into the action plan back in Kobe, that was decided that we want to measure UASG projects such as local initiatives, ambassador program, et cetera, so we need to come together in order to identify which one and what are the rainmakers for each one of these programs.

So that said, Number Three, annual report. I'm running out of time, so I'm not going to have a discussion on this one but if you are interested, annual report we basically have all the measurements that we've done during the year and some useful information about UA readiness, so that we can publish it, we can use it to expand and raise awareness of our costs, and I leave it there.

Again, join the working group if you are interested in collaborating or expressing your ideas in terms of measurement and evaluation of the different projects that you have viewed today. With that, thank you. I will turn it over to Dušan, who will introduce the presentation of the UASG ambassadors.

DUŠAN STOJIČEVIĆ:	Thank you, Dušan for the record. This program started two years ago. Next slide, please. I think after two years you all know what is the purpose of UA Ambassadors. I will not explain anymore, they will explain themselves why and what they were doing. So you can evaluate or suggest to Dennis how to evaluate this program. As you can see on this slide, you have the link for UASG Ambassador program, for details.
	Next slide, and I want you to meet UA ambassadors. You can see the first deck of pictures, Harish, Mark, Abdalmonem, and John. Some of them are here, some of them are not. Some of them need to give new picture for the slides, because they changed the face, Harish, yes?
	Next slide, please. So you see new faces herel, three from China, and Elaine. So I'm not going to talk much, I will start with Mark. Mark, please can you give us a report.
MARK W. DATYSGELD:	Hello everyone, I'm Mark, I come from Brazil. I started as a NextGen in 2015, made it as a fellow, and at some point I got stuck here, I guess, and I made some pretty good connections with people that actually got me interested in UA fairly early and I've been doing this for maybe two years that I've been interested in the project. This is the first year that I've managed to, I think, put good deliverables for the project.
	So, in the next slide, we had a very interesting thing, which is that even before a suggestion came for the RALOs to engage more with UA, LACRALO had already reached out to me and said, hey, we're doing

this IDN thing and it would be really interesting if we could do universal acceptance, as well. So from, I don't know, maybe, April or May, we have been discussing this issue and beautiful community has been building up around it. I've been able to take it step by step with them so we didn't have to do just one seminar, we have been really working on building their capacity in this and it's an area that I think the ALAC region has been traditionally not exactly very engaged in these issues, but it's not due to a lack of need.

We do have a lot of accents, a lot of special characters, we have a lot of things, but we have just grown so used to not using them that people just kind of go like, oh, it's fine. But, you know, maybe it's not fine, maybe there is a point, if we're going to make the DNS work, we might as well make it work in every region for everyone. So people are kind of becoming more aware of that in the ALAC region recently, which I think is good.

I think it's a way that they are finding to engage with the project and that makes sense for them. So what they have decided to do is to make, as we did the 1000 websites test, they decided, well, maybe we do the 100 websites for each local content of every country in Latin America. It's ambitious but it's a decent scope, it's a nice scope, we've worked it out in a way that seems interesting. That's their own initiative, that's what they want to do, and I think it's good that they are visualizing, something like that. Next slide please.

I also had the opportunity to go to the Latinas Forum, talk to the ccTLDs and what was interesting was most of the ccTLDs came from

countries that are not usually involved in ICANN and they were shocked by every information that I gave them. That was what was interesting, it was a bit like shaking them, like they're like IDNs? And I'm like, yes, IDNs. That was very interesting and after that, some of them have been in contact with me and trying to ask more, trying to understand more.

I don't think they will exactly join the project right away or something, but just the fact that they now understand that IDNs exist. There I'm explaining some of the engine scripts from the Indian region and to them that was a big revelation, and I think just getting this to them was a big step already, at least I feel that way. Next slide please.

All the things that I think that are good contributions that I helped make, I led the team that did the acceptance of emails on websites, that was a great project, I think, because I got people from the NextGen program to be helping hands. So it was a way of making use of the community resources that ICANN is investing in and getting them something interesting to do post meeting to keep them engaged and keep them in the process, and that's the kind of feedback I give a lot to at the ICANN org.

So, how to keep this program relevant I think I might have made a small contribution and they are much more engaged, much more interested and it was an effective thing in that sense. I came up with a testing guide for people who want to replicate that. There's a more formal testing going on but in LACRALO's case they really wanted to do it that's how they wanted to get engaged so I made a little testing

guide that could try to follow and currently Dennis and I are leading a bit of a website redesign, it's not a full redesign, it's more of a reimagining what is already there.

We have finished collecting the input and we will start thinking about how to make better use of the website especially in the search functionality of it, we will try to work with the coders to see where we can get with this, this is more of a, let's call it a 2020 project, but I would really like us to finish by the time this ICANN is done, I would like to have the spec ready and that we are discussing this. I don't want to waste too much of your time, so I will wrap up here.

Next slide, if you want to talk to me you can email me there's a copy of everything that I do in open source like everything that I post is on my website so you can just go there and check it or contact me, I'm always open, not only for the LAC region for anybody who's interested. Thank you

DUŠAN STOJIČEVIĆ: Thank you, Mark. Questions?

UNKNOWN SPEAKER: Yes, there is a question from Don. Can you please provide a bit more detail on the qualification courses?

MARK W. DATYSGELD: Right, so the matter of the qualification courses is when you're starting from zero on your way, you often have to start really basic. So what I tried to do was come up with a way to explain this in a bit of a way that made sense. So we started with what is a language, what is a script. After that, what is an IDN, how did they incorporate into the ccTLDs. How do we grow from that to having Unicode? How does right to left figure into that?

And by taking them step by step I think that now they're incredibly more aware of what we do, which is much more than what we can do in a one day course or something. We did this over the course of four months, four webinars or five, and I think it was a good result. But if you ask me is that incredible ROI, maybe not, but in my case, it makes sense because, I'm the ambassador for LAC, there's one group in LAC that's very interested So I can do that for them. Is it scalable? Maybe, we could think of doing this in a video format, maybe.

DUŠAN STOJIČEVIĆ: More questions?

UNKNOWN SPEAKER: We have a followup from Don. How long do the courses last and what are the audience characteristics?

MARK W. DATYSGELD: We're talking about LACRALO members, so they are ALSs. Most of them are coming from a civil society background, a few engineers, but

none of them extremely technical, which is fine, because in UA, I believe, or I've come to believe, slowly, you can get people to figure out where they fit even if they're not super technical or super policy oriented. If you just teach them what UA is about, they see, they realize it, they go, like, but I know someone, and then it goes, so that's how it goes.

DUŠAN STOJIČEVIĆ: Another followup. Okay.

MARK W. DATYSGELD: I'm popular.

UNKNOWN SPEAKER: From Don. There should be collaboration now that there are a number of courses that have been run, in Egypt, USA, west coast, LAC, and India.

MARK W. DATYSGELD: I agree and would like to invite my colleagues to talk more about their courses. Thank you, Don.

DUŠAN STOJIČEVIĆ: Next, Abdelmonem.

ABDELMONEM GALILA: This is Abdelmonem for the record. Waiting for presentation, by the way, until the presentation is started, my agenda for my presentation today will start with my outreach activities started January 2019 until June 2019, and what has changed, what hasn't, my view, and then activity from June until the moment, what has changed, what's not, my view. And then go to the future and so it's about UA readiness, my local initiatives, outreach session, and training. Next slide please.

I started my mission this year early by visiting ALAC, Baghdad, Iraq, I make two presentations about IDN and EAI and Universal Acceptance. So I didn't start there by Universal Acceptance, as most of the people doesn't have a good idea about IDN, a good idea about EAI, so I changed that from one position to another position. And then I go to Dubai for the Middle East DNS forum, I was on the panel of the Universal Acceptance, and talked about why Universal Acceptance.

Then I go to Amman, Jordan for Universal Acceptance again, and then go to another area, Tashkent, Uzbekistan for IDN Training and session for Universal Acceptance. Also not only Universal Acceptance but IDN, EAI, and Universal Acceptance, and of course, I didn't forget that Universal Acceptance doesn't care only about IDN and EAI, but also using it to deliver domain name. Then back again to my country Egypt, visit four cities, my mission was information technology to have conversation about IDN & EAI and Universal Acceptance.

So, what changed? Universal Acceptance training added among the ITI training materials in Egypt. ITI is looking for UA related graduate projects for computer science graduate engineers. Systems inventory

created for the minister of communication for internal application and outside application that have domain name or email addresses which are our target.

So what hasn't changed, what my mistakes there? Open source engineer not reaching out till the moment at this time, till June 2019. No EAI test bed system environment is there, whatever it is open source or not open source. No deep activity to make the application for the government to be UA ready. This is one of the sessions in the information technology institute. All the sessions, I have the number of participants, all details.

So, back again for my activities from June 2019 till the moment. I went to Kampala, Uganda for the Africa Internet Summit, this yearly event. I make two presentations for most of the participants are students from the faculties inside Uganda so I start from scratch about IDN, EAI, and Universal Acceptance, and also presentation about why Universal Acceptance. Then go to Gaborone, Botswana for Africa DNS Forum, but Universal Acceptance Panel. Then go to Marrakesh for ICANN65, for IDN , EAI and Universal Acceptance, as Morocco is inside in my region, I am responsible for North Africa and the Middle East, and of course I am from the continent of Africa. So anything in Africa, I am involved, I'm happy to help.

Then go to the UA Hackathon for 3 days in Egypt. The Vice-Chair of UASG was there. We received 75 teams for application for applying for this Hackathon, only selected 7 teams from different categories of development, IOS, Android, open source. Also we need to select an

idea that is related to the current status in Egypt, like the medical system. So, if you are a parent, if you have a new child you will have to register and add your child and you will receive the vaccination notification at the time your child needs the vaccination.

So not all the citizen in Egypt know English well so you could subscribe using AI address, whatever it is, Arabic, whatever, and receive also an email address for EI address to your EI address. Also have another ideas for traffic violation system, you will receive notification, most of the cars inside Egypt owned by non educated people So, and then go to Asyut before here by one day for Universal Acceptance training for one full day, 6.5 hours, and then go ago again for the minister from communication and say hi and start my start my mission with the ministry and he said that he will attend the session about universal acceptance and promoted that any application related to the ministry will not only have the ASCII domain name of the ministry, but also will include IDN domain name of the ministry. Next slide.

What has changed in Universal Acceptance training started in Information Technology Institute, academia now started to be engaged with universal acceptance. Back again to the government and to say hi. Egypt to look initiative will be submitted soon. EI test bit system in progress for three different languages, standard Arabic, Urdu, and Pashto, trying to open a challenge for academia open source of programmer.

This is the last session I did before here. I have a challenge here. I only have one day I requested from Information Technology Institute three

days, but excused only one day. So, I wanted to make the students to look and feel how to make the application to be UA ready. So I started to draw a form on the board like this and add some email addresses from different languages.

So if you look here, you have email address in Arabic and email address include domain name .dubai and I think I saved one from my point of view if it's Chinese. The first one is normal email address that have three letters for TLD and the last one that have TLD in two characters. They said that according to the discussion, we need to have two kinds of validation. The client side validation and server side validation. For server side they suggested that we wanted to remove the regular exhibition for example, another one said that we wanted to remove [inaudible] to handle more than two letters or three letters.

Another one want, no, no, no, I don't want to mix, I wanted to use [inaudible] so I wanted to modify [inaudible] to handle this. For the server side they said that they wanted to check the DNS, if the top level domain name is valid or not. Any TLD should be translated into SE.

Next slide. Yeah, there is Dušan, I don't know why he was looking in the ground, ignore this. Next slide, this is another participant. Next slide, yeah, here this is during the certificate. I invited here is the head of the faculty of computer science And the GAC Chair, my manager, and also invited Dr Nashua who was expert for ICANN for a long time ago. And these are the students.

Next, please. Here I assumed that there is Dr Sharmad the decision maker and Harish. Harish went to Dr. Sharmad and said sir, we need to enable EI at our environment. Dr. Sharmad, there is a need for this? Harish said yes, there are, and make all the reasons why we should have EI. Dr Sharmad said that is amazing. And Harish said again we could do that, sir. Dr Sharmad, what, how much, EI environment? Or we should enable EI at our current environment. That's what I see here.

It is important to have a test-bed system that it's completely open source for free to encourage, especially the government to have EI. So back again to the future for Universal Acceptance readiness, local initiative outreach session. I will speak about Egypt. I will target the top popular websites like government services, telecom Egypt. For example if you look this is the interface of subscription of EDSL for broadband telephone. There are six million subscribers.

Next slide. This is for traffic violation certificate, we gave 9.4 million subscribers for the service. One of the websites, the most famous one owned by Amazon and rank it as the most popular shopping website in Egypt, most of the citizens in Egypt use this application.

Next slide. I am preparing for local initiative, my target sectors, the government and academia. So for outreach and training I am still working for the government, and I will go for popular website evaluation like telecom Egypt and traffic violation systems, and for shopping websites, for academia there will a plan to have more than

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15 training, one full day each, and I'm looking for having more days for this training.

I will try to make a Hackathon especially for IT, as we have different categories of engineers for open source, web, desktop, Android, iOS. And I will hold two Hackathons per year in February and August. For universal acceptance project, this is a challenge. The faculty of computer science requested me that we need an idea for the graduate students to have for three or four months, of course all the ideas I know for Universal Acceptance only takes three or four days.

I am looking to have training for Universal Acceptance in Chad and looking also to go to Bahrain for EI deployment work session. And yearly event for Africa internet summit 2020 and Africa DNS forum 2020. Many events will be added soon, but this is my idea, my thoughts what is important for me, I will propagating alone, which is not the right activity, I have to organize a team. That I am working on.

I didn't invite large companies like Microsoft, Oracle others representative to attend judgment of the Universal Acceptance Hackathon. What could I do for academia rather than organizing Hackathon, adding the UA topic amongst computer science materials. What are the universal acceptance ideas for three or four months for graduation project for ITI engineers who are graduated or undergraduate students. EI test-bed system should be there with clear technical documentation. Thank you.

DUŠAN STOJIČEVIĆ: Thank you. I hope Don doesn't have any question online because we are going to, I will not explain why I was looking at the floor at that one picture. So Harish, take the floor.

HARISH CHOWDHARY: Hi, Harish Chowdhary. I'm going to explain what we are doing in India and what I'm doing in India as Ambassador, summary, observation and feedback and what's the plan.

Next slide. So I have organized five workshops, Raipur, it was the start-up incubation hub of State Government of Chhattisgarh, one of the states. Bhopal, again the incubation center for the start-ups. Jaipur, academy on JECRC University. Lucknow, at the National Institute of Electronics & Information Technology, and it is one of the organizations of the government of India. Pune, the Centre for Development of Advance Computing, which is again the Indian government.

In India one of the Universal Acceptance project is funded by Ministry of Electronics and IT to internet and mobile association of India, under which we have organized the workshop with the support of Universal Acceptance steering group. So, what we have done is the number of states five states and five cities, workshops, universities, 25 students participated there.

Start-ups and Incubation Hubs, more than 100 startups were there at the Incubation hubs. There were 350+ participants and they have participated and really liked the idea to grow their businesses and

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how they can implement. They have actually converted their existing solutions which are UA compliant, as per the direction of USC.tech. I'm not saying they are all 100% US compliant, but at least there is some progress.

The government involvement again at Lucknow and Pune, government officials also participated, who are actually the engineers. As I already said, the government of India funded one of the projects. So these are few pictures and you can see it is existing workshop, sorry, startup. They are already running and creating products and now incorporating, they are making their solutions UA ready.

Next, this is Pune, at the Center for Development of Advanced Computing. They are engineers. This is Raipur, these are the startups. They all are CEOs of some sort of companies and CTOs. This is the UA workshop at Lucknow, again at the government center. This is Jaipur University JCERC University. We did really great during the hackathon session, which we call the code session.

So this is kind of I joined together all of them and this is the Hackathon session and these are the judges deciding what they have done based upon that they got the prizes. This is the media coverage by the national as well as the local newspapers, it is in English as well as Hindi, Hindi is one of the languages in India. This is online coverage I am just showing it, we want to send more and more clear message to everyone why universal acceptance is important and why it should be implemented.

So based upon our last five workshops there are a lot of interest in India and organization is contacting me as ambassador and these are few letters and the important part is National Institute of Technology wants to create a hackathon session like two days long, and they want to really create a UA compliant application, they want to create a code and based upon that so that they could convert the existing solutions created by the government under the flagship Digital India Program. That letter is very important, so this letter said that Uttar Pradesh, Uttar Pradesh is one of the states in India, and if it would be a country, it would be the sixth largest country of the world.

So the government of Uttar Pradesh in one of the program have requested ICANN in a letter and the Ministry of electronics and IT to organize a workshop through the ambassador. So, what I have done I have created GitHub repositories for all these coding sessions so that other ambassadors coders developers could use that and it just a starting point I'm not saying they're perfect But we can have the GitHub repository across the globe under some name, starting with UA so that people could use it.

What is my plan for 2020 there are seven more workshops pending two with the association of IAMAI, three with the support of Kurativz Technologies – Invitation Letter received, one with the support of NIT Bhopal - Invitation Letter received, one I am doing with the support of ISOC's Rural Development SIG WG in India. And this is t latest letter, we are inviting everybody for our 23rd November universal acceptance workshop. Thanks for our supporters.

That is the work I have done before the creation of, I'm not saying before the creation of universal acceptance steering group, but the way we know UASG now, we don't know at that point of time, so there is already deployment issues of internationalized email draft (IETF) and blog. Workshop at IGF and AprIGF. This is one of the suggestions, Deploy360 Program of ISOC. So this program clearly says that our real world deployment information for key internet technologies we aim to bridge the gap between the idea standards process and final adoption of those standards.

So we already have UA IDN standards which are not deployed in the real world, we are facing the same problem so we can ask Deploy360 apart from TLS, DNS SEC and other program, which should also accept UA. So is my feedback. Because so many Invitations are coming for the workshop, if it could be considered for the travel support kindly, if it is possible, when we can have emails for the ambassador's one in local language and obviously, one in English startups are really Interested and those who are not good at coding we could introduce the testing part during the hackathons It will be creating more and more, you know, involvement and last slide Thank you, everybody.

DUŠAN STOJIČEVIĆ: Thank you, Harish. And you will need to send a picture for the next ICANN meeting, or shave, yes. So, next, Walter.

WALTER WU:

Thank you Dušan. Actually, my presentation is underprepared by all of the three China ambassadors, Mr. Zhigiang Liu and Marvin Woo, we actually put this presentation together and it's my honor to represent them to do the presentation. In this presentation I will try to share our thoughts and some analysis about the current UA situation.

Next slide please. I just want to share this number, actually, some statistics, Chinese IDN total registration is about half million, 431,000, that is about 86% of global IDN TLD. That means China IDN is actually a dominant market of global IDN market. However the Chinese UA readiness is not really very good.

Next slide, please. By analyzing UA situation, we will think the browser in the resolution is always a primary thing. A domain name is a domain because it can be resolved and it can be used. So I will use this data to show how bad China IDN is supported right now.

Next slide, please. This is actually the desktop browser market share. Actually in China because of culture, language society and economic reasons, the user has a really different habit. A lot of places in the world, most people use browser just use Windows, Safari and Google. But in China because of some reasons, actually we have a lot of commercial browsers developed, and these browsers are used by the search engine company to be the entrance of internet. So that is actually developed by very strong business oriented trends.

Next slide, please. Talk about the desktop and mobile browser, especially on the mobile phone, because the user changed their habits

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very dramatically in the last 10 years. A lot of people, they just use a mobile phone to be the major internet access equipment choice. So by the mobile browser actually you can see the top three mobile browsers, UC which is actually controlled and acquired by Alibaba Group and QQ is Tencent, also 360, also a US NASDAQ public company, and these three mobile browsers is actually the China user, the three major mobile browsers for the China internet users.

Next slide please. This slide actually shows on the desktop, basically it looks good. Only some single TLD. Recruitment in Chinese was not resolved well. This is android platform, we can see nearly half of them, half of mobile browser android platform will not resolve well. For some browsers, none of the IDN TLD is resolved. So that means all of the users use that mobile browser, Chinese IDN cannot be resolved, which is a very serious issue. We have such a big IDN market but some percentage of the users cannot really use them. That's a very, very serious issue.

Next slide, please. We do consolidation on the analysis, we just use the market share times what they can support, what they do not support, we can generally get the conclusion that maybe .China because of their government background they got the best resolution rate. They got actually 86%. But some of the TLD in China only got like 30% of a resolution rate in mobile phones.

Next slide please. The AOS Apple platform a little bit better, but still major mobile browsers do not support most of the IDN TLD. That is a statistic based on the IOS, still, .china is over 92%. The conclusion is

apparently very clear, the UA readiness in China is a really, really problem. And we always have complaints from the registrant, from the customer.

I think consider about the Chinese IDN presented in the global IDN, I hope really the US and even ICANN to realize the situation, because the new gTLD program is really kind of innovation for internet. One third of the Chinese internet user cannot use the Chinese IDN properly, which is very serious. So after I take the role of a UA Ambassador, I ran some meetings with some browsers, with some developers.

Actually, it is like this, I got some help from the government helping me to set up a conversation, but it always be, they will say, we will get back to you or they will say, let's see, we will wait. So that means in China, the UA thing it's not the pure promotion issue, it should be regarded as kind of a battle between the capital or business benefit oriented entity. That is why in the following part we give some strategy to address that.

Next slide, please. Above the EIA, it is also kind of a problem, but I think the EIA issue is like this. Sometimes when we're thinking about how to push the email solution, we go ahead, maybe we use the total email address, but on the other hand, when we do the calculation, we have to realize that, actually the brand owner or the SME customers, their domain names, email solution should be considered as the primary thing to be evaluated.

So that is what I strongly suggest in the future, if UASG can have the [inaudible] of the EAI, from that you can not only count the total number of email address numbers, but also consider how many domain name was used in the EAI situation. The fact is, because most of the email providing China, we have concern, if they do not implement at the same time then none of them can take the pressure to take the risk that they affect their stability of their email system.

Another way is the search engine. The search engine actually from this table we can see Google and Bing, but international search engine comparatively speaking, is doing better. But because Google cannot be really used in China, and [inaudible] which I as a Chinese native person I feel really ashamed about that, but something we have to face.

I think some search engines they do not really like the [inaudible] idea, because the search engine marketing in China grows real well. Part of the reason is the domain name system in China ASCII domain to not do very well. People cannot remember their internet address, so they have to go to the search engine. Because of that, some search engines do not really like the idea of the IDN. They would rather say we will wait, we will wait and we will postpone that.

Another example is the government tries to talk with them, have them support the IDN and try to [inaudible] and show them on the page. But the fact is, they currently only support for punycode version, which means the only way you type a punycode version of IDN can be

correctly displayed. That doesn't make any sense. Who will input the punycode?

Next slide, please. Some search engines will say okay we will not affect or searching or ranking strategy and maybe they will also say some new gTLD abusing problem, something like that. So that's the process, to talk with them, to educate them.

Next slide, please. Another thing is very important about the social media. We do some tests on hyperlink and some IDNs totally do not support. That is also long-term issue, need to gradually educate. Based on the data I shared just now, and the situation, just what like what I said. UA issue is a battle in China. It's not just a promotion, education, it's not the beginning of internet in China, you have to deal with multi-billionaires to try to compete with them. They really do not listen to you. I could knock on the door of an internet company that could treat me personally very well, but it doesn't work. So that is why in China we have to set up local initiative. We will set up after we got three China ambassadors, if we actually talk a lot with government, with industry.

Finally, we will create some working groups to try to use the government, use their industry and also very important, use the power of the end user, which is very, very important. I think I will strongly suggest in the future the UASG groups should consider the power of the end user of the brand owner. Because maybe the internet company will hear, if they complain, maybe they will hear. Company like Nike, if that company they say my domain can now be resolved

properly. I think that is also very important. We will try to set up the link between the different industry to try to attract more and user into this process Okay, that's it. Thank you.

DUŠAN STOJIČEVIĆ: Thank you, Walter. So, to end this session 7 or 8 minutes after the ending, do you have any comments, questions, Don are you there?

WENDY SELTZER: Wendy Seltzer just with a very quick comment of thanks to the ambassadors for those very interesting presentations from different perspectives. I think it showed how the localization of the outreach work is important to making the right connections and it's been a couple of meetings, since I've come to see the USG and I'm really impressed by the work you're doing.

DUŠAN STOJIČEVIĆ: Thank you on their behalf.

UNKNOWN SPEAKER: Just two things, there was a comment from Maria just asking for everyone for the UA ambassadors that do trainings in their local markets to please share those training materials with the communications working group They would love to know what you're communicating how you're communicating it and to kind of strategize together on that. And this is just Jane, for the record, plugging ICANN

to please reach out with information on all the events that you're doing in your local markets, we want to promote that as much as possible on social or on blogs, on UASG.tech. So it's great to see all the all the work that you're doing and we want to share it. Thank you.

DUŠAN STOJIČEVIĆ: Can I answer that question. We work a lot, we don't have time to send anything to you. I'm joking, yes, it will be sent, it should be one mechanism that connects each one of them with social media and other parts. Thank you, no more comments? Okay, session is over.

[END OF TRANSCRIPTION]