ICANN VIRTUAL COMMUNITY FORUM

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Community Update on the Universal Acceptance (UA) Readiness

ICANN70 Virtual Community Forum - Prep-week 11 March 2021



Agenda

- Introduction to Universal Acceptance (UA)
- UA Local Initiatives Update
 - China
 - CIS-Eastern Europe
 - India
 - Thailand
- UA Ambassadors Update
- Questions and Answers (Q&A)







Universal Acceptance, UASG Update

Dr. Ajay Data UASG Chair



What is Universal Acceptance (UA)?

- The Domain Name System (DNS) has changed dramatically over the last decade. There are now more than 1,200 active generic top-level domains (gTLDs) and some of these include domains that use non-Latin scripts and that are longer than three characters (e.g. . Int, LONDON, .SPORT).
- Universal Acceptance is cornerstone to a digitally inclusive Internet by ensuring all domain names and email addresses – in any language, script, or character length (e.g., .pф, .PHOTOGRAPHY) – are accepted equally by all Internet-enabled applications, devices, and systems.
- Achieving UA ensures every person has the ability to navigate and communicate on the Internet using their chosen domain name and email address that best aligns with their interests, business, culture, language, and script.





Universal Acceptance Steering Group (UASG)

The UASG was founded in February 2015 and is tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses.

The UASG's main objectives are to:

- Raise awareness of UA issues among relevant stakeholders.
- Help developers make their systems UA-ready by providing documentation and getting common standards, technology, and tools UA-ready.
- Encourage businesses and governments to ask their developers and suppliers to provide UA-ready solutions for the benefit of end users.
- Measure progress on UA readiness.





UASG Working Groups

UASG Working Groups	Role
Technology Working Group	Oversees remediation work on standards, programming languages, tools, and development platforms.
Email Address Internationalization (EAI) Working Group	Oversees engagement with email software and service providers to make them EAI ready.
Measurements Working Group	Identifies UA readiness gaps in tools and technologies.
Communications Working Group	Develops communication strategy and oversees its execution in collaboration with other working groups.
Local Initiatives Working Group	Conducts national or regional UA awareness, training, and stakeholder engagements.
UA Ambassadors	Organize training and outreach at national and regional levels.



Main Categories Affected by UA Readiness

Domain Names

- New short top-level ASCII domain names:
- New long top-level ASCII domain names:
- Internationalized Domain Names (IDNs):

Email Addresses

- ASCII@ASCII (new and long TLD):
- ASCII@IDN:
- Unicode@ASCII:
- Unicode@IDN:
- Unicode@IDN; right-to-left scripts:

example.sky example.engineering คน.ไทย

ekrem@misal.istanbul marc@société.org 测试@example.com óvoµa@παράδειγµα.ευ ای-میل@مثال.موقع







UA Readiness in 2020

- At a Glance -



of email servers are potentially configured to support email addresses in local languages and scripts.

of the top 1000 websites globally support email addresses in Arabic and Chinese.





98.3% of the top 1000 websites globally support email addressses with short top-level domains.

测试@普遍接受-测试.世界

مشرف@اختيار-سجل.مصر

όνομα@παράδειγμα.ευ



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Benin China Egypt India Nigeria South Africa Turkey

UA Local Initiatives

- China

 Commonwealth of Independent States and Eastern Europe (CIS-EE) (Armenia, Belarus, Georgia, Latvia, Russian Federation, Serbia, Ukraine)
 India

- Thailand.

UA Outreach and Engagements

- Local Stakeholders Engagement
- UA Awareness and Capacity Building Events



UA Ambassador Program

The UASG Ambassador Program was created in 2018 to recruit industry leaders and UA experts who are committed to raising awareness around UA and EAI.

2020 New UA Ambassadors

Cengiz Acarturk – Turkey Malick Alassane – Benin Mark Elkins – South Africa Aman Masjide – India Abdulkarim Ayopo Oloyede – Nigeria Sushanta Sinha – India

Current UA Ambassadors

Harish Chowdhary – India Abdalmonem Galila – Egypt Zhijiang Liu – China Xiucheng Wu (Marvin Woo) – China Yangyi Wu (Walter Wu) – China



Projects and Publications (Q4.2020 – Q1.2021)

UA Reports

- <u>Universal Acceptance Compliance of Programming Language Libraries and</u> <u>Frameworks (UASG018A)</u>
- Considerations for Naming Internationalized Email Mailboxes (UASG028)
- Evaluation of EAI Support in Email Software and Services Report (UASG030)
- <u>Frequently Asked Questions (FAQs): UA Readiness of Programming Languages and</u> <u>Email Tools (UASG31)</u>

UA Projects - Completed

- Evaluation of EAI Support for Email Software and Services
- Universal Acceptance Compliance of Programming Language Libraries and Frameworks



Projects and Publications (Q4.2020 – Q1.2021)

UA Projects - Ongoing

- UA Readiness of opensource code (Github)
- Inventory of EAI tools, applications and Services
- UA readiness of Content Management System (CMS) pilot WordPress

UA Projects - New

- Universal Acceptance (UA) readiness of browsers (2021 study)
- Universal Acceptance (UA) of social media networks
- UA Readiness Evaluation of standards and best Practices
- EAI Technical education and Awareness to the developers' community via Q&A websites



Events (Q4.2020 - Q1.2021)

UA and EAI Webinars and Technical Training

- UA webinar African Association of Universities (AAU) (21 January 2021)
- <u>Configuring for Email Address Internationalization (EAI) APTLD Community (20</u> January 2021)
- 10th THNG (20 December 2020)
- Strategic workshop and guidelines to promote the use of IDN and IDN ASEAN Community (9 December 2020)
- EAI Technical webinar African Association of Universities (AAU) (16 November 2020)
- UA webinar African GAC members (11 November)
- Taiwan IGF (11 November 2020)



ICANN70 UA Session Remediating Universal Acceptance Issues

Join us on 25 March 2021 at 14:00 UTC

Universal Acceptance (UA) is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages. In this session, the UA Measurement, Technology, and Email Address Internationalization (EAI) working groups will present the current gaps in technology for the Universal Acceptance (UA) of all domain names and email addresses.

The community will discuss how to advance the remediation efforts to address the UA challenges.





UA Local Initiatives Update





China UA Local Initiative Managed by Internet Society of China

Mr. Rui Zhong

Deputy Director of China UA Initiative



China UA Local Initiative - Current Activities

Training Courses for UA Education

- Introduced the basic knowledge of domain names and the history of Chinese domain names, the importance of developing UA
- Explained the application and use of Chinese domain names from the perspective of identification and marketing functions





China UA Local Initiative - Current Activities

Working Plan Outline on the Realization of UA

- Continue to promote UA Support for Internet Applications
- Advocate Industry Self-Discipline
- Compile Evaluation Report on Chinese Domain Names and Report on the Development of Chinese Domain Names
- Strengthen the Outreach, Engagement and Improve Public Awareness of UA





China UA Local Initiative - Current Activities

UA Tests Plan

- Plan to conduct four quarterly UA tests, mirroring what UA test reports have published by UASG. Workplan and methodology is under development.
- Responding to UASG Solicitation, we have expressed our interests to conduct UASG website test, currently waiting UASG's response/confirmation







CIS-EE UA Local Initiative Led by the Coordination Center for .RU / .PΦ

Maria Kolesnikova Chief Analyst, Project Lead and External Relations



CIS-EE UA Local Initiative - Introduction

Approved by UASG Leadership in **December 2019**.

Membership: independent experts and official representatives of 12 IDN TLD registries & IT organizations from 7 countries: **Armenia, Belarus, Georgia, Latvia, Russia, Serbia, and Ukraine.**

CIS-EE Local Initiative focuses on:

- Technical collaboration & support for local developers, system administrators, hosting and mail service providers
- General outreach on local level in every country
- Public sector engagement on local level
- **UA Readiness compliance** in own software environment

Russian UA Working Group is a part of CIS-EE Local Initiative since 2020.



CIS-EE UA Local Initiative – Recent Activities

Technical collaboration & support

- Technical workshop for hosting providers (Armenia, December 2020)
- Training for Java Developers (Russia, December 2020)
- Training for Python Developers (Russia, March 2021)
- EAI Testbed (Cyrillic script)
- Поддерживаю.РФ website (launched by the 10th Ann. of .РФ):
 - Adapted and translated UASG documents
 - UA/EAI Readiness evaluation studies
 - Guidelines on .PΦ support implementation
 - List of UA-ready software and bug tracker

General outreach

- Universal Acceptance and Multilingualism sessions at IGF 2020
- UA sessions at regional events in 2020 (EuroDIG, ENOG, EE DNS FORUM, TLDCON)
- Special Award for IDN&UA projects (Russia, November 2020)
- Press briefing on UA and the 10th Ann. of .ΡΦ's year results (Russia, December 2020)
- Cyrillic in the Digital World event (Serbia, January 2021)



CIS-EE UA Local Initiative – Recent Activities

Public sector engagement

- Evaluation of EAI Readiness of socially significant resources (Russia, Feb 2021)
- Consulting on local levels

UA Readiness of own software environment

- Guidelines on IDN and EAI support in CMS Bitrix and WordPress
- EAI support in EPP (draft RFC)
- IDN Survey 2020/2021 among ccTLD registries with focus on UA issues





CIS-EE UA Local Initiative - Future Activities

Technical collaboration

- UA/EAI/IDN trainings (Armenia, Russia)
- IDN/UA hackathons (Ukraine, Serbia)
- Series of UA articles for technical audience (Russia)
- Поддерживаю.РФ certification program (Russia)
- EAI testbed (Armenian script)

General outreach

- UA-related publications (Armenia, Ukraine, Latvia)
- Online Serbian Cyrillic fonts database launch (Serbia)
- UA sessions and talks at regional and local events

Public sector engagement

Improve dialogue on UA/IDN/EAI thematic and provide recommendations

UA readiness of own software environment

To be continued







India UA Local Initiative

Led by The Federation of Indian Chambers of Commerce & Industry (FICCI)

Sarika Gulyani (Ms.)

Director and Head-ICT, Mobile Manufacturing, Digital Transformation, Emerging Technologies & FICCI-ILIA



Indic-Internet Sector of India



Indic-Internet Market Potential

- India has 600+ million internet users, and the number is rapidly growing because of easy access to smartphones and the internet.
- It is further estimated that in next few years ~500 million Indian language internet users will be added to this number.
- Hence, it is very important that the Indian internet also has an adequate amount of content in Indian languages, which today is only 0.1%.
- Clearly there is a huge market potential.

Way Ahead

- Today, both consumers and sellers are going online but cannot engage each other properly due to a language barrier.
- At present, the Indian translation industry is young and evolving as compared to the translation industry in developed nations which have an organized workflow in place.
- Besides, we can't just criticize ourselves for slow growth, India is of course a country of 22 official languages and 1600+ dialects.
- Simply in terms of language, India is an ecosystem of its own.
- And in order to expand the growth we need to develop communities, spread awareness, and local as well as internal collaboration.



FICCI, FICCI-ILIA, and UA Local Initiative

FICCI-ILIA



The Federation of Indian Chambers of Commerce & Industry (FICCI) is an association of business organisations in India. Established in 1927, it is the largest, oldest and the apex business organisation in India, and understanding the importance of Universal Acceptance as a foundation of a complete multilingual internet, FICCI has joined hands with ICANN to establish the FICCI-ILIA UA Local India Initiative.

Objective

The prime objective of this initiative is to promote Universal Acceptance in India so that more and more stakeholders can become UA ready and leverage Internet in their local languages. This includes community outreach, promotion, and technical awareness.

For more details please visit: <u>http://www.ficci-ilia.in/universal-acceptance.html</u>

FICCI-ILIA UA India Local Chapter Stakeholders

FICCI-ILIA (Indian Languages Internet Alliance) is a community-based alliance that works for the sustainable development of the Indic Internet and Language Technology Landscape of India. Our local stakeholders of FICCI-ILIA UA Local India Initiative are:

- Academia and Publishers
- Language service providers
- Internet companies
- and Government Departments



FICCI-ILIA, & UA Local Initiative Activities



Working Group Meetings

Working Group Meeting of FICCI-ILIA India Local Initiative of UA (05-January 2021)

- Virtual meeting attended by stakeholders
- Members discussions around NPLT and local initiative agenda for the year 2021

Technical Workshops

FICCI-ILIA Universal Acceptance Technical Workshop on "Email Address Internationalization (EAI) Overview" (06-November 2020)

- Session was attended by ~ 60+ participants.
- Discussion revolved around Overview of EAI and how it can help organisations expand their horizons

Universal Acceptance Awareness Webinar during Bhashantara (flagship event - 01-December 2020)

- Session was attended by ~ 350+ live participants
- Discussions revolved around challenges and opportunities in the implementation of IDNs and its role in the development and expansion of Indic internet and how it can further add to the Internet Economy as a whole.
- Bhashantara was organised in collaboration with Ministry of Electronics and IT.
- The session was attended and actively participated by MeitY representatives along with others.



FICCI-ILIA, & UA Local Initiative Activities



Social Media Promotion

Promotional Tweets about Universal Acceptance and IDNs (01-December 2020)

 Several official tweets were released by FICCI-ILIA and participating speakers promoting UA during Bhashantara

Universal Acceptance Tech-Talks Session

FICCI-ILIA Tech Talk Universal Acceptance: Implementation and Benefits (30-January 2021)

- Session was attended by ~ 120+ participants
- The session was aimed to promote UA among key stakeholders, academia, and tech developers

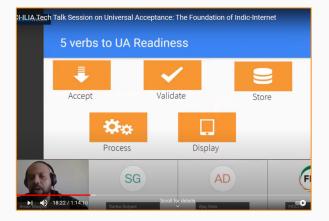
FICCI-ILIA Tech Talk Universal Acceptance: Foundation of Multilingual Internet (27-February 2021)

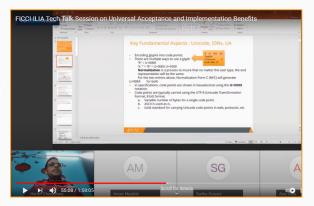
- Session was attended by ~ 100+ participants
- The session was aimed to promote UA among start-ups to encourage them to be UA Ready



FICCI-ILIA, & UA Local Initiative Activities















FICCI-ILIA TECH TALK SESSION ON UNIVERSAL ACCEPTANCE AND IMPLEMENTATION BENEFITS

FICCI

30-January 2021 | 12:00 PM - 01:30 PM

Universal Acceptance (UA) is a fundamental requirement for a truly multilingual and in a complete digital indusive internet, it plays a crucial role. Statistics show that the majority of the population in India is not. English friendly, and language is a big barrier to including them in the digital world. To overcome this, Universal Acceptance is the key to allow people to have a medium to communicate in their preferred regional language, to bridge the Digital Divide and to achieve the goal of an inclusive Internet to shape our digital future. However, there is a huge gap between general and technical awareness of the same. Understanding the issue, FICCI - Indian Language Internet Alliance (FICCI-ILIA) with the aim of making more Indian languages integrated over the internet is organizing a Tech Talk on Universal Acceptance and Implementation Benefits, on 30-January 2021 from 12:00 - 01:30 PM.

Speakers









Anderstein





DR AJAY DATA MR. HARISH CHOWDHARY Chartof Universit Acceptance Universal Acceptance Steering Group Traffier of Internet" for the Bajaschan Trans

*Participation certificate

FOR FURTHER DETAILS, PLEASE CONTACT.

for all participants

MR. AMAN MASJIDE Universit Acceptance Ambersador KANK and Consulting Program Manager, Reth Begiving

MR. SAMIRAN GUPTA Head of India at KANN

Click Here To Register Now 🛸 Mr. Codists Mails

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FOR FURTHER DETAILS, PLEASE CONTACT.





Planned Activities and 2021 Agenda

Upcoming Activities (March 2021)

- Technical Workshop on Java Basics
- Knowledge management and publications on Universal Awareness and benefits:
 - Community member articles
 - Social media promotions
- UA Community Working Group meetings

Planned 2021 Activities

- Awareness among southern and western states department about UA implementation.
 Inclusion of State Governments as well to align with their agenda.
- Government Engagement and Awareness Campaigns
- Special roundtables on UA implementation with startups
- UA agenda alignment with Government's National Language Translation Mission
- Collaborative work with NIXI and Ministry of Electronics and Information Technology
- Awareness programmes for the web developers discussing benefits of UA compliance and provide them Technical support with the guidance from UASG in making the websites UA compliant.





National Language Translation Mission



- In the recent budgetary allocation, the government will undertake a new initiative National Language Translation Mission (NTLM). This will enable the wealth of governance-and-policy related knowledge on the Internet being made available in major Indian languages.
- This is a wonderful step towards reducing the digital divide in the nation. The National Translation Mission is a Government of India initiative to make knowledge texts accessible, in all Indian languages listed in the VIII Schedule of the Constitution, through translation. This will enable people to access government information on the internet in their native language so that more and more people can get the socio-economic benefit of the Internet and Digital India.
- Local India Chapter will align it's agenda with Government's National Language Translation Mission.





Thailand UA Local Initiative Led by Thai Network Information Center Foundation (THNIC)

Photchanan Ratanajaipan, Phd. Coordinator



Thailand UA Local Initiative - Introduction

- Thailand's UA local initiative launched in September 2020.
- Multi-stakeholder initiative led by a steering committee that includes representatives of the .TH registry, registrars and many organizations.
- Focusing on EAI readiness and acceptance.
- The initiative's objectives:
 - Develop EAI training materials in Thai.
 - Organize webinars, seminars, and hackathons.
 - Maintain and enhance local UA and EAI Thai online resources.
 - Communicate to stakeholders and conduct outreach, focusing on fixing popular websites that are not EAI ready.



Thailand UA Local Initiative – Activities



EAI Hackathon in THNG#10 Camp



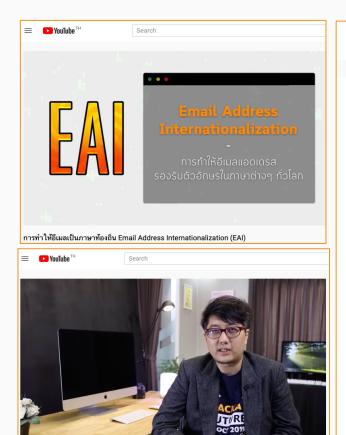


Outreach to National Institute of Educational Testing Service (Public Organization)



Outreach to Government Sectors





การทำให้อีเมลเป็นภาษาท้องถิ่น Email Address Internationalization (EAI)



designed by 😇 freepik

Setting up an Email Server with EAI Support (Workshop)

😃 admin - 🕚 23 กุมภาพันธ์ 2021 - 🗀 .ไพย Promotion

📱 วันเวลา: วันพุธที่ 17 มีนาคม 2564 🛛 เวลา 9.00 – 12.00 น. (3 ชั่วโมง)





Thai IDN Email Service Provider

- Support creating and hosting EAI mailboxes.
- Safe and secure, anti-virus, anti-spam.
- Used for Identity verification by วีคลาส.ไทย (vclass.net), a video conference application, ThaiMooc and OpenID authentication (pilot testing)
- An EAI email account, ทดสอบยูเอ@คน.ไทย, with auto-reply setting to allow round trip testing (<u>xn--@-0wf0clnd0d4c1ac5kpd.xn--o3cw4h</u>).
- Free service for Thai citizen.





Thailand UA Local Initiative – 2021

Technical Collaboration

- Moderate apac-eai-ig mailing list.
- EAI local training materials (videos).
- Online trainings.
- Hackathons for developers and programmers.

General Outreach

- Webinars by influencers.
- Enhance EAI online local resources.
- Persuade popular Thai websites to be EAI ready.

Public Sector Engagement

- Propose procurement policy based on UASG Quick Guide to Tender and Contractual.
- Work with Department of Cultural Promotion and other public sectors





UA Ambassadors Update



Marvin Woo, China

Introduced UA in official media





Promoted UA in Universities



您一直致力于中文域名邮件的推广,请问目 前中文域名行业的发展情况如何?为何一直 致力于中文域名邮件(多语种邮件)的研发 和推广?

UASG (Universal Acceptance Steering Group)是 个致力于全球互联网应用普及推广的组织,中文域名邮 件是UA (Universal Acceptance)的重要部分,属于 电子邮件国际化 (EAI)项目组,目前中文域名行业发 展势头良好,很多知名网站和搜索引擎基本都能支持中 文域名使用,降低了网民的记忆思维和使用互联网的门 槛。



Marvin Woo, China

Tencent Visit - November 2020

- Participated in the 2nd China Internet Infrastructure Resources Conference as a UA Ambassador.
- Shared related information of EAI and UA.







Follow, share, like and engage with the UASG on social media, and use the UASG hashtag in relevant posts: #Internet4All

Twitter: <u>@UASGTech</u> LinkedIn: <u>https://www.linkedin.com/company/uasgtech/</u> Facebook: <u>https://www.facebook.com/uasgtech/</u>

Join the UA Discuss email alias: <u>ua-discuss@icann.org</u>

Report a problem if you find an application or webpage that is not UA Ready: <u>https://uasg.tech/global-support-center/</u>









