

I C A N N COMMUNITY FORUM	76
CANCÚN 11-16 March 2023	



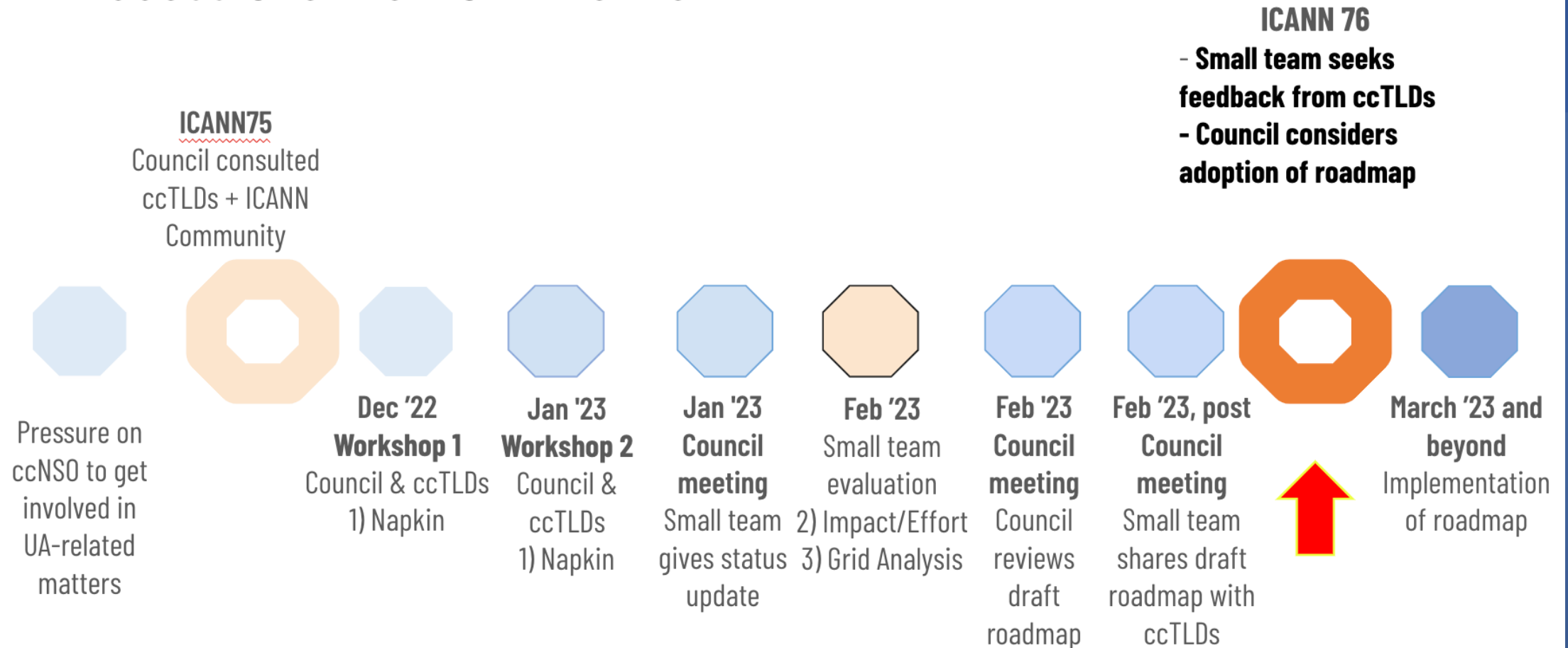
Introduction

ccNSO & UA

Agenda

- Welcome & Introductions
- Introduction UA from a ccNSO/ccTLD point of view
- Results ccTLD Universal Acceptance readiness survey, followed by Questions and Answers
- The ccNSO & UA Roadmap
 - Presentation and Q&A
 - Discussion and polling: do ccTLDs support the proposed roadmap?
- Wrap up

Process Overview & Timeline



Universal Acceptance in perspective

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

UA is a fundamental requirement for a truly multilingual and digitally inclusive Internet.

It ensures that all valid domain names, including long new TLDs and email addresses, can be used regardless of script, language, or character length

UA in perspective

An Evolving Internet

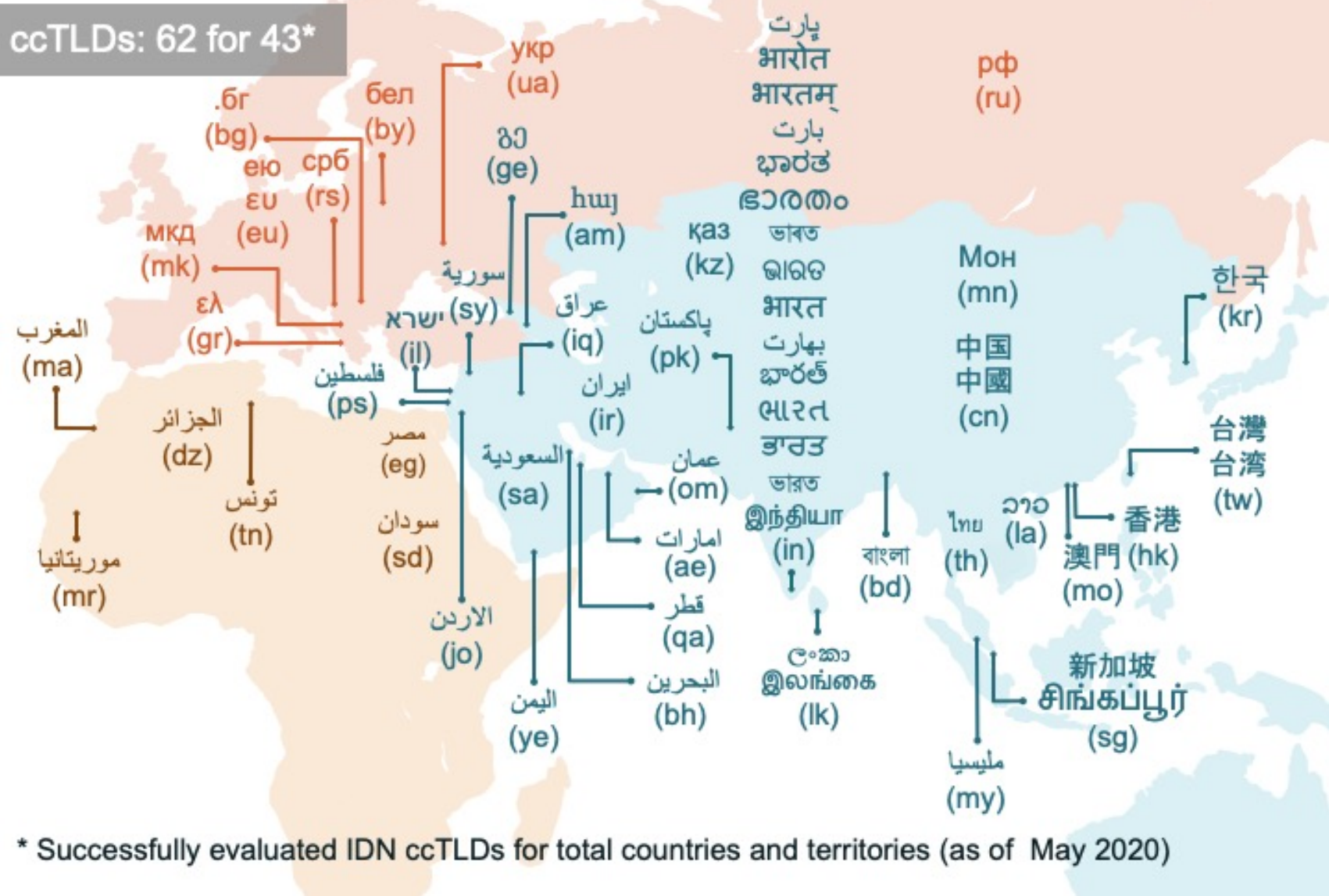
TLDs and Email Addresses



UA in
perspective:
IDN ccTLDs

IDN Country Code Top-Level Domains

ccTLDs: 62 for 43*



* Successfully evaluated IDN ccTLDs for total countries and territories (as of May 2020)

Achieving Universal Acceptance

- Collaborative Support from Government, Business, and Technical Community
- Ensuring Software and Applications Work Across a Wide Range of TLDs and Scripts
- The Importance of Awareness and Education for Internet Users and Businesses

Results ccTLD UA readiness survey

ICANN's IDN & UA program team

About the Survey

- Objectives were to understand:
 - progress and the challenges faced in becoming UA-ready, and
 - how ICANN org can help support ccTLD managers.
- Survey period: December 2022 - January 2023
- Respondents: 63 ccTLD managers, for 75 ccTLDs
 - If a ccTLD manager manages both ASCII ccTLD and IDN ccTLD, it was requested to respond to one survey for each ccTLD.

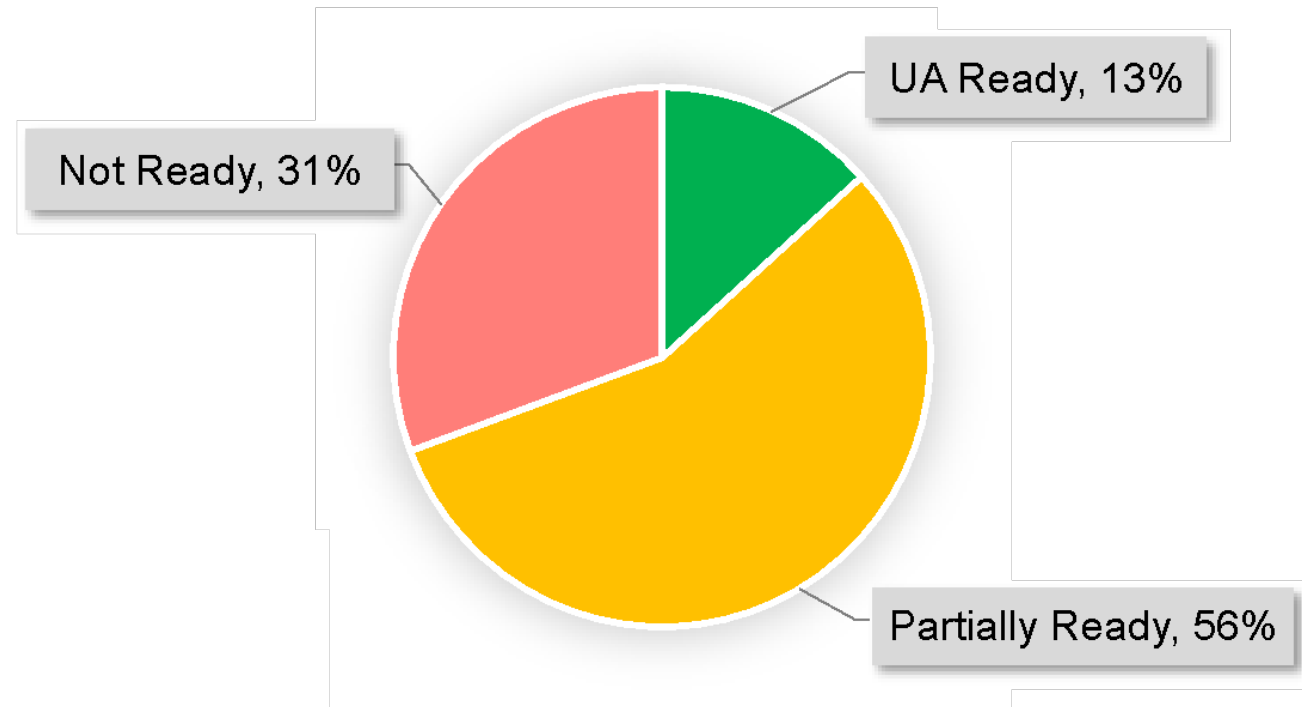
Respondents by Region

Geographic Region	ASCII ccTLD Response	IDN ccTLD Response	Total Response
AF: Africa	4 (7%)	2 (33%)	6 (10%)
AP: Asia/ Australia/ Pacific	24 (33%)	11 (24%)	35 (29%)
EUR: Europe	22 (29%)	4 (44%)	26 (30%)
LAC: Latin America/ Caribbean	5 (14%)	-	5 (14%)
NA: North America	3 (38%)	-	3 (38%)
Total	58 (23%)	17 (28%)	75 (25%)

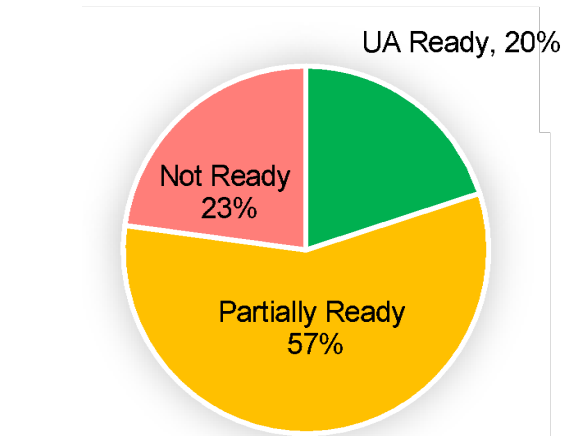
UA Readiness Definition

- **UA-readiness** means all software applications (including, for example, email and webforms) accept, validate, process, store and display correctly, consistently for all domain names and email addresses (using short or long new gTLDs, IDNs).
- For example:
 - **universal-acceptance-test.icu** - a domain name under a new short gTLD
 - **universal-acceptance-test.international** - a domain name under a long gTLD
 - **ยูเอทคสอบ.ไทย** - an Internationalized Domain Name (IDN)
 - **อีเมลทคสอบ@ยูเอทคสอบ.ไทย** - internationalized email address (Email Address Internationalization).
- The [UA Roadmap for Domain Registry and Registrar Systems](#) provides further details.

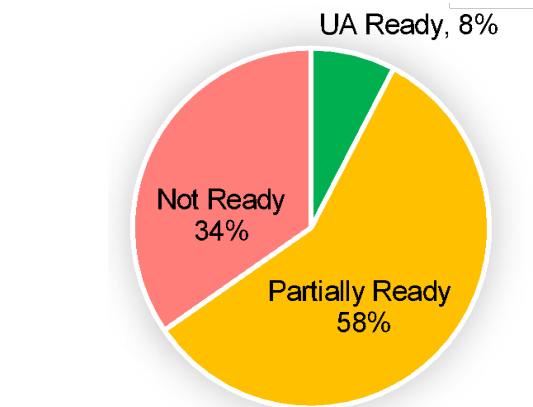
UA Readiness Status



***ccTLD UA-Readiness
(All 75 respondents)***

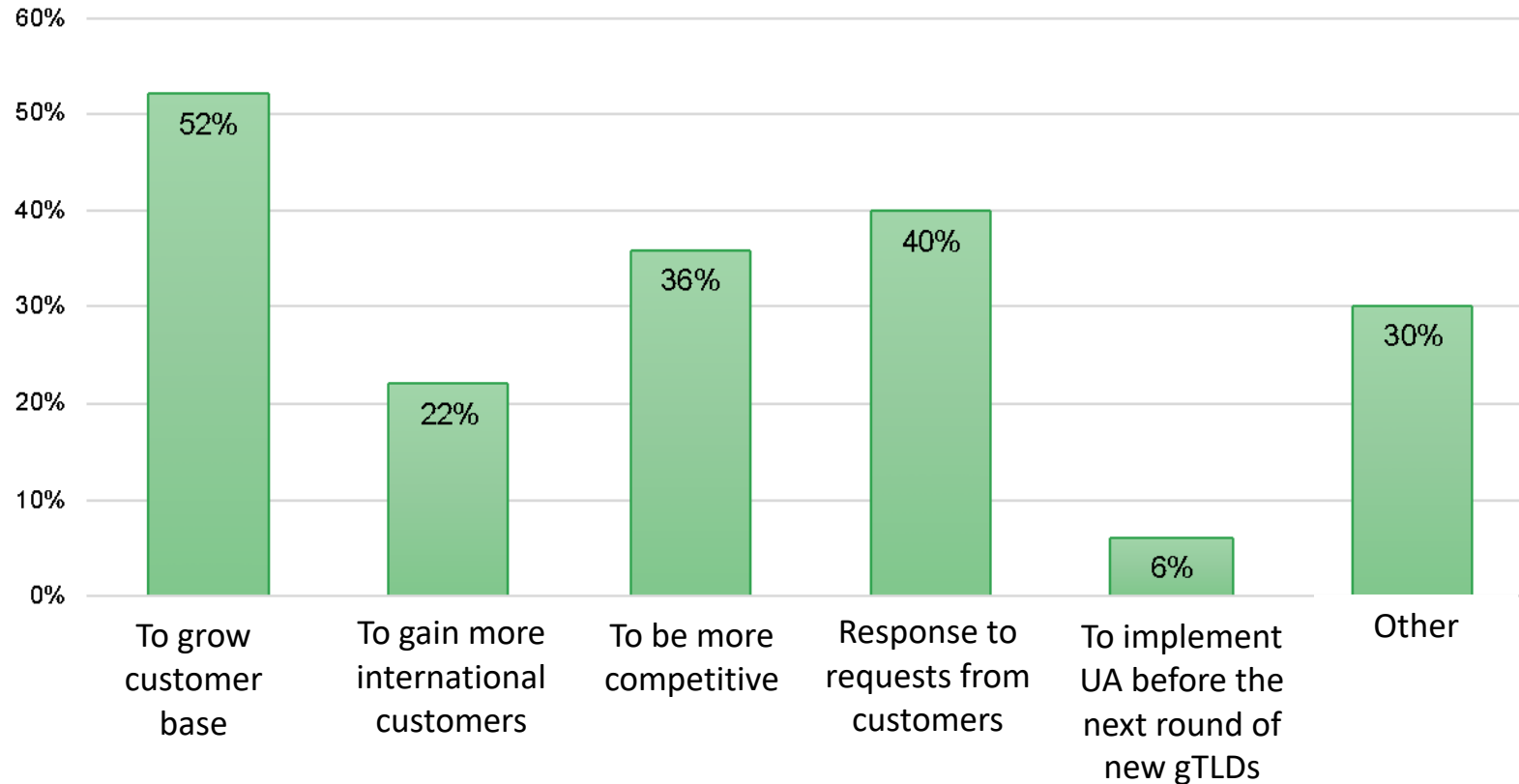


***ccTLD UA-Readiness for APAC
(24 respondents)***



***ccTLD UA-Readiness for EUROPE
(22 respondents)***

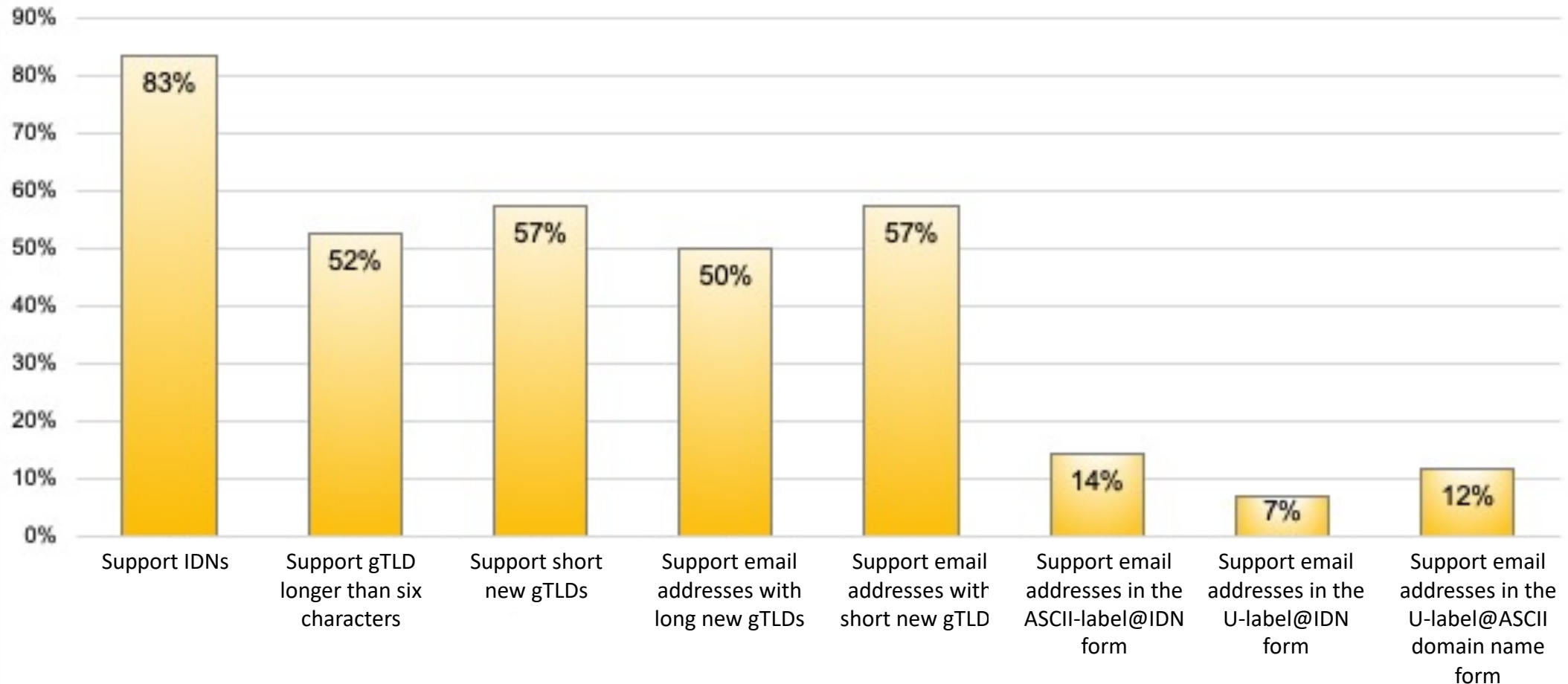
Motivation to Become UA-Ready



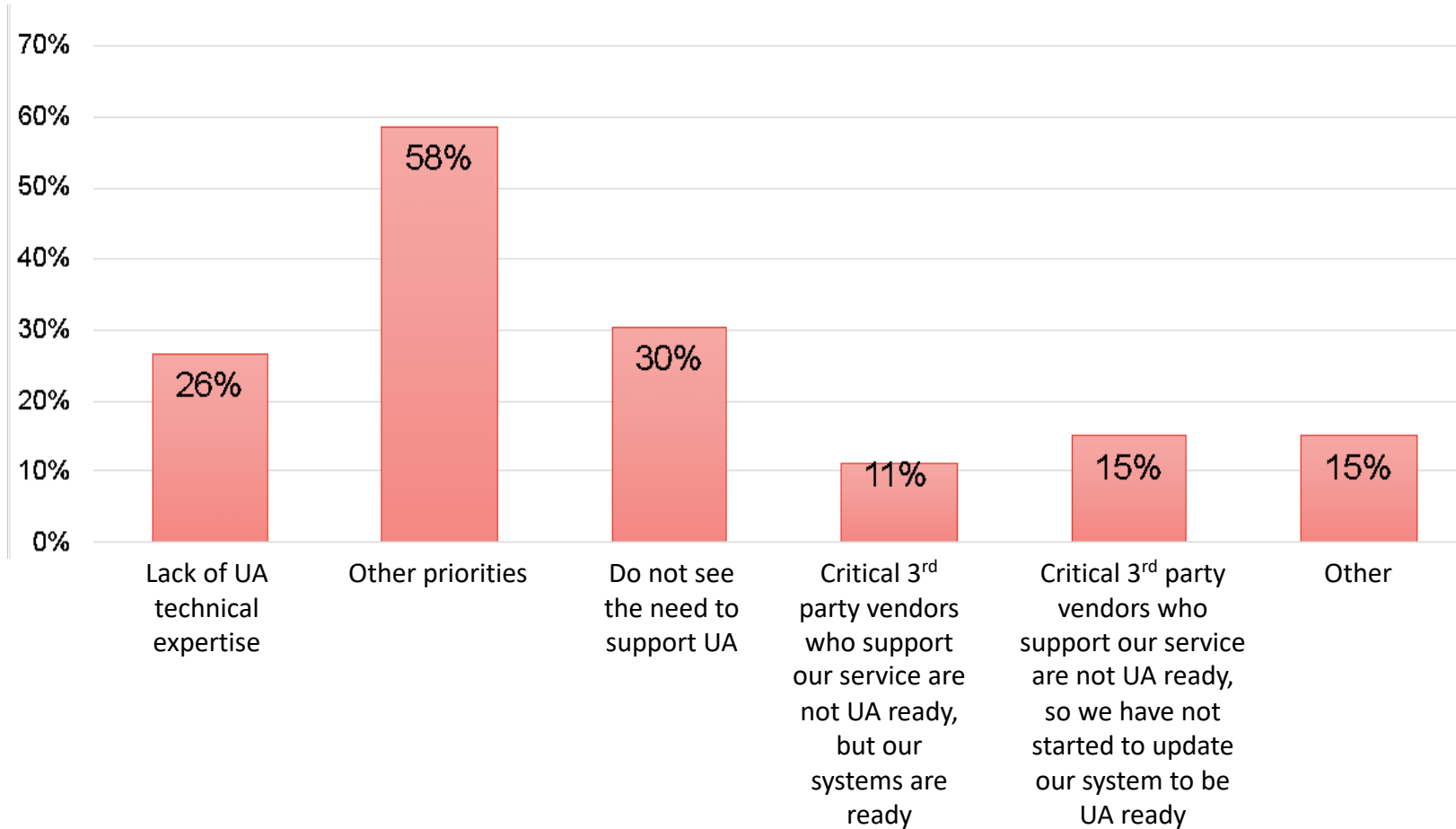
The verbatim response for “**Other**” summarized:

1. To support language community.
2. To be a role model for other local stakeholders.
3. To stay compatible with recent standards and developments.

What Partially UA-Ready ccTLDs Support



Barriers to Becoming UA-Ready



The verbatim response for “**Other**” summarized:

1. Lack of demand.
 - The local community language uses only ASCII characters.
 - Local language uses more than ASCII characters, but no request for customers for IDNs.
2. Political situation in the region.
3. Do not trust the currently available open source.
4. Maintaining the EAI mail servers requires more manpower.

How can ICANN org support you to become UA ready?

- The “webinars” and the “Training for your organization” are requested equally. The area of training includes:
 1. Basic introduction to UA, IDNs and EAI.
 2. How to upgrade the system to support EAI
 3. How to deal with security issues, e.g., how to distinguish between ASCII domain names and IDNs.
 4. How to build business cases for the consumers/registrars and develop technical expertise within the community.
- Other
 1. Continue making UA related materials available online, e.g., Registry Operator critical functions or systems, Case studies.
 2. Outreach to global email service providers to make them EAI-ready.
 3. Put pressure on commercial service providers, for example, popular social media to become UA-ready.
 4. Provide working software solutions to be shared with the industry to build a comfort level regarding the use of IDNs.
 5. Create a train-the-trainers program to build more local trainers.

Next Steps

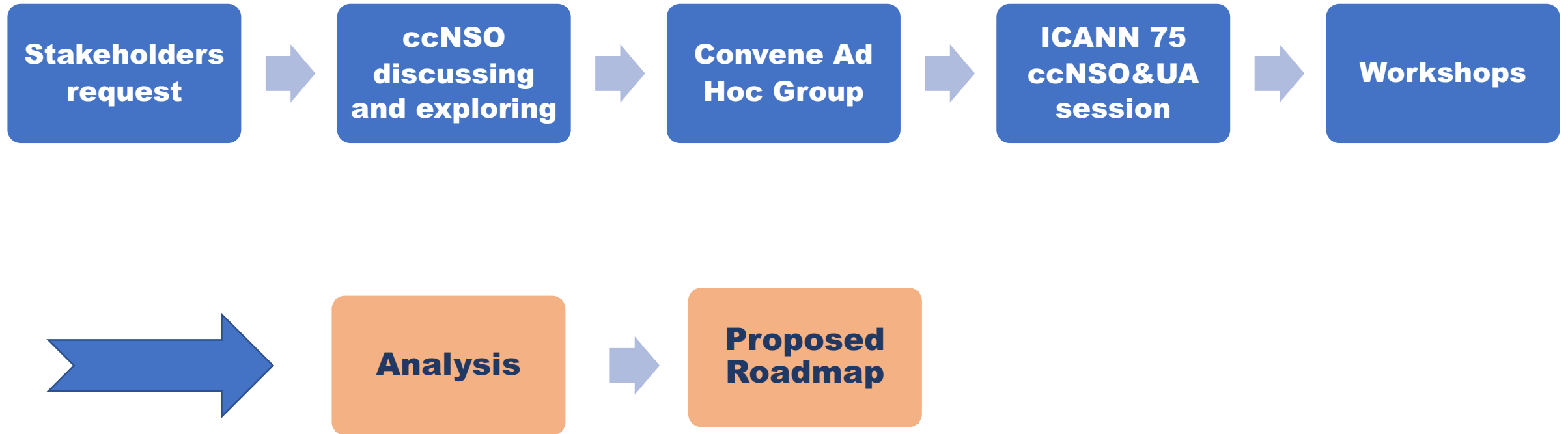
- ICANN org will continue supporting UA related efforts within the ICANN community.
 - Additional training materials, based on the survey result, will be made available on <https://www.icann.org/ua>.
 - The survey result will be included as an input for ICANN org when updating its UA strategy.
 - ICANN org will socialize the [UA Roadmap for Domain Registry and Registrar Systems](#) with ccTLD organizations and platforms, and conduct training as requested.
 - ICANN org will continue reaching out to tech provider companies to support UA.
- The survey results will be taken into account by ICANN org when updating its UA strategy. This report will also be shared with relevant UA working groups related to ccTLDs.
- The UA Readiness survey is planned to be conducted periodically to measure the UA Readiness progress over time and to get updated requirements

Proposed roadmap

ICANN76 ccNSO & UA session



The process of developing the proposed roadmap



ICANN 75 UA session-15 suggestions to 6 clusters

15 suggestions

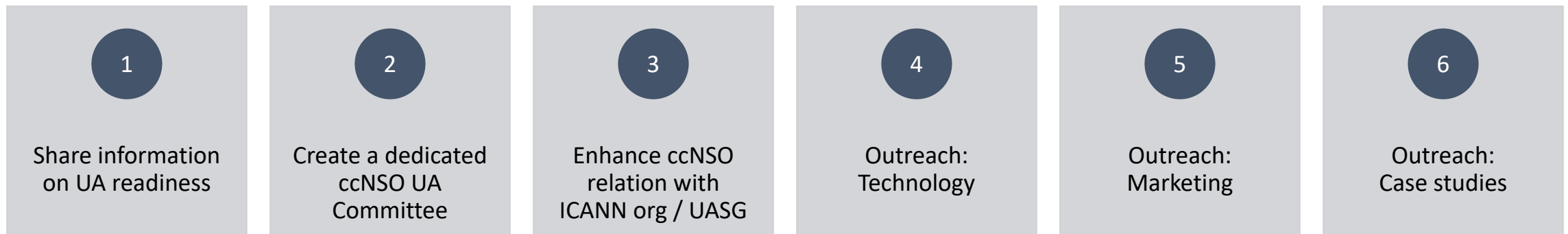
ICANN75 suggestions:

1. The ccNSO, in collaboration with UASG, should encourage ccTLDs to reach out to social media sites and platforms (e.g. Facebook, Line, Linked-in), ensuring support URLs and emails in local language.
2. The ccNSO should organise sessions on UA readiness and practices for and by ccTLDs, e.g., at Tei Day or during ccNSO Members Meetings.
3. The ccNSO should encourage ccTLDs to raise awareness about the importance and need for L readiness among newcomers.
4. The ccNSO should raise awareness about the benefits of IDN ccTLD delegation to ccTLDs.
5. The ccNSO should share working models.
6. The ccNSO should activate the dedicated liaison for UASG activities.
7. The ccNSO should create a dedicated group to assist ccTLDs with UA and Email Address Internationalisation (EAI).
8. The ccNSO should encourage ccTLDs to use and allow non-ASCII scripts in their own service including email.
9. The ccNSO should encourage ccTLDs to assist their registrars by offering promotions for IDNs.
10. The ccNSO should encourage ccTLDs to reach out to developers (Microsoft, Apple, Linux), ensuring support in local languages.
11. The ccNSO should encourage ccTLDs to cooperate with local authorities on creating demand for IDN domain names and the use of local languages/scripts.
12. The ccNSO should set up a standing committee on IDN/UA.
 - a. To promote and advance IDN compliance and UA readiness.
 - b. To liaise and maintain communications with other relevant ICANN groups (e.g. UASG, GAC, IDN WG, Board IDN/UA WG).
13. The ccNSO should coordinate with ccTLDs to develop IDN/UA Readiness case studies to highlight and share knowledge on current practices in IDN support, UA readiness roadmap, etc.
14. The ccNSO should encourage members and publish reports on EAI adoption in ccTLD zones (conducting studies and reporting on percentage of MX records supporting EAI extensions, as an indication of IDN/UA advancement).
15. The ccNSO should encourage members to join the UA Roadmap study for registry systems.

Based on marketing, engagement, organization, other relevant attributes



6 clusters



Outcome ICANN75

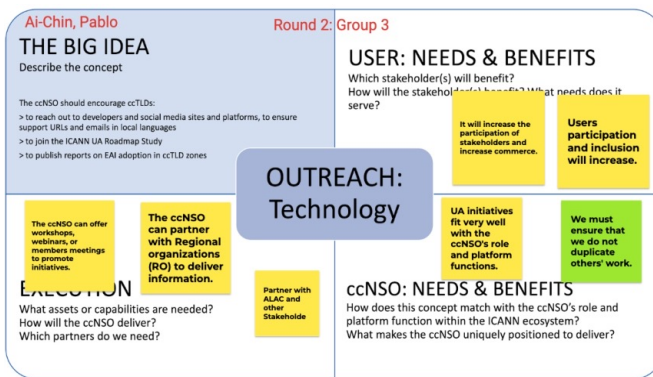
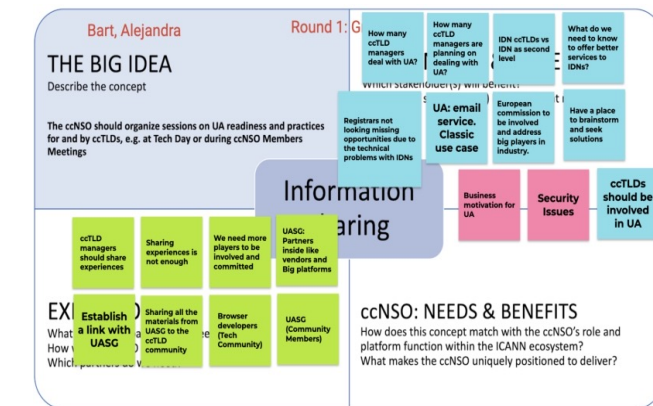
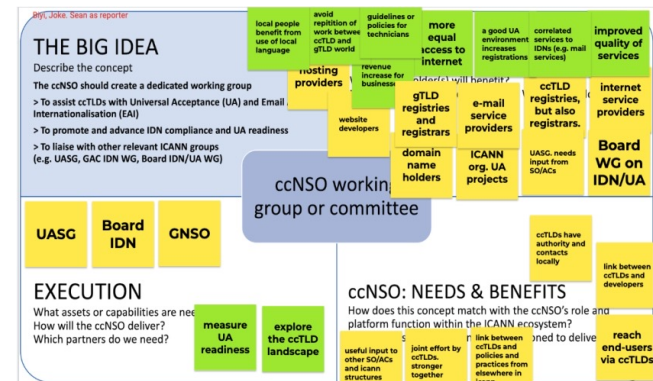
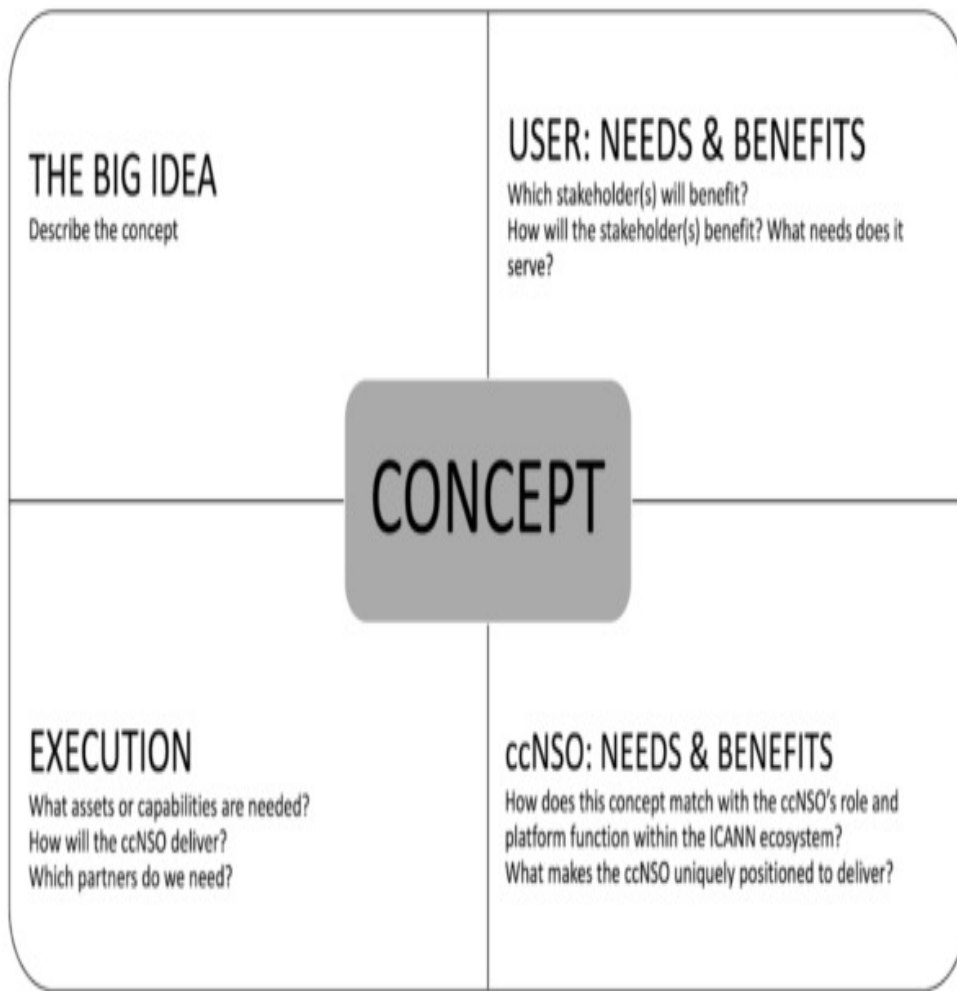
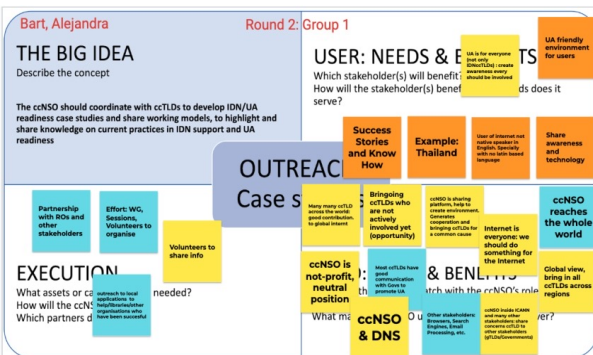
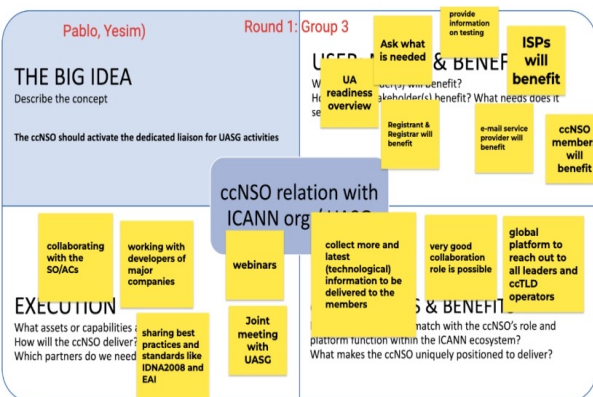
- **Information sharing**
 - The ccNSO should organize sessions on UA readiness and practices
- **ccNSO Working Group or Committee**

The ccNSO should create a dedicated working group, to

 - Assist ccTLDs with Universal Acceptance (UA) and Email Address Internationalisation (EAI)
 - Promote and advance IDN compliance and UA readiness
 - Liaise with other relevant ICANN groups dealing with UA
- **ccNSO relation with ICANN org / UASG**
 - The ccNSO should activate the dedicated liaison for UASG activities
- **Outreach : Technology/ Outreach: Marketing/ Outreach: Case studies**
 - ccNSO promote **outreach on technology**, assist in **marketing** of UA readiness, coordinate with ccTLDs to develop IDN/UA readiness **case studies** and share working models.

Summary workshops

Napkin Pitch Methodology

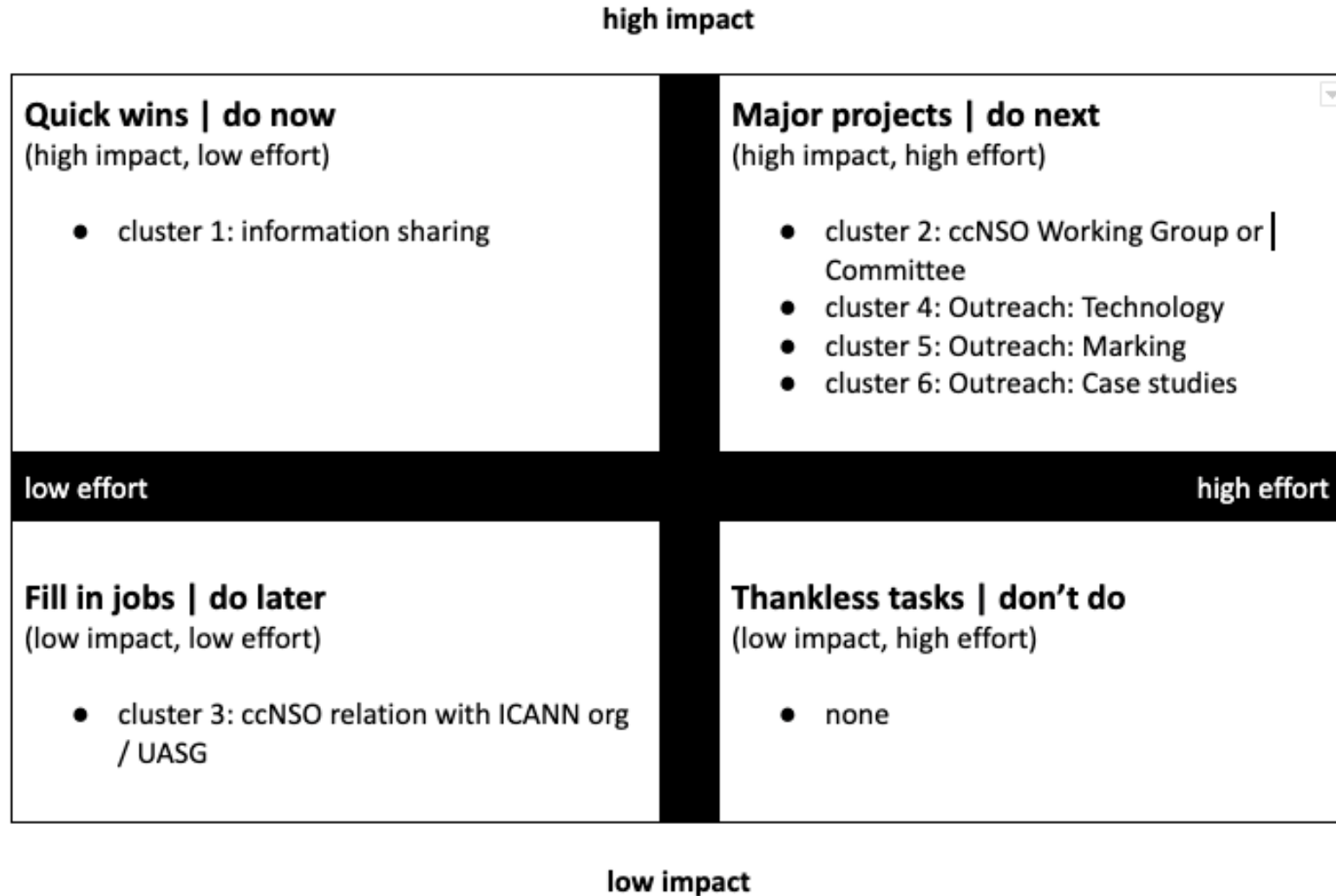


Results of Impact/Efforts Analysis

CRITERIA

IMPACT: What is the envisioned benefit for ccTLDs? What is the level of impact? (H, L)

EFFORT: What is needed to achieve the result? What is the level of effort required? (H, L)



Proposed Roadmap

- Activate UASG Liaison (already completed)
- Create UA committee
- In future: Explore further actions

Activate UA liaison

appointed a liaison

more active

Information sharing



Create ccNSO UA committee

- Assist in organizing sessions on UA readiness and practices at Tech Day or during ccNSO Members Meetings sessions
- Liaise with other relevant ICANN groups (e.g. UASG, GAC IDN WG, Board IDN/UA WG)
- Coordinate with interested ccTLDs to share IDN/UA readiness case studies and working models, to highlight and share knowledge on current practices in IDN support and UA readiness
- Provide an information repository to assist ccTLDs in adoption of UA

Relevant ICANN Groups

- Universal Acceptance Steering Group (UASG), includes: EAI WG, Comms WG, Measurement WG, Local Initiative WG, UA Ambassador WG
- IDN-UA Programs at ICANN org
- GAC Universal Acceptance and Internationalized Domain Names Working Group (UA-IDN WG)
- At-Large efforts

Explore further actions

- Once committee is established, explore activities that will add value to community
 - Suggestions from ICANN75: cooperate with local authorities on creating demand for IDN domain names and the use of local languages/scripts
- In exploring at a minimum address:
 - Whether the benefits of the proposed activities outweigh the efforts needed
 - What it takes to maintain such an activity and
 - whether the ccNSO is the best positioned group to do so,
 - Taking into account the strategic framework of the ccNSO

Polling

- Do you support the Roadmap of activities?
 - Yes
 - No
 - Don't know
 - No opinion
- How would you be willing to participate in the UA activities ? (select all that apply)
 - Attending UA-related sessions at public meetings
 - UA committee participation
 - Sharing of information (models, presentations, best practices, etc.)
 - Interested observer
 - Not at all