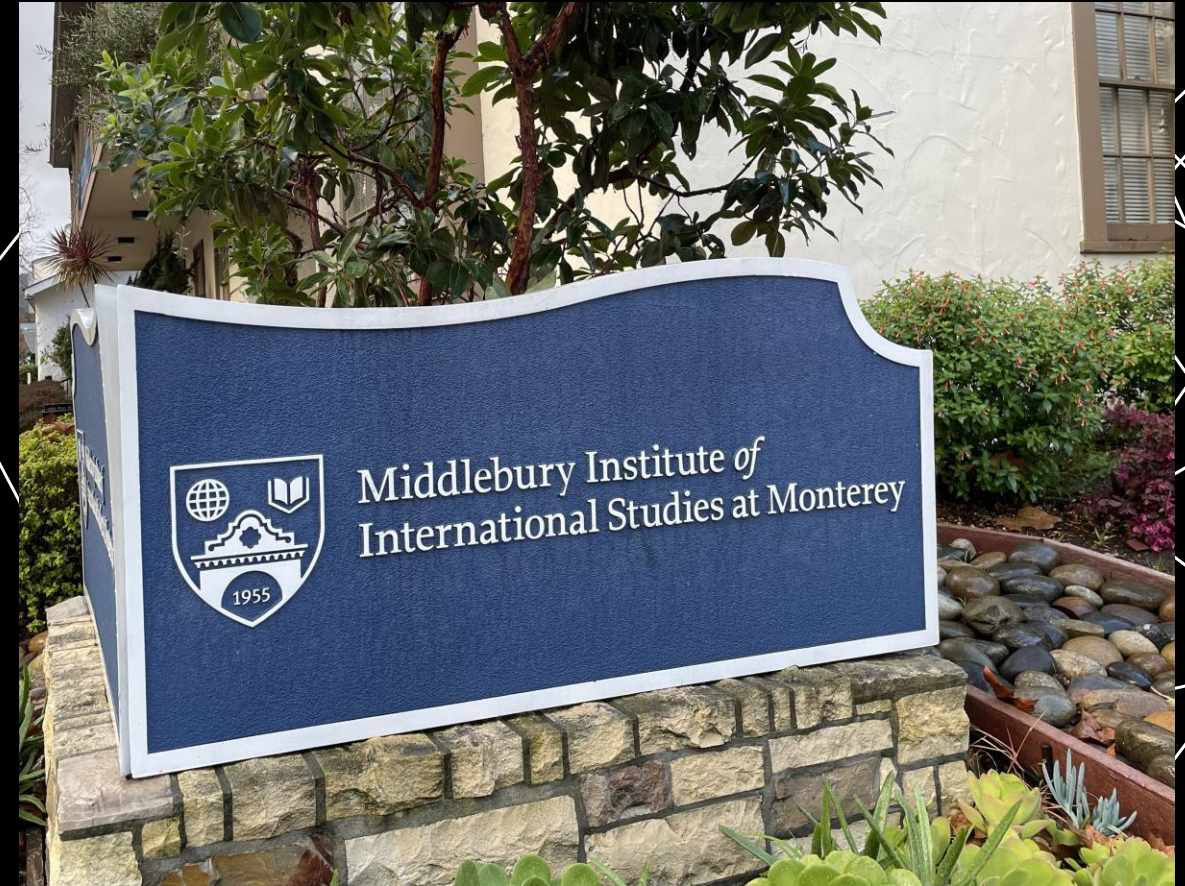


HOW DOES LOCALIZATION CONNECT WITH UNIVERSAL ACCEPTANCE AND INTERNATIONALIZED DOMAIN NAMES?

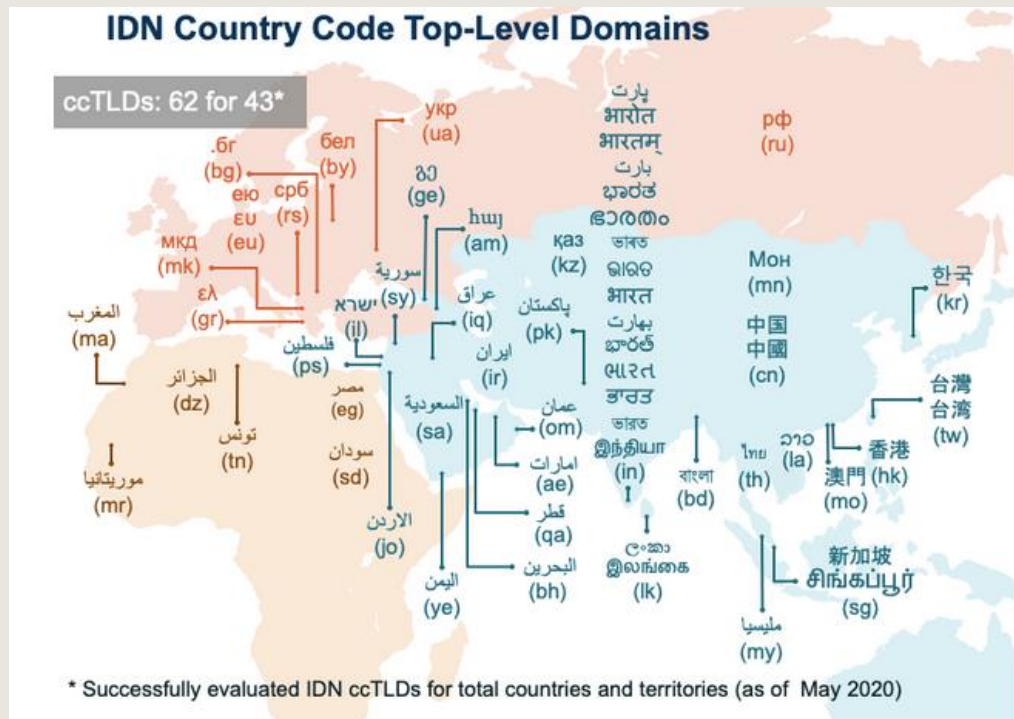
INTRODUCTION

- Madelyn (Maddy) Sanchez
 - Monterey, CA, U.S.
 - Middlebury Institute of International Studies in Monterey
 - Translation and Localization Management

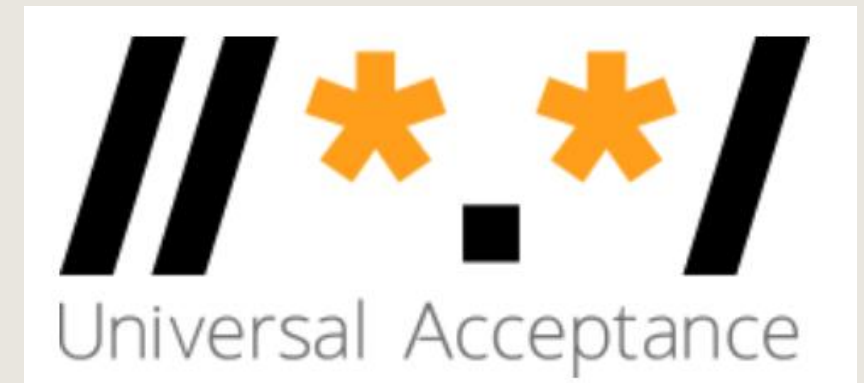


WHAT IS UA AND IDN?

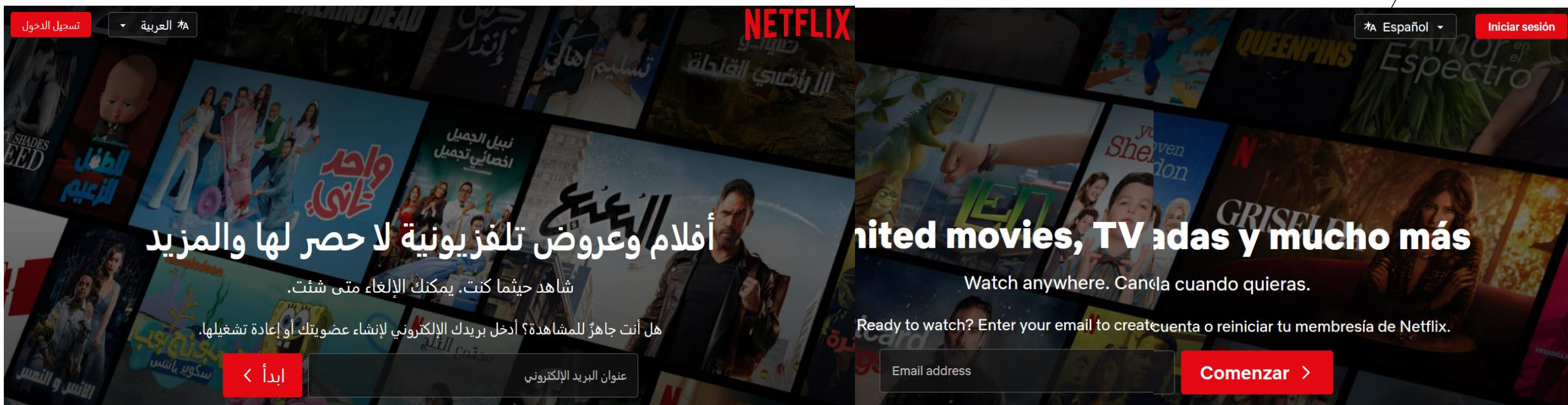
Internationalized Domain Names



Universal Acceptance



All domain names and all email addresses are accepted by all Internet capable devices



WHAT IS LOCALIZATION?

“Localization is the process of adapting the content related to an idea, service, or product to the language and culture of a specific market or region.”

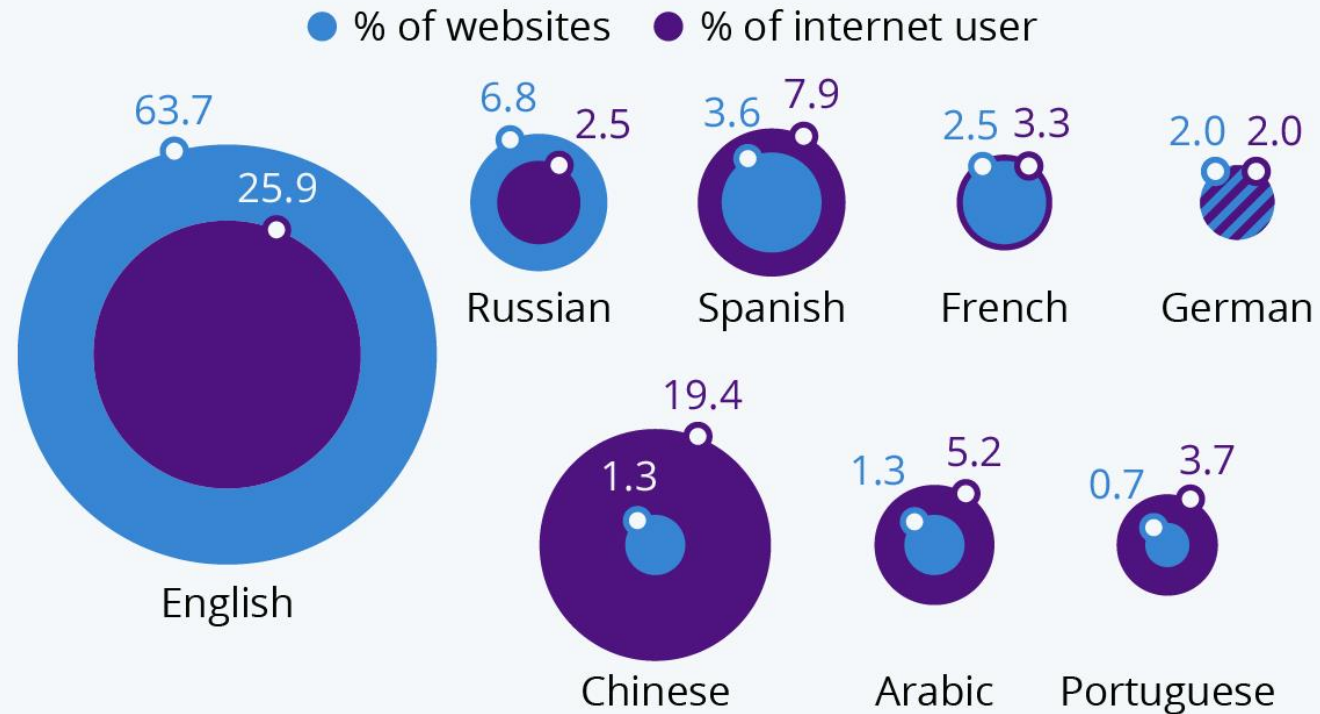
Source: <https://www.middlebury.edu/institute/academics/degree-programs/translation-localization-management>

Netflix.com



English Is the Internet's Universal Language

Share of websites using selected languages vs. estimated share of internet users speaking those languages*

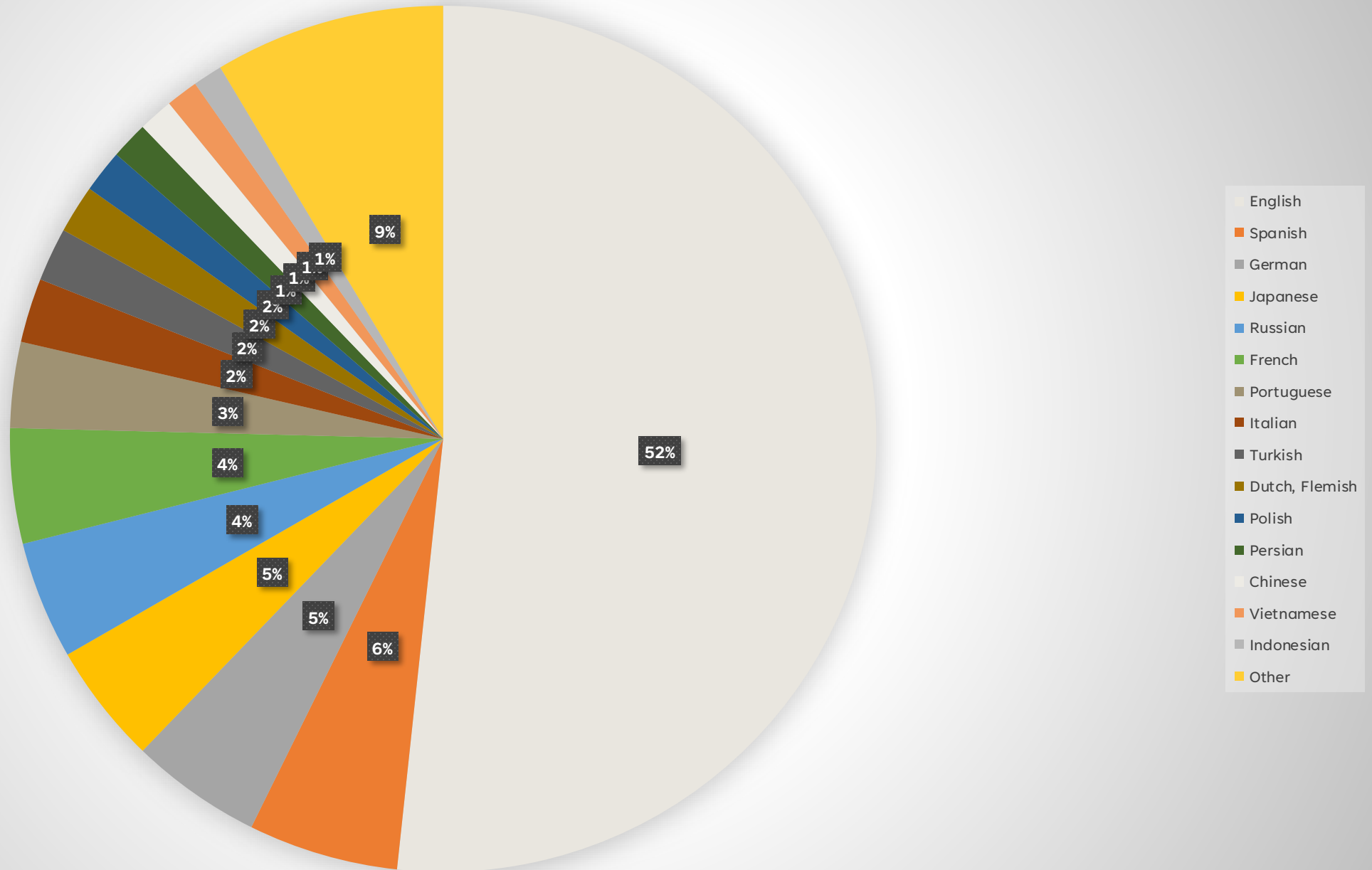


* Websites as of February 2022, internet users as of 2021.

Sources: W3Techs, Internet World Stats



Content Languages of the Internet*



*as of February 2024, from W3Techs

```

Console.OutputEncoding = System.Text.Encoding.Unicode;
Console.InputEncoding = System.Text.Encoding.Unicode;
string ISO = AskForISO();
Console.WriteLine("You chose a local of " + ISO);
Thread.CurrentThread.CurrentCulture = CultureInfo.GetCultureInfo(ISO);

```

BUT FIRST...

INTERNATIONALIZATION

```

DateTime pickUp = pickUpDate.Value;
string thanks = String.Format(makeup.greeting, nameBox.Text, otterNum);
string confirmation = String.Format(makeup.otters, pickUp.ToString("D"));
outputBox.Text = thanks + Environment.NewLine + confirmation;

```

	Name ▲	Value
▶	greeting	{0} 様、{1} 匹のカワウソを注文していただきありがとうございます。
	otters	カワウソの迎えは {0} にお待ちしております。。
*		

	Name ▲	Value
▶	greeting	Gracias, {0} por tu orden de {1} nutria(s).
	otters	Su(s) nutria(s) estará(n) lista(s) para ser recogida(s) el {0}.

BASICALLY, MAKE PAPER DOLLS



WHAT IS THE CONNECTION?

Localization offers insight to the particulars of various languages



Universal Acceptance ensures that valid domain names can be used

English ➤ Play Now

German ➤ Jetzt spielen

French ➤ Joue maintenant

These three phrases presented in text boxes with the last 2 overflowing from the box to illustrate text expansion.

LAORET



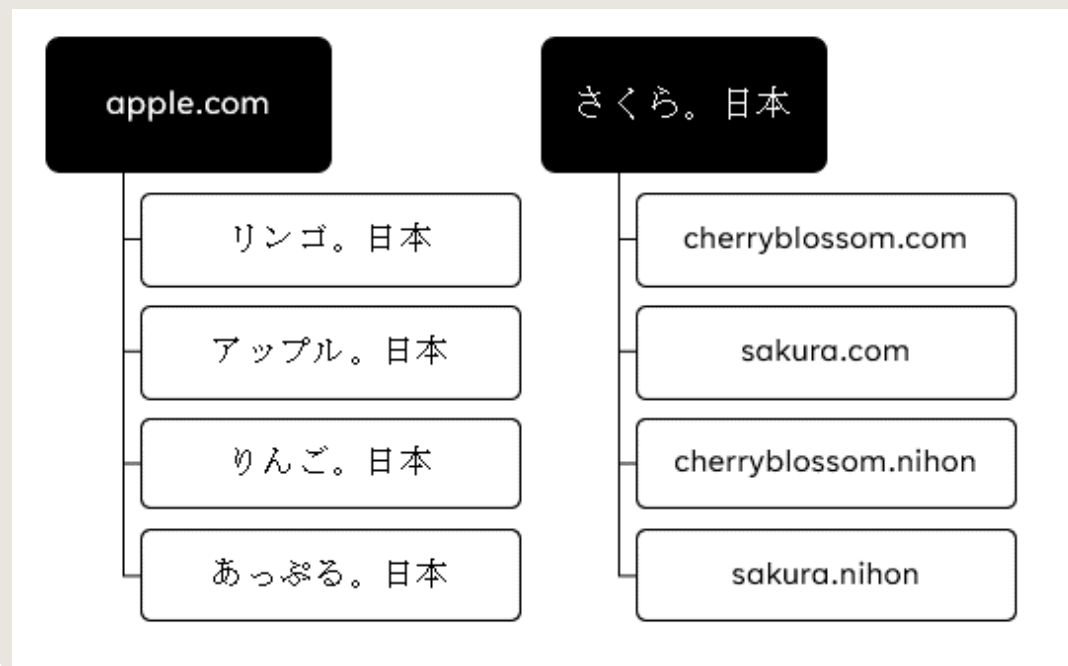
Technologically

The work of localization and UA are connected, let's put our heads together and see how we can help create an accessible Internet for all

Linguistically

Guidelines must be created for future treatments of IDNs, specifically regarding the translation of IDNs

RECOMMENDATIONS/ INSIGHTS



THANK YOU!

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ICANN | NEXTGEN

