



# 82 | COMMUNITY FORUM



# Universal Acceptance (UA) Progress and the Strategy Forward for Digital Inclusion



ICANN  
UASG  
Meta

ICANN82  
12 March 2025

# Agenda

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Welcome by ICANN

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10-Year Progress  
By The UASG

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ICANN Strategy for  
Promoting UA Adoption

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Questions & Answers

# Importance of UA and Community Effort



Maarten Botterman  
Chair of ICANN Board's IDN and UA Working Group

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# ICANN's IDN and UA Strategy and Plans



Theresa Swinehart  
Senior Vice President, Global Domains & Strategy

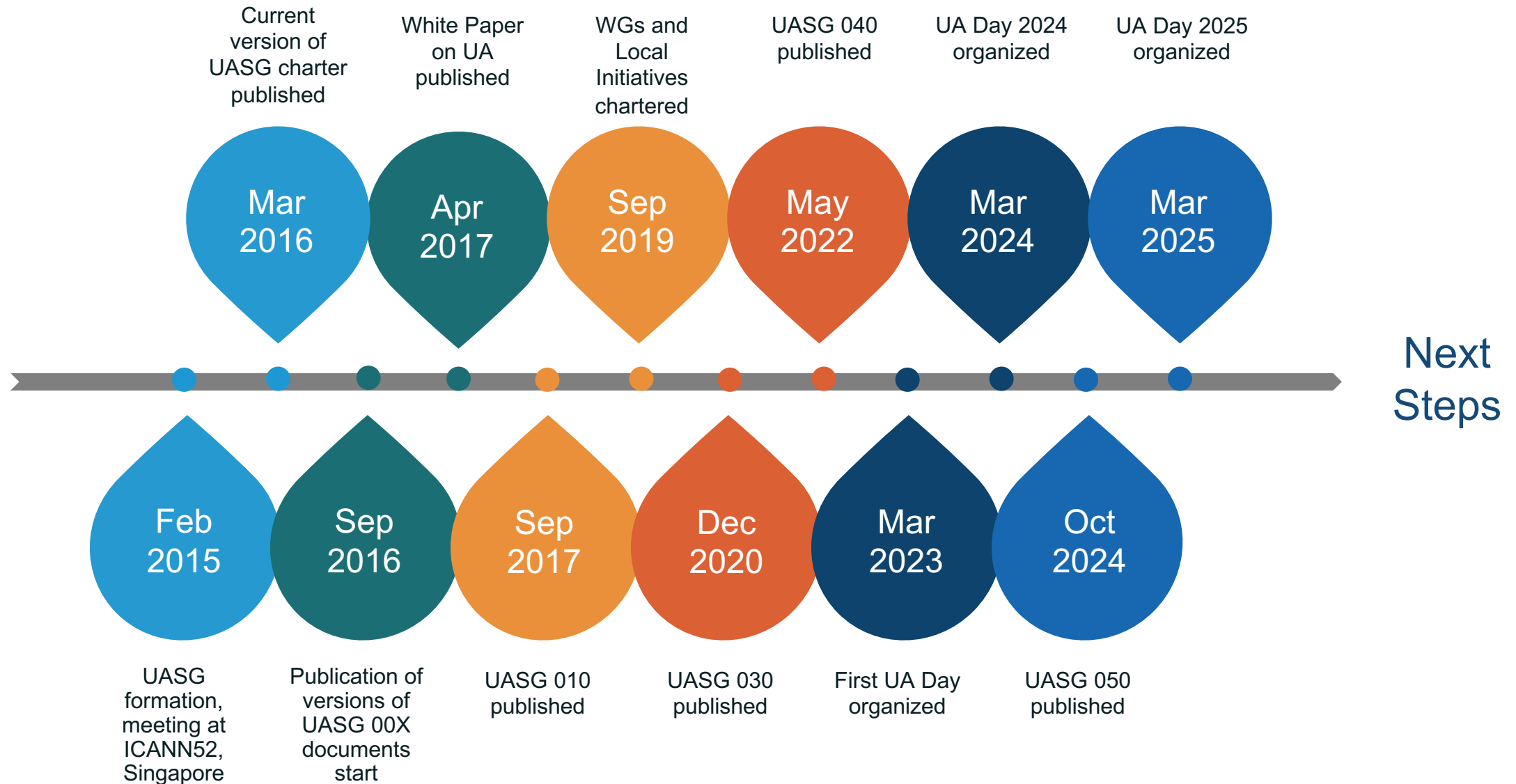
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# 10-Year Progress by the UASG (2015-2025)

Anil Kumar Jain  
UASG Chair



# Timeline for 10 Years of UASG



# UA Coordination Team

Anil Kumar Jain

UASG Chair



# Work Accomplished by UASG Coordination Team

Scope: Scoping the work of UASG and identifying its stakeholders:

- \* UA Awareness:
  - \* Annual UA Day
  - \* Annual UA Readiness Report
  - \* UA Business Case Study in 2017 (\$9.8 Billion opportunity) – White Paper
- \* UA Messaging :
  - \* Blueprint for CIOs – Internet Industry Edition - UASG 015
  - \* Quick Guide to Tender and Contractual Documents - UASG009
  - \* Webmaster Engagement Letter - UASG002
- \* UA Scope, Guides and Testing:
  - \* Introduction to UA - UASG007
  - \* Relevant RFCs - UASG006
  - \* UA Quick Guide - UASG005
  - \* Use Cases for UA-Readiness Evaluation - UASG004
  - \* UA Fact Sheet - UASG003

# UA Measurement WG

Nabil Benamar

Measurement WG Chair



# Work Accomplished by Measurement WG

Scope: Efforts to measure UA progress and current UA readiness status and developing academic capacity:

- \* UA Readiness of:
  - \* Popular Ecommerce Platforms (Ongoing)
  - \* Popular Identity Platforms (Okta, Auth0, OpenIAM) - UASG045
  - \* Popular Web Hosting Tools (cPanel, Plesk, and ISPConfig) - UASG042
  - \* Social Network Applications (Facebook, Twitter, Instagram, WhatsApp, Tik Tok, WeChat, Telegram, LinkedIn, Snapchat, ...) - UASG035
  - \* Content Management Systems (WordPress) - UASG032
  - \* UA Remediation of Websites Globally – UASG017, UASG025, UASG027, UASG039, UASG046
  - \* UA Readiness Framework - UASG026
  - \* UA of Popular Browsers
    - \* 360, Amigo, Edge, Epic, Explorer, Opera, Safari, Samsung, Sogou, Yandex, ... - UASG036
    - \* Chrome, Firefox, Opera, Safari - UASG 016
- \* UA Curricula for Academic Programs - [Draft UA Curriculum](#)

# UA Technology WG

Satish Babu

Technology WG Chair



# Work Accomplished by Technology WG

Scope: Efforts towards making applications UA ready and capacity development among professionals:

- \* UA Readiness work on:
  - \* UA-Ready Code Samples
    - \* Javascript libraries React, Angular and Node - Ongoing
    - \* Java, Python, and JavaScript - UASG043
  - \* UA Readiness Evaluation of Standards and Best Practices - UASG040
  - \* UA-Readiness of Open Source Code Pilot - UASG 033
  - \* UA Readiness of Command Line Networking Tools - UASG024
  - \* UA Readiness Evaluation of Programming Languages and Frameworks
    - \* Mobile platform libraries (Android and iOS) and PHP (Linux and Windows) - UASG037
    - \* C, C#, Go, Java, Javascript, Python3, Rust - UASG018A
    - \* Criteria - UASG018
  - \* Quick Guide to Linkification - UASG 010
- \* Training Materials:
  - \* Programming Languages
  - \* EAI Support

# Email Address Internationalization (EAI) WG

Nitin Walia

EAI WG Vice Chair



# Work Accomplished by Email Address Internationalization WG

Scope: Efforts towards enabling internationalized email addresses:

UA Readiness work on:

- \* Make it easier to experiment with self-hosted working EAI systems - (Soon to be published)
- \* EAI-Readiness Self-Certification Guide - UASG 049
- \* EAI Technical education and Awareness to the developers' community via Q&A websites - UASG044
- \* Evaluation of Email Software and Services which Announce EAI Support
  - \* Thunderbird, Spamjadoo, Sendmail, Halon, Dovecot, Spamassassin, ...- UASG030A
  - \* Outlook, Yandex, Roundcube, AppleMail, Exchange, Postfix, Courier, Gmail, ...- UASG030
- \* Considerations for Naming Internationalized Email Mailboxes - UASG028
- \* EAI Evaluation of Major Email Software and Services - UASG 021B, UASG 021A
- \* EAI Readiness in TLDs - UASG 021D
- \* EAI: A Technical Perspective - UASG 018B
- \* A Technical Overview - UASG 012 EAI

# Communications WG

Anil Kumar Jain

Communications WG Chair



# Work Accomplished by Communications WG

Scope: UA Readiness outreach:

- \* Messaging for Social Relevancy, Business Opportunities and Career Opportunities - UASG 038
- \* Website design for <https://UASG.tech>
- \* UA Case Studies (*handled by ICANN at the request of the WG*)
  - \* China, EAI – Coremail and THNIC, Rajasthan, ICANN, ...
- \* UA Outreach Videos
- \* UA Technology and EAI Explainer Videos
- \* UASG Newsletters
- \* Social media outreach (*handled by ICANN at the request of the WG*)

# Work by Local Initiatives and Ambassadors

**Local Initiatives:** Create awareness and build capacity among local stakeholders.  
Currently there are 5 UA local Initiatives:

\* China, CIS-EE, India, Sri Lanka, Thailand

Their achievements were presented in the [ICANN82 Prep Week Universal Acceptance Community Update session](#).

**UA Ambassadors:** Individuals drive to promote UA in their country or region.  
Currently UASG has 18 ambassadors. For details, visit <https://uasg.tech/people>



# ICANN Strategy for Promoting UA Adoption



Sarmad Hussain  
Senior Director IDN and UA Programs

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12 March 2025

# ICANN Org's Strategy and Plans

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- Ensure Universal Acceptance of all domain names and related addresses to enable digital inclusivity and a multilingual Internet
  - Requires coordinating work of the org, community, and broader Internet ecosystem levels.
- [ICANN's Strategic Plan for FY26-30](#) keeps a focus on Internationalized Domain Names (IDNs) and Universal Acceptance (UA) to facilitate digital inclusion.
  - Promote the advancement of IDNs and UA.
  - Proactively collaborate with all relevant external parties to promote UA.
  - Cultivate consumer choice, competition, inclusivity, and innovation.
- ICANN org's FY25-27 IDN-UA strategy and plans align with ICANN's strategy.
- ICANN CEO's goal on digital inclusion provides additional focus on IDNs and UA as part of the New gTLD Program Next Round.

# Objectives of ICANN Org's IDN-UA Strategy for FY25-27

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1. **Strengthen messaging** to support IDNs and UA, appropriately tying in with the next new gTLD round(s) and digital inclusion.
2. **Engage with big tech and open source organizations** to update their apps and services to support UA.
3. **Conduct outreach to tech developers and system administrators** to support IDNs and UA from the ground-up to cause the change in end-user technology.
4. **Lead by example** by making ICANN org's systems UA-ready.
5. **Onboard the broader DNS industry** to support IDNs and UA, including gTLD and ccTLD registries, registrars, registry service providers, resellers, hosting providers, Internet service providers, and others.
6. **Strengthen and broaden ICANN community collaboration** to promote adoption of IDNs and UA.
7. **Bring IDNs and UA into the Internet governance policy discussions** for international organizations and governments for supporting digital inclusion.
8. **Identify and pursue additional opportunities** to achieve IDN implementation and UA adoption, including IDN policy implementation.
9. **Measure progress** on IDN implementation and UA adoption based on indicators.

# Meta's work on Universal Acceptance

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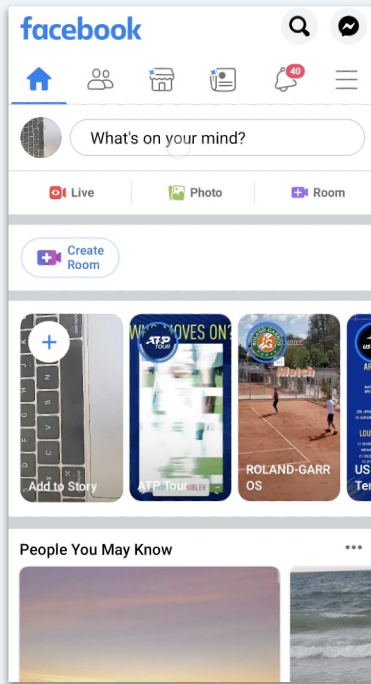
Sean Bedford  
Principal Business Engineer



## OUR MISSION

Build the future of human connection and  
the technology that makes it possible.

## Why is this hard?



### Meta's apps are complex

- This screenshot encompasses several team ownership areas
- We often need to agree with all teams to make changes



### Balancing user experience

- In social media, the chances of someone forgetting a space when typing and accidentally creating a link are **high**

```
# Version 2025020700, Last Updated Fri Feb 7 07:07:02 2025 UTC
AAA
AARP
ABB
ABBOTT
ABBVIE
ABC
ABLE
ABOGADO
ABUDHABI
AC
ACADEMY
ACCENTURE
ACCOUNTANT
ACCOUNTANTS
ACD
ACTOR
AD
ADS
ADULT
AE
AEG
AERO
AETNA
AF
AFL
AFRICA
AG
AGAKHAN
AGENCY
AI
AIG
AIRBUS
AIRFORCE
AIRTEL
AKDN
AL
ALIBABA
ALIPAY
ALLFINANZ
ALLSTATE
ALLY
ALSACE
ALSTOM
AM
AMAZON
AMERICANEXPRESS
AMERICANFAMILY
AMEX
AMFAM
```

### Spectrum of IANA domains

- The IANA list has a large list of domains in various languages
- It isn't easy to keep on top of the fluctuations in this list over time

Where are we today?

## Most ccTLDs now work on web

- We now support most country code domains with a few exceptions to balance our user experience and false positive rate

## gTLD investigation underway

- We are investigating how to balance our user experience and linkification of global TLDs

## More comprehensive support on Android

- Google recently added and backported support for an updated IANA list on the Android platform

What could be better?

## More cohesive mobile OS support

- Meta, and most companies, rely on underlying mobile frameworks to determine what is, or is not, a URL
- We encourage feedback to the mobile OS vendors to drive stronger platform level support for UA

## Foreign language encoding is not always easy

- While we are working to resolve this, there is a lot of old code that does not correctly account for modern character sets
- This sometimes results in strange encodings and display issues



# ICANN82 UA-Related Sessions

For more details on Universal Acceptance at ICANN82, here are the relevant sessions:

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|                        |                                                                   |
|------------------------|-------------------------------------------------------------------|
| Wednesday, 26 February | <a href="#"><u>Universal Acceptance (UA) Community Update</u></a> |
|------------------------|-------------------------------------------------------------------|

|                   |                                                                      |
|-------------------|----------------------------------------------------------------------|
| Saturday, 8 March | <a href="#"><u>ccNSO: Universal Acceptance Committee Session</u></a> |
|-------------------|----------------------------------------------------------------------|

|                   |                                                                        |
|-------------------|------------------------------------------------------------------------|
| Tuesday, 11 March | <a href="#"><u>Updating Systems for the Evolving TLD Landscape</u></a> |
|-------------------|------------------------------------------------------------------------|

|                     |                                                                                                          |
|---------------------|----------------------------------------------------------------------------------------------------------|
| Wednesday, 12 March | <a href="#"><u>Universal Acceptance (UA) Progress and the Strategy Forward for Digital Inclusion</u></a> |
|---------------------|----------------------------------------------------------------------------------------------------------|

|                                                                                                       |                                                                               |
|-------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------|
|  Wednesday, 12 March | <a href="#"><u>ccNSO: Exploring Blockers and Drivers for UA Readiness</u></a> |
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# Engage with ICANN – Thank You and Questions



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