ICANN

No. 49
23-27 March 2014

Singapore

TLD Universal Acceptance

24 March 2014

Agenda

Topic	Presenter(s)	Duration
Opening Remarks	Cyrus Namazi/ICANN	5 min
Early Analysis	Edward Lewis/ICANN	5 min
Panel Presentations	• Andrei Kolesnikov/Coordination Center for .RU/.РФ • Ram Mohan/Afilias • Gerv Markham/Mozilla • Jordyn Buchanan/Google • Michael Thatcher/Microsoft • Rinalia Abdul Rahim/ALAC IDN WG	35 min
Moderated Session	Francisco Arias/ICANN (moderating)	20 min
Q&A	Open Microphone	20 min
Closing Remarks	Cyrus Namazi/ICANN	5 min

What is TLD Universal Acceptance?

- Be able to use the "new" names the same as the "old" names

  ○ By clearing technical hurdles to the use of names in TLDs

  ○ Non-technical hurdles are out of scope

Early Analysis

JIG Recommendations

A. Recommend IDN TLD operators (including IDN ccTLD, IDN gTLD and IDN gTLD Accredited Registrars) to support Universal Acceptance of IDN TLDs in their own systems

B. Allocate specific resources for the advocacy of Universal Acceptance beyond the development of informational materials and toolkits

C. Development of informative reference materials for new IDN TLDs (including gTLD and ccTLD) to handle issues of Universal Acceptance

D. Direct efforts, lead by staff, with the participation from the community, for further studies to investigate the scope of the issue and what other services or actions could be taken by ICANN to support the Universal Acceptance of IDN TLDs beyond outreach and awareness campaigns

The Challenge

- URLs and email addresses
  - A common way a domain name is "exposed" to places that "judge" a TLD

- Issues identified to date
  - Methods used to "judge" URLs and email addresses
  - "Text-to-link" converters

Performance Issues

- Client applications are time sensitive
    - Making any decision takes time
    - "Looking" things up is fresher but slower

- Different goals exist, no clear "one best way"
    - Fast, accurate, heuristic (hint) present different needs

Enacting Change

- How do we go about changing tools and practices?

  o One lament: There is no industry standard or current best practice for some of the tools involved

- What else needs to be done?

- And specifically, how does ICANN play a role?

Links of Interest

- ICANN Project Page
  - http://www.icann.org/en/resources/tld-acceptance

- ICANN Contact Email
  - mailto:tld-acceptance@icann.org

- ICANN Community Wiki (coming soon)
  - https://community.icann.org/display/TUA/TLD+Universal+Acceptance+Home

Panel Presentations

Mohan's Three Rules of Universal Acceptance

1. An old TLD will be accepted more often than a new TLD.

2. An ASCII-only TLD will be accepted more than an IDN TLD.

3. A two or three letter TLD will be accepted more often than a longer ccTLD or gTLD.

Panel Session

Q&A

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