

Universal Acceptance

Andrew Robertson / ICANN58 UASG Workshop / 11 March 2017



Universal Acceptance

UA & UASG Communications: Brief Overview

Umbrella Message

“Universal Acceptance (UA) is essential for the continued expansion of the Internet as it ensures that new domain extensions and email addresses can be used by all Internet-enabled applications, devices and systems.”

Supporting Messages

1. “UA provides a **gateway to the next billion Internet users** as it enables government and societies to better serve their populations through the use of an increasing number of new Internet domains and non-Latin based, language-specific domain names, including Chinese, Arabic and many others.”
2. “To excel in the long run, **businesses have a responsibility** to ensure their systems work with the common infrastructure of the Internet – the domain name system. When businesses are UA-ready, it means that their systems and services will work harmoniously with the continuously expanding domain name space and will help set those organizations up for future opportunities and success by supporting their customers using their customer’s chosen identities.”
3. “UA-ready websites, applications, and services **lead to better user experiences**. When a company is UA-compliant, email addresses in any language from any extension are more likely to reach their destination, and not bounce. When a site is UA-compliant, it will allow customers with new TLD suffixes to more successfully use the site and its forms.”

Target Audiences

- * People who can MAKE this happen
 - * Developers & system architects; consultants/contracting firms
- * People who can DIRECT this to happen
 - * CIOs
- * People who can INFLUENCE this to happen
 - * C* Suite, Board members, government officials, consultants, media, industry influencers

UA & UASG Communications: Progress Update



UA Since ICANN57

Media & Analysts



Associations



Digital/Social



UASG.TECH



Priorities

- * Case study program
- * Content development
- * Engagement:
 - * Associations
 - * Analysts
 - * LinkedIn Groups
- * Announcements
- * Website and social

Case Study Program

Goal: Build portfolio of case studies that demonstrate successful UA initiatives.

Key Activities:

- * Published four case studies:



- * Developing case studies with companies and originations including:



- * Ongoing pipeline management and sourcing sessions:

Is your company UA ready?

Do you want your work featured in a case study?

Content Development

Goal: Develop and showcase content about UA and highlights recent achievements

Key Activities:

- * Development of articles on UA for use with associations and other stakeholders
 - * UA 101 (available in English, German, Spanish)
 - * UA 102 – EAI (in development)
 - * Programming language hacks (in development)
- * UA Blog
 - * Universal Acceptance: A Year of Progress and What's Ahead (10 January 2017)
 - * Universal Acceptance Issue Logging Facility (8 February 2017)
 - * Universal Acceptance in India (15 February 2017)
 - * Upcoming posts:
 - * White paper highlights, State of UA report, etc.

Associations Engagement

Goal: Communicate directly with relevant technology focused associations worldwide as a means of engaging with members who can take action on UA.

Key Activities:

- * Identify relevant technology member associations worldwide, focusing on key target audiences (e.g., CIO, software developers):
 - Association of Information Technology Professionals (North America)
 - CompTIA (global)
 - Corporate IT Forum (global)
 - Internet Infrastructure Coalition (global)
 - ISP associations (e.g. EuroISPA, UK ISP Association)
- * Consult with UASG members to identify organizations to which they may belong to leverage existing relationships
- * Engage with organizations and identify opportunities to communicate with members (e.g., newsletters, presentations)
- * Provide organizations with appropriate materials for publications and conduct follow-up (e.g. UA 101 article & EAI 101 article – including translated versions)

Technology Analyst Engagement

Goal: Foster relationships with influential analysts to serve as third-party advocates.

Key Activities:

- * Held briefings with:



Lily Varon
Forrester
13 Dec. 2016



Stephen O'Grady
Rachel Stephens
RedMonk
20 Jan. 2017



Cindy Zhou
Constellation Research
21 Feb. 2017

- * Leverage analysts in future communications to offer third-party credibility and underscore UA relevance
- * Continue to reach out to groups including: 451, Enderle Group, Gartner and TECHanalysis

LinkedIn Engagement

Goal: Engage with targeted LinkedIn groups, offering content based on the UA technical guide and other supporting assets, and offering practical action for CIOs to improve UA readiness.

Key Activities:

- * Identify targets based on based on relevance, reach, number of users and level of engagement and post tailored letter to the group. Targeted groups include:
 - * CIO Forum
 - * The CIO Forum
 - * CIO Network
 - * CIO Exchange
 - * CDO/CIO/CTO Leadership Council
 - * Enterprise CIO Forum
 - * CIO Excellence Network
 - * CIO & CTO Society
 - * CIO Masters
 - * Australian IT Industry
- * Consult with UASG members to identify groups to which they may belong to leverage existing relationships

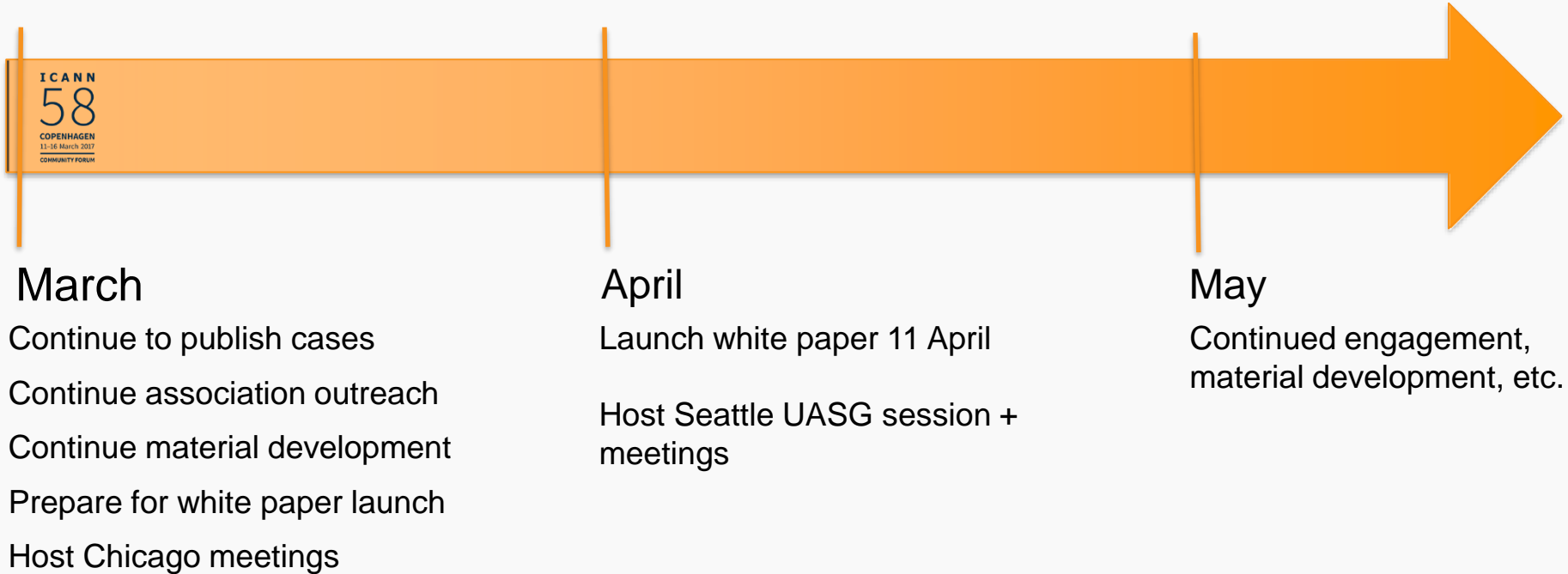
Media Engagement

Goal: Engage key technology-focused media on the topic of UA, leveraging the Analysys Mason white paper as the news hook.

Key Activities:

- * Material development: Press release, Q&A, blog post, infographic, website assets,
- * Embargoed press briefings: US, UK, Russia, China and India
- * Inclusion in ICANN Comms: Newsletters, GSE and Regional VP communications,
- * Stakeholder outreach: Association and technology analyst follow up
- * Paid amplification: Amplify select earned coverage by partnering with Outbrain to promote that story/stories on other publisher sites, including CNN, TIME and Mashable, with a focus on a B2B/tech audience

What's Ahead



UASG night.TALK

27 March 2017, WHD.global, Europa-Park





Where Your Next Billion Users Come From

- * Panelists

- * Ram Mohan: Executive Vice President & CTO, Afilias
Chair, UASG
- * Blake Irving: CEO, GoDaddy
- * Michele Neylon: CEO, Blacknight
- * Aaron Phillips: Chief Business Officer, cPanel (tbc)

- * Moderators

- * Christian Dawson: Executive Director, i2Coalition
Vice Chair, UASG
- * Lars Steffen: Head of International, eco Internet Association
Outreach Co-Coordinator, UASG

CIO's Guide to UA-Readiness

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CIO's Guide to UA-Readiness

- * Background on Universal Acceptance
- * Universal Acceptance and the Internet Industry
- * Steps towards UA-Readiness
 - * Inventory
 - * Control
 - * Evaluate
 - * Speed
 - * Barriers
 - * Test
- * Appendix 1 – Architecture Decisions
- * Appendix 2 – Industry Software
- * Will be send out for comments after ICANN58