
COPENHAGEN – ICANN GDD: Universal Acceptance Public Forum

Wednesday, March 15, 2017 – 17:00 to 18:30 CET

ICANN58 | Copenhagen, Denmark

DON HOLLANDER: Good afternoon, soon good evening. Welcome. This is the Universal Acceptance report to the community. We will start in about two minutes.

Welcome. It's now the top of the hour. My name is Don Hollander. I'm with the Universal Acceptance Steering Group. This is a report to the community. We're quite happy to accept questions, and for the first six questioners who ask intelligent questions – so there is a criteria – there are Whittaker's peanut slabs available, one of New Zealand's better exports.

This is the program for today. Shortly Ram will give us a welcome and introduction, Michaela will talk about the issue logging experience, I will talk about EAI, Lars and Christian will do a duet on Comms' work, Sigmund is going to talk about UA at ICANN IT, and then we'll have Q&A.

Ram.

RAM MOHAN: Thank you very much. As Don was saying, the UA journey so far has been quite an interesting one. We began a little over two years ago with a few of us who came together because we were concerned about the fact that domain names, e-mail addresses, were really not

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

being accepted in several places. We didn't know what to call it. We just knew it was an important and urgent problem.

So the end of those sets of conversations resulted in the creation of the Universal Acceptance Steering Group, and the Universal Acceptance Steering Group is a community group. It is not an ICANN organization. ICANN has been very good in providing funding for this initiative to get off the ground and to continue its focus.

On our early plans with Universal Acceptance Steering Group was to have the volunteers who came together contribute their expertise and their knowledge and to perform all of the work that needed to be done. After about seven to nine months of trying and not actually getting anywhere where we wanted, we realized that we had the model wrong and that led to the understanding that what we really needed to do with the community members, especially those who have experience, expertise, etc., was to get clarity on problem definition, was to get an understanding of what the types of problems we have as well as where do we need to go and address those problems.

Once we do that, then we get somebody on staff who can actually go and drive execution and move that solution space forward. And that actually led to the welcome addition of Don who had been a volunteer who had been interested, etc. and the movement of Don from that volunteer position to being a full-time person who could drive the Universal Acceptance initiative forward.

The other thing that we did with the UASG, we had some principles set from the get-go. We said our discussions are going to be in public. Our archives are going to be in public. We're going to run this with an open mailing list model. We came up with a charter quite quickly, and the charter said, for instance, there'd be a Chair elected by the community. Initially we said [oh] Vice Chair and then it turned out there were more people who were interested in contributing so we changed the charter to say up to three Vice Chairs. We held elections. Folks volunteered or were volunteered. And we've gone through the first cycle successfully and we're actually in the midst of the first set of, in some cases, renewal of terms. My term – all of you from the community have been kind enough to ask me to continue on for my second and last term as the Chair of this initiative – and there is an election process underway now for the Vice Chairs. There are six really good people who have agreed to put their time forward and effort forward, and there's an election cycle that will conclude.

But the important thing is not just that there is a good governance model and that there is an open governance model and there is some transparency, the budgets are made open, it's not just that. It's really that all of the good governance and all of the good process is not sufficient for an organization and for an initiative like what we're doing. What is really necessary and sufficient for an organization and an initiative like this is to have clarity on problems, to have clarity on the strategy to address it, and then to actually go and execute and be able to come back and report on outcomes.

And to a large extent, that's what this public session is about. It's about sharing with you not just the strategy but the execution and the outcomes of that execution, and then to ask for your feedback and for your input and for your assistance in helping guide the future and helping guide where we move forward. That's really what we're trying to do.

For those of you who are new to Universal Acceptance itself as a concept and as an idea, what really is Universal Acceptance? What are we trying to do? We had new top-level domains that came through starting from 2001. That was the time when the first top-level domains – other than the two-letter and three-letter, the well-known, established, legacy, names – came forward. And from that time onwards there have been applications, browsers, applications of a huge variety, even operating systems, that have made assumptions about what is a valid domain name, have made assumptions about what is a valid e-mail address, and you encounter that in all manners and in all ways.

The story that I often tell is the story of my first encounter, if you will, with Universal Acceptance back in 2001. My company was the operator of .info. It was the first new gTLD, so to speak, and it was not three-characters long. It was ASCII but it was not three-characters long. And let me tell you, the telephone just was ringing off the hook. We launched.info. It was a successful launch from the perspective of number of people who were interested, who bought domain names, etc. But the moment they started to use it, they found that there were many, many, many, problems. There were folks who tried to register

for Instant Message clients, there were folks who tried to register on websites, and they had websites that would throw up an error that said, “Are you sure you didn’t mean .info.com?” or, “Are you sure you didn’t mean...” or there were browsers that would auto-complete, and after you typed in “.info” it would auto-complete with whatever it was – something “.org” would get tagged on automatically.

One of the biggest challenges that I had – start-up company, three people in the company – one of the biggest challenges was when I was trying to reach Yahoo who had a very big infrastructure and whose systems were not responding properly to a .info address and small company trying to get through to a billion dollar company, very hard. So I came up with this idea of creating the Office of the CTO. It was me, but it was still the Office of the CTO and we created a set of letters that presented the problems, that there’s a real issue with acceptance of this TLD and it is a legitimate TLD. Here is where you can find information about it, etc. And initially e-mails got sent – no responses. Attempts to make phone calls and we got stopped at the gatekeepers. And eventually I came up with the idea of taking these letters, printing them out on nice, embossed, paper with the top that says, “From the Office of the CTO,” ending with, “We would like to schedule an appointment with you. Please call my Assistant,” who happened to be the CEO of the company at that time because that’s all we had. And we sent it all by FedEx and we had a great open rate and I was able to reach people at Yahoo at that time.

I tell you the story because that was many years ago – 2001 – and what is really surprising is that in 2015 and 2016 and 2017 this problem still

exists. Sometime today I'm going to call on Andrew to share with us a problem that he encountered – maybe now, Andrew, you could share with us – a problem that he just alerted me to in .info which is in many ways an accepted top-level domain with millions of users, millions of domain names, millions of e-mail addresses. Andrew, could you take a minute because I think that illustrates just the scale and scope of the problem.

ANDREW SULLIVAN:

Yeah, sure. My name is Andrew Sullivan. I have a mail exchanger. I run my own mail infrastructure because I am a masochist, and my mail exchanger is MX4[inaudible].info and so I sent mail to a friend of a mine and a colleague earlier today, like literally this morning to somebody with a Unicode .org address and it bounced because they block the entire .info domain and I signed my mail with DKIM and SPF and the whole works, and yet... like I can get into the inbox on Google but apparently I can't send mail to Unicode.org.

So this remains a problem today despite the fact that .info has been around... Well, we turned it on in June of 2001 and they just blocked the entire domain.

RAM MOHAN:

This actually gives you a sense – it's not just the top-level domain but it's also e-mails underneath it. And this is not an IDN problem. This is not a gTLD problem. This is not a ccTLD problem. This is actually a universal problem across all TLDs and across e-mails of all types

including EAI – which is Internationalized E-mail Addresses, so to speak – and so it’s a significant problem and what the UASG has done so far is – and you will see much more detail about it – but what we have done so far is to first try and define what do we mean when we say something is “UA ready”? What does Universal Acceptance actually mean? And we have created a series of documents and our intent is that these be reference-quality documents so our documents are numbered, they’re all available on UASG.tech – yes, that’s .tech which is a new TLD four-characters long, etc. – but our intention is to continue to create a series of reference material. We have defined the core problem now. Our primary audience is really folks who are involved in implementing technology or in making decisions about implementing technology. That’s who we’re going and looking at. And in this next phase of the UASG a huge amount of the focus has to be on advocacy and outreach and trying to influence folks who can actually make changes happen because it’s a huge amount of work but in many areas the discussions that we’ve had seem to be that we need to get some key players involved, engaged, and started, and then that starts the ball rolling.

With that, I really hope that you find this an informative session but most importantly, it’s important that you engage, you participate, and you help guide what we do. Thanks.

DON HOLLANDER:

Thanks very much, Ram. Any questions? Any comments?

One of the things that the community asked us to do last year was let's track instances where people encounter UA issues, and so we did. And I'm very grateful that ICANN's – Michaela will correct me on the name – but ICANN's Customer Service Center, Global Support Center, found this also a very interesting topic so they are running our issue logging session and Michaela's now going to just give us some idea as to the experience to date.

Michaela. And if you just say "next slide" I will press the button.

MICHAELA QUINZY:

Perfect. Michaela Quinzy, ICANN Org.

Go ahead and go to the next slide, please.

Next slide.

So late last year Don approached me about the capabilities of the Global Support Center to support issue logging and tracking for Universal Acceptance. At that time we had received intermittent contacts but nothing substantive so we talked more about it – and if you go on to the next slide please.

We talked more about it and decided we would implement a process and train the staff on how to field the inquiries related to Universal Acceptance. So that was about the October/November timeframe, and prior to that we had received very intermittent contacts. We had handled them on an ad hoc basis with no real structure, no real

resolution. Upon training the team – Don, it looks like the slides are not rendering correctly.

DON HOLLANDER: That's the secret one.

UNIDENTIFIED MALE: That's the secret [step].

MICHAELA QUINZY: That's the secret one? Okay. We'll just wing it. You guys forgive me for the issues with the slides.

So in November we started logging cases and tracking issues. Shortly after that, Don had what seems like a massive list of test cases that he also wanted us to run through so we started running through those test cases in the December and January timeframe. I'll share with you the results of both of those efforts in a moment.

We had initially decided that we would report out once we had logged 100 issues. We're nowhere near that but it seems appropriate to report out to the group now so we're going to go ahead and share with you what we have and then at the end of the presentation maybe we can collaborate on some go forward steps.

Next slide please.

Before I get into the meat of the presentation I want to share with you a little bit of the process. Forgive the blank slides, but a person can

contact Global Support traditionally through phone, e-mail, or the GDD Portal. But in November we set up a form on UASG.tech to allow this group to submit Universal Acceptance issues, and those issues are fed directly into our Customer Relationship Management System which is Salesforce, and we use that for tracking and managing those issues.

Once the issue is submitted, an analyst on the team accepts it. Today it's either [Kara or Setta] and they manage the issue through to completion. That involves collecting the information out of the form, doing a little bit of research, investigating the issue. If they're able to recreate it, then they perform some outreach to try to get the issue resolved. If they're not able to recreate it, it requires that they follow up with the reporter to collect more information. Once they have all the information they need, they interact with the organization that would own resolution of the problem. That requires a lot of creativity on their part to figure out who the organization is, figure out how to contact them, figure out how to get past the traditional Customer Service avenues, and get to a person that can actually resolve the problem. They track the issue through to resolution and provide periodic updates back to the reporter, and once they've gotten a resolution hopefully or an answer, they then close out the ticket.

The reason that I'm sharing this process with you is today it's very laborious. The process to find the right person in an organization has taken up to four hours, and so the entire time to process one of these has been averaging us about seven hours with the average age on the cases of about seven days. I think there are some economies of scale

and some efficiencies that we'll gain over time, but I thought that was an interesting data point to share with the group.

Next slide please.

So this slide is a little busy, but if you focus on the middle chart, that's our volume trending and it goes back to 2014 where we got one case. We got intermittent cases until November of 2016, at which time we saw a spike. We got five issues reported through the form. But since then, volume's been kind of underwhelming. So as I mentioned in the beginning, we were asked to do a perform analysis once we received 100 cases. We're nowhere near that but we're moving along and I think one of the –

Jothan?

JOTHAN FRAKES:

I think we talked about this the other day. Michaela, thank you, and thank you to your team and it's so appreciated. If there could be a round of applause for what you're doing, I feel I've invested those seven hours hundreds of times and I know it's often easier to go find softer walls to beat your head against and move on to the next thing, so many people do that.

I think it came up, though, in the other meeting. I know you're presenting statistics that show trends and it came up the other day that yes, you are seeing low volume. However, Don explained and elaborated on a methodical approach to make sure that the flow of these reports came through and was very well vetted and tested, and

so that this form and this inbound process was somewhat deliberately hidden or obfuscated and I think we since then – I think it was yesterday or the day before – made that form now available where it's accessible and it's right there on the UASG.tech. So I think this might not necessarily be something that a person should use as any indication that there are a small number of problems and I would be concerned that anybody viewing might make that misinterpretation of this information. And I'm delighted that that form is now more available.

I hope that people listening to this – and I'll certainly make sure and let people know that that's available. But thank you again for putting this in place and for the quality of experience that people are going to achieve, and thank you for taking on this hard work within your group.

MICHAELA QUINZY:

It's our pleasure and thank you for the recognition.

So I was speaking about the volume – and Jothan makes a series of very important points in that the form was embedded and only had been advertised to this group. And maybe it's coincidence, but since moving the form we've gotten a couple of inquiries since we arrived at the meeting.

In any instance, most of the cases that we've gotten – we've gotten a handful of general inquiries, more specific issues that I'll get into shortly. So we've gotten 21 cases. Of those 21 cases, there may have been multiple domains listed in them. It's resulted in 15 separate

outreaches to organizations with differing results. We have been able to get some resolution on two of the cases, a handful of commitments that there are resolutions in progress or that the items have been added to the road map, and then we've had several where we were able to find the right individual within the organization but they've been non-responsive.

Ultimately in resolving these issues, at the end of the process we send out a Customer Satisfaction Survey to get feedback on how we're doing. Considering the low volume of cases, the response rate has been really good so I encourage you all to continue to give us feedback. Mostly positive – 75% of respondents said they were happy with the work that we did and 25% said they weren't happy because we weren't able to drive the issue to full resolution. Our average overall satisfaction rating is 4.0.

So that is about the case management process, but I also mentioned that we were doing some readiness testing based on some sites that you all had identified for us. It's been somewhat of a slow process. I anticipate we'll step up our efforts after this meeting. We've gotten through 16 websites and we found that of those, 10 of them the new g e-mail addresses were not supported. So we're not finding a whole lot of compliance out there.

Next slide please.

I'll go back to mostly about what we've seen in the cases that are reported. The vast majority of the cases that we've seen indicated that there was a problem with either accepting the e-mail address in a form

or at user registration accepting the e-mail address. That's what we're running to in most of our investigation. Then there are smaller numbers of systems, security software, and applications that have been problematic.

Next slide please.

So we've had some results, some success, with our outreach.

I'm sorry. Could you go back to the previous slide?

We've had some success with our outreach. There have been some one well-known website that implemented changes on the fly as we spoke to them to address the identified e-mail addresses that we were speaking of at the time and promised to add a complete resolution to their road map and deliver it within a couple of weeks, so that's pending. We also had another high-traffic website who said, "Here's a workaround, but the volume of issues related or instances related to this issue is too low to prioritize it among our road map." So they're asking that we continue to report to them but they're not going to do anything until the volume rises. As I said, we've had a fewer volume of reports regarding security software, applications, and systems.

Now next slide. Thank you.

So the slides didn't render properly. I will provide another deck, Don, for distribution.

Through all of that, we've identified a few challenges with a few inquiries that we've had and we have some recommendations that

we'd like to move forward with to hopefully improve visibility and get more volume. So after four months of volume we think that the number of issues that we have are too low to drive any real conclusions about the pervasiveness of the problem. But we do have some lessons learned and some recommendations.

As for lessons learned, we've gotten feedback from developers that they believe that the evolving list of new gs makes it difficult to deploy a permanent fix. I think that's because they want to apply a specific set of domain names instead of generically validating on syntax only. So I think there's an education opportunity there. And as I mentioned before, some also believe that the volume of issues is significantly too low to justify the work that it would take to fix the problem.

In terms of our ability to manage and resolve this issue, we're spending the lion's share of our time trying to find a person who can help us get the issue resolved. Secondary we're spending a lot of time collecting additional information once an issue has been submitted. So in order to resolve those problems we're recommending that we make some additional changes on UASG.tech. In addition to making the form more visible we'd like to add some required fields to collect more information that will help us drive resolution.

Later on, once we see if we get more volume from having the form more pervasive on UASG.tech, I think we should consider additional distribution of the form or links to the form on other websites. For my team, they've asked for more time to be allocated for them to do

testing and to also involve a larger subset of the team in the process. So we'll be doing that shortly following the meeting.

We also believe that we could be more successful in our outreach if we could have more access to this team in identifying resources that could help us. So as we're searching social networking sites or whatever means we're using to identify resources, when we notice that you all have connections with people who might be able to help us we'd like to be able to reach out to you and ask you for help in getting in contact with those individuals.

Further down the line we should also look at some SEO when we're exposing to the general public so that they don't have to understand Universal Acceptance to get help and also more visibility into web developer forums about the issue and how they can get more information.

Michele?

MICHELE NEYLON:

Just on the SEO thing there which I think is a very valid point and I totally get the fact that you have a very, very, small sample set, are there specific keywords, phrases, descriptors, that you can feed back that would help with that because I think part of the problem is how are people actually describing it? The kind of scenario we have is that my company sells domain names but realistically a lot of people actually want a "web thing" so there's a bit of a disjoint. So if you have anything like that, it would be helpful.

MICHAELA QUINZY: I imagine that the team could come up with a handful. Frankly at this time most of our issues are being reported by this group who's very familiar with Universal Acceptance. So I don't know that we have a comprehensive list, but over time I think that we are perfectly capable of collecting one and continuously feeding that information back to the group.

MICHELE NEYLON: Thanks. I don't think it needs to be comprehensive but anything would be helpful, I think.

MICHAELA QUINZY: Will do. Thank you.

JOTHAN FRAKES: Again, I am so delighted to meet people from your team and to have what you're doing and I think you mentioned being able to contact folks on social networks. We, many of us, Ram explained a very successful campaign in how he was approaching making certain that info would get attention, and I think all of us have in many ways across the steering group have made contact with different companies or might have people within our networks that can be availed in some way to you.

I guess the right way to do that might be to encourage you to connect with us on social networks like LinkedIn. I would be delighted to also

myself help if you need additional communication support or things of that nature so that you're...many of these issues that you're finding take up to seven hours and potentially longer so you're approaching these initially you might need to be at the letters "T" or "Z" in the alphabet to get somewhere with meaning and you're starting at the letter "A" and many of us may have taken things all the way to "H" before surrendering or maybe to "M." So if you do run into these issues, I'm not sure exactly what the format or structure might be but we can help you down the path with these companies. Perhaps if you connect with us on LinkedIn, I'm sure many of us would welcome making referral connection and things, and then if you see that you're connected through us perhaps as you do that outreach if it's...I'm not sure what the communication parameters or rules are to make sure that you're honoring whatever internal communication rules you might have within ICANN, but we're glad to help you kind of accelerate you through the maze to the cheese, as far as we've taken it at least.

But thank you again for your effort and I'm delighted to accept any connections from you or your team towards that end.

MICHAELA QUINZY: Thank you very much.

DON HOLLANDER: Thanks very much, Michaela. I'm just taking a note of accelerating the maze to the cheese.

JOTHAN FRAKES: I should make a coffee table book of “Jothan-isms.” I use these frequently, and I often forget this is Universal Acceptance and quite often there’s a lot of cultures that sometimes when I say these things I’m using a very loose form.

What that means is, we’ll help you get it done.

DON HOLLANDER: Thanks very much. Those in the back or who might have arrived just a little bit late, we do have prizes for good, intelligent, questions and we have a limited supply so those intelligent questions would be welcome earlier than later.

Thank you very much, Michaela.

UNIDENTIFIED MALE: Question [inaudible] Howard. [Inaudible].

DON HOLLANDER: Oh, so Howard will get the chocolate?

UNIDENTIFIED MALE: Yes.

[HOWARD LI]: There’s a comment online from Ajay Data. He said, “Until today, Yahoo did not support EAI e-mail,” and he suggests to create three sub-groups within UASG directly focusing on 1) IDN, 2) EAI, 3) adoption.

DON HOLLANDER:

Thanks very much. We do already have an EAI Working Group e-mailing list and, in fact, why don't we talk about EAI now? Look at that. So thank you for the segue.

I want to talk about what we're doing very briefly with respect to EAI. We have two broad categories. One is documentation and the other is activities. So with respect to documentation, last month we published the Quick Guide to EAI. This is aimed as a relatively simple, relatively straightforward, document aimed at people who run e-mail services or write e-mail software to show them just some issues. So that's been published.

We have planned a detailed technical guide to EAI including a bunch of use cases and suggestions on how to deal with error messages. We are actively looking for somebody to help write that. So if anybody here is able to or knows someone who is an e-mail geek and has some time, this is a paid role and we're keen to get that done. And we have published some EAI use cases, so in UASG 004 which we've had published for some time, we list real live e-mail addresses and domain names and URLs that are available for testing.

The other things we have is with respect to activities. We have an EAI Workshop set for Seattle April 11th and 12th, 2017. We are looking for senior geeks in large e-mail software service organizations. We have funding for travel if that's required, and the goal is to do some bug-bashing, to do some interoperability testing, and to share some accounts and see where we're at collectively around the globe. So if

you fall into one of those categories or if you know somebody who falls into one of those categories, then please let us know.

We have test accounts for sharing of interoperability. We have some use cases in production and I'd like to thank the folks at Coremail who provide that support. And we have a project waiting to be executed to do some evaluation of e-mail software at service providers with respect to EAI. We see this as a benchmark because we don't think we're going to get high responses of everything's hunky dory, but we'll look to do it again in another 18 – 24 months to see what progress we've made.

That's our focus, and just so people know, EAI has two interesting components. It allows for IDNs in the domain name and it allows for non-ASCII characters in the mailbox name. One is easier than the other, but both of them are required for EAI.

Any questions?

Howard.

[HOWARD LI]:

There are two questions online. One is from Ajay Data. He's asking, "When UASG will start accepting EAI and will be fully UA ready?"

RAM MOHAN:

Well, the UASG is you, so when you're ready to accept it it'll just work. If you mean that the e-mail systems from ICANN who help provide some of the technical pieces, then perhaps it's a question that,

Sigmund, you could directly respond to. Are ICANN systems EAI ready?
Can they accept EAI e-mail addresses and registration forms, etc.?

SIGMUND FIDYKE: Sigmund Fidkye with ICANN Org. There's two parts to that. One is – we'll get to the second question in a minute – but the two parts of e-mail are the e-mail systems themselves which, of course, isn't probably any of us here. That's Google, Gmail, etc. So taking that out of the mix and Outlook out of the mix –

[HOWARD LI]: He actually mean the UASG.tech website.

SIGMUND FIDYKE: Okay. That's back to Don.

DON HOLLANDER: I'll answer that. So right now, UASG is able to receive e-mails in – I'm pretty sure that we're able to receive e-mails. ICANN certainly uses Microsoft Exchange as their mail platform and people can use whatever client that they want, and some clients are EAI ready and most of them aren't. So Outlook 2016 for Windows is EAI ready and others are not. So yes, we're aware of it. We're working on the issue. But it's just like everybody else, we're waiting for the underlying service providers.

But Ajay, if you're suggesting that we shift to a different mail platform for UASG.tech that might be fully EAI ready, let me talk to our web master and see what's involved with that. Thanks.

SIGMUND FIDYKE:

I want to add to that. For a web application or web service to accept and use an e-mail address outside of an e-mail client but just to accept, store, and pass on, an e-mail address, that's a case by case basis and from ICANN's point, some of ours work and some of ours don't. It's an ongoing process until we finish and that's going to be true I think for everybody because that's not using the e-mail client side, that's just accepting an e-mail in IDN and then using it.

DON HOLLANDER:

Let me just answer Dennis' question – online, Dennis said, pointed out I probably misspoke about the dates of the EAI gathering. So there is a UASG Coordination Group Meeting in Seattle on April 11th through lunch on the 12th and there is an EAI Working Session from after lunch on the 12th through the 13th.

Any other questions about EAI?

Okay. So now we've got a duet with Christian and Lars who's going to talk about really the bulk of what the UASG is doing around Communications. Thanks.

CHRISTIAN DAWSON:

Thank you very much. Ultimately, I'm just going to turn it over to Lars in just a second but I want to say that I have been very pleased with the work of the team that we have brought in to help us shape the Comms vision that has been driven primarily by the team that came together, has been coming together, for these meetings that we were talking about.

We get a lot done when we are face-to-face. The last one we did was in Washington D.C. and we changed tactics on how it is we were approaching some of our outreach activities to really narrow in the areas of interest that we thought could affect the most change quickly.

We have a great relationship with Edelman who we are using to support us in a lot of the Comms work that we're doing, and have regular calls with them to help direct their work along the lines that we decide at these face-to-face meetings. So there are lots of opportunities for you guys to engage and help us tweak the course that we are now on that I find very successful and useful. There are opportunities to plug into our calls with Edelman, there are opportunities to plug into our face-to-face meetings, so listen to what Lars has to say. I'll have some interjections here and there. But I wanted you to get an idea from whence they came because, like Don said, a lot of the efforts that we are doing right now are focused on outreach. We want that to be community-driven. We want your ideas and your assistance in helping us focus things in the right direction.

If you like what you see, that's fantastic. If you don't like what you see, come help us and honestly, even if you like what you see come help us anyway. Here's Lars.

LARS STEFFEN:

As you can see and as Ram already described in the introduction, this is our umbrella message for the communications about Universal Acceptance. "It's essential for the continued expansion of the Internet as it ensures that new domain extensions and e-mail addresses can be used by all Internet-enabled applications, devices, and systems."

The supporting messages are, and those are that, "Universal Acceptance provides a gateway to the next billion Internet users," – which will also be the title of an upcoming Universal Acceptance Night Talk at WHD.global – and that, "Businesses have a responsibility to ensure the systems work with a common infrastructure on the Internet and to ensure a better user experience."

So what we've done throughout the last weeks and months is that we would like to reach out to those that can make this happen. Those are the first-place developers and systems architects who can implement UA readiness into the systems, websites, and software. We would like to talk to those who direct to make this happen. Those are in the first place the CIOs and we would like to get more influencers on board who can spread the word about the necessity to get this done.

Since the last ICANN meeting and together with Edelman we reached out to certain parts of the media with a strong focus on CIOs. We sent

out a row of newsletters and articles through several associations and in the first place we had the Domain Name Association, we had spread out the word through EurlSPA and the regional organizations that are in EurlSPA and also one example is the [BTNI]. It's a small association based in Germany that reaches out to small and medium business in the IT industry. We posted a row of CIO relevant posts at LinkedIn for example, and you can also have a look at UASG.tech where we have some white papers that we developed together with ICANN, with APNIC, with THNIC, and also with XgenPlus.

In March we will have a WHD.global Night Talk, as I already mentioned. I will go a little bit more further in detail on this. In April, Don already mentioned the EAI Workshop we will have in Seattle and we will also use this as a nice opportunity to launch the white paper we produced together with Analysys Mason. Would you like to add something to this?

CHRISTIAN DAWSON: There's been an announcement. Let's get Don to plug in the intended release date of that piece. Okay, April 11th. Okay. Then yes. That's all we need to really say as far as that goes.

LARS STEFFEN: Okay. And of course, we continue with the work together with Edelman to deepen this work and effort on the Communications side.

End of this month, in two weeks actually, we will have – less than two weeks in the future – we will have the UASG Night Talk at WHD.global.

I've been asked, "Okay. This is WHD.global. What is it about?" It's actually the largest event for the hosting and cloud service providers in Europa Park in Rust. It's based in Germany and around 6,500 people will show up there for four days.

The Night Talk format is something I was digging in our picture archive at eco where I found this one. Just to give you a rough idea what the Night Talk is about. It's taking place on Monday the 27th at 10:00 in the evening. After the regular Fair and conference for those who are still eager to learn something, you can gather in the one lobby of the hotel to a Night Talk where approximately 100, 120, 150, people will gather and discuss for 45 minutes what it's all about and why is it important for the hosting industry to get UA ready and we are very happy to have a nice row of panelists.

Ram will join us. It's very important to have the Chair of the UASG there. And we will have Blake Irving on stage. We will have Michele Neylon there as well, and from the e-mail industry we will have Rafael Laguna, the CEO of OpenXchange be there on stage, and Christian and me will do our best to moderate this thing.

[RAM MOHAN]: Absolutely.

[JOTHAN FRAKES]: I wanted to add, I'm looking forward to this as it's a real opportunity for us to take some of the things that we've developed in our Communications portfolio and put them in front of an audience that

we've been wanting to get deeper involved in for a while. We get to test and see how effective what it is we've built to date is. Lars and I will be producing a report for the community on the effectiveness of this engagement, and then depending on that, we'll be looking to see whether additional engagements like that are useful to explore.

Obviously, like I said before, I will end on the same note that we started on – your voice in determining what that should be and when and how, will be useful.

RAM MOHAN:

Jothan, just quickly to add on top of what Christian just said, each one of these in this first year of outreach into the community, each one of these is an experiment and we are trying to track quite carefully what kind of engagement we're getting, what kind of... We're trying to look for those kinds of statistics to see if it is worth repeating because the hope here is that along the way we'll stumble onto the winning formula and then we can actually get this problem solved and how do we communicate solved in an effective and repeatable manner.

So if for all of you who are listening online, here in the room, if there are events or there are other opportunities to explain what Universal Acceptance is and to influence the decision makers who we're trying to reach, please talk to any one of us. You can talk to me. You can talk to Don or Lars or Christian, anybody who has taken on a volunteer responsibility because there is a tremendous opportunity to go do it.

At this point we are not terribly financially constrained in doing the work. We have a budget but we are spending currently within or under our current budget so we have some opportunity to go and expand if we needed to.

[JOTHAN FRAKES]:

And Michele, Christian, you're both on the World Hosting Days, you're I guess on the [Content] Committee so that's good because they have a wide variety of different conferences, including NamesCon and as the Founder I wanted to compliment ICANN for participating even early on when I founded the show I reached out even at a very late hour to include – it's not a very sexy topic, by the way, at conferences. This isn't very [fun] – and a lot of times we're talking to people who are outside of our business and they're just focused on if a domain can be registered or not. Sometimes it's about the aftermarket in domains – I won't go into that – but there are a lot of people who point at the new domains and they use the subject matter that these don't work. They don't care what flavor that is. But they use that as an opportunity to really degrade the benefit and opportunity within new TLDs and so the messaging in and around these sessions has always been something that you have to be very, very, careful about that it's really discussing something akin to a Y2K issue that people have designed around a two-character year date and then you had to have a four-character year date and that created problems as the evolution of technology happened. So you have to be very, very, careful in that messaging so that there's not a perception that there's deficiency in these new extensions or in the IDN as they're being deployed.

But thank you for doing that in your capacity. And I appreciate being invited for that panel. Thank you.

CHRISTIAN DAWSON:

I actually did want to make one point of clarification for the group and to Jothan. Michele and I have been asked to serve on the Content Committee for World Hosting Days and that term will start at the end of this period, so after WHD we'll start working. We haven't actually done anything in advising them on content yet. So the context that we have utilized in order to connect WHD with this session have just been because of knowing people within that space.

This is a sponsored session and the sponsorship dollars that have come to allow us to run this session have come out of the WHD budget. So I just wanted to be clear about that on the record.

RAM MOHAN:

Other comments?

Howard.

[HOWARD LI]:

Ajay Data from online participant, he actually made comment and offer, "To the Xchange Plus, we'll be happy to volunteer if you want more use case in production and any help of testing and EAI evaluation."

RAM MOHAN: Any back benchers? Yeah, there is candy. Let's see, it says, "Peanut slab. Milk chocolate bar."

Alright, back to you, Don. Lars.

LARS STEFFEN: Thank you. [We had] one last thing on our agenda is the CIOs Guide to UA readiness, and this is a document that [what] Christian and me are working o for a long time already. I don't want to go too much into detail and we will send it out in a few days for questions and comments.

One important part of this document is the Appendix with the industry software. So we put together a list of software that's commonly used in the hosting industry but we are asking everybody to take a close look at it and to add even more software to this list that we can give a little guidance to people we are reaching out to that they can have a kind of checklist if they are using this software and if they could take a closer look if it's UA ready or if they should do something about it and this list will actually never be complete but we would like to have it as comprehensive as possible when we send out the first version of this paper. Thank you.

DON HOLLANDER: Thanks very much. Traditionally in these public forums and also in the workshops we've had the benefit of living history being reported, and this year is no different so Sigmund's going to talk about UA at ICANN IT.

Sigmund.

SIGMUND FIDYKE:

Okay. This is Sigmund with ICANN Org.

Next slide.

I want to talk about what we are doing. We are on an effort to become UA ready across all of our services at ICANN and we've gone through some periods which I've reported on before or earlier on learning what it takes to do it.

Next slide please.

I have three slides here we'll go through very quickly but it's one I always put on any presentation on UA to ground us on where we are. The empty one on the right that you can't see is in Kanji and it's an e-mail so you can imagine that and go from there. But I want to really accentuate something that Don said at the beginning of this meeting, that it's not just IDN, it's also long ASCII domains and it's brand spanking new ASCII domains. And those are equally important and actually more common today than the IDNs and also very important.

Next slide.

And there are five parts. And this is from the UASG. I want to also say when I started working on UA at ICANN some time ago I thought I had a big task ahead of me in both defining and then becoming UA compatible, which is what it was compliant at the time and this body here took one of those tasks away from me and I appreciate it

immensely that you guys made the full definition and it was very easy to read and understandable and it took like half of my task away and it was wonderful. So thank you so much for all that work.

So the five parts are accepting, validating, storing, processing, and displaying. And those are the parts of being UA ready.

Next slide.

And why we're doing it – we mentioned the next billion users and the requirements, but also it is a crucial online identity and everybody in this room has a large number of systems for which their e-mail address is their log-in, and so if your e-mail address is .cloud and it doesn't work, you're going to be hit by this. So we're all in that online identity problem.

Next slide.

So when we went through everything, we came up with... We ended up dividing the process into two things. I've been thinking about this today, Don, and I need to change the "hard" to "medium" because I'm overstating the amount of work. We've said it's not that hard and it isn't. It's just that the step one is so easy that the next step seems hard by comparison. But let's be honest, for a programmer it's a couple of weeks. It's still not that hard.

One [start] is to handle long ASCII domains which I just mentioned. The two key parts of that is, it's really easy to test because you can send an e-mail – Outlook handles it, Gmail handles it, it's all easy – and the important part is – and it doesn't require Unicode, it doesn't

require a lot of other tools – but the other key is, you have to find every place you use a domain either in an e-mail or in a URL. And the harder part is handling the full-on IDN every place. And there are some interesting things to look out for – one, the consistency across every place you use it. There are storage problems because the size is quite a bit bigger. And there are interactions with third party applications that may or may not handle it so It's important... those are little “gotchas” that we found along the way...work flow and even in our own system we convert one service at a time but if that service is sharing data with another one, we end up in a circular problem that becomes challenging.

Like I said before, testing in [the] e-mail which was really a challenge for us when we started – and again, thanks to the UASG that's getting easier because there are some test e-mails to go to. But our first one that we thought would take us about three weeks to do this took us about three months. But today if we were to start that same thing today knowing nothing as we did today, it would probably take we'd still estimate it at three weeks because that's what it looked like but it probably would take more in the six to seven week because we were still creating things as we went or having troubles with testing that don't exist now. So those are the two types.

Next. Thank you.

So this is our plan going forward. I want to bring up a story that happened just before ICANN57. One of our services called Meeting Invitation Letter that's used quite often by people attending the

meeting did not accept a .cloud e-mail address and that's really embarrassing. It took three days to fix and test and release but that was panic. Three days of test and release.

So among the many things I don't like, looking stupid is one of them. So what we're doing now is to go through all of our services as quickly as possible and do that step one that I mentioned where we find every place in the service where we need to touch it and then we make it work with long ASCII. The average is one-ish day to program it and two to three to test it because I'm really paranoid on the testing.

Yes.

RAM MOHAN: That's really interesting. So was it only that TLD or was it a series of other TLDs?

SIGMUND FIDYKE: That was the one that hit us but it was anything over four characters.

RAM MOHAN: Thank you.

SIGMUND FIDYKE: So we had that limit on there. We don't fortunately validate against a list of delegated TLDs. We don't do that. We'll accept .aqmp, and it'll fail but we don't care about that. ICANN does – IANA, to be honest,

that portion of ICANN – does have an updated list of delegated TLDs that you can download at any point and it's updated four times a day.

JOTHAN FRAKES:

And in our work in getting these proactively into the public suffix list so that they could distribute out into browsers and certificate authorities there was actually a list that gets generated that – most things are contracted now – but there's one that lists the ones that are contracted but not necessarily added to the root and oftentimes when people are implementing these, they may want to have that in place beforehand so that software version releases or code updates can have that potentially [re]listed string in there for a correct list of TLDs. I hope [if] that's helpful.

SIGMUND FIDYKE:

Thank you. Yes. We actually – and I don't know why but I'm learning as I go – but we call that “delegated,” and that means that they're authorized to be a TLD. It doesn't mean they're in business yet. And that's exactly the list you're mentioning. Absolutely.

Yes.

EDMOND CHUNG:

I think this is a very interesting discussion and thanks for sharing that incident, but I wonder... I want to delve a little bit deeper. I wonder if the quick fix in three days mean extending that four-letter to five or what was actually done because is it now that any new gTLDs added

will be accepted or was the quick fix so quick that... This seems to be one of the issues because once we've solved, for example, .info issue back then, the systems still don't work now because of these quick fixes and what's the thinking... what was done and also if it was just extending the length what's the plan going back and fixing it as I guess as thoroughly?

SIGMUND FIDYKE:

It was set to the defined limit of 63 characters per domain, so that was the fix made. The idea in the two-step process – and that's the next one up there – is that this quick set of fixes we're going through – and [indeed] the one we that we actually did in a very fast manner – is to identify every place in that service where there is a e-mail or a URL and then expand it to handle 63 for each domain and 255 [3, 5] – I gave the specs to the programmer and let them do it – for that limit overall, and so that's where we are and the next step is – which is part two up there – is that every time an app goes through a major update – we're an agile shop so we deal in stories and epics – and there are a set of predefined stories for UA readiness and those get added to the definition of that release.

RAM MOHAN:

Sigmund, thank you for that information. So it sounds like in the engineering resolution, the approach was to do a validation on the length but perhaps [but somewhere] choose not to do a validation on the validity itself of the TLD.

SIGMUND FIDYKE: We were already in the situation of not validating so I didn't have that [to do].

RAM MOHAN: I'm wondering since you had the code open, what was the motivation to not look at that as well? Was it going to take too long? Is that something that eventually gets on a plan to get done? Because the other side of this is the user experience issue because you're now you have some good level of acceptance and this is not really to single out ICANN. It's actually phenomenal that you're doing this because it allows us to talk about this kind of a problem.

SIGMUND FIDYKE: I'm sorry. Let me just quickly interrupt. I want to just throw whatever I do out there and improve it so yes, thank you.

RAM MOHAN: The other side of it is the user experience problem, if you will, or a user experience issue, that gets created because if somebody was typing in their e-mail address and they had a typo in the TLD that they typed in and it was therefore an invalid TLD, not syntactically but in terms of resolution on the DNS, we have now missed an opportunity to correct it on the fly. And I'm wondering what your thought process is as a designer and as an influencer and a director of these kinds of things. Is that a useful, valuable, thing to do? Because in our Best Practices

Guides we are saying, asserting some things about what you should do about validating TLDs. So I'm wondering how it applies in practice.

SIGMUND FIDYKE:

It almost goes back to a philosophical question and I appreciate that. Where I'm starting from and where I am with the digital services we offer now does not include that extent of validation. Adding that is a viable and honorable goal. I tend to lean toward the business side of ICANN to say if they do or don't want their customers, their people that use their systems, to have that but is certainly on me to bring it up as an option which I have not done and should. So I'm going to agree with you there. It's just I was going with what I had, to be honest, being quicker about it as you said. But you're right. It is for the user experience side I'll bring that up and we should look [to that]. Obviously I have access to the list.

Sorry. Go ahead.

[JOTHAN FRAKES]:

Sigmund and Ram, the dialog that just happened between you and Sigmund right there it's scope and budget and time and how do I fix this quickly, and it's the efficiency of making that repair. Let me take you a couple chess moves beyond that because I have this discussion frequently. I got involved with a public suffix list six/eight years ago. I don't remember now. And the reason that I did it was I was working with the ccTLD community. We start to get into almost an infinite naval gazing opportunity here with the level of tracking because the

IANA list or ICANN, they're very aware of .uk's existence but then there's a lot of space in between that, between the "@" and the end of that valid TLD because there's a .co.uk and a .org.uk, so that additional presence of a "dot" – and you know a lot about this. This is more for the listeners – so where do you stop with that? And then there's an opportunity to look at [uce which of these TLDs] there are systems out there now with security to not accept certain spammy TLDs.

We heard earlier when Andrew talked about blocking of whole TLDs. So you have to kind of atomize this in order to hit timelines and budgets and good, sane, rational, and effective programmers and technologists like [Sigfried] are going through and making effective choices in what they do driven by budget and time.

I keep coming back to the two-digit year Y2K issue being how do you quickly solve that problem effectively? And In some cases it was, "Okay, it's two characters or it's three characters." It's a TLD.

But I wanted to freeze in time that discussion the two of you had because that plays out so many times when this comes to you. How do you effectively solve this within budget? And that's what the people that we're reaching out to are dealing with. Thank you.

SIGMUND FIDYKE:

A quick response I want to add to that as well. I'm old enough to remember area codes and we used to know that the middle digit was either a 0 or a 1, whichever. And we could validate that. And that's a

minor piece. And we're at a point now where we just give up. Just put the numbers in and go. And I'm not sure I want to give up and that's why I like the idea and want to explore it and just say that's sort of where I am and maybe that's not the right place to be.

RAM MOHAN:

We're a little bit over time but I'm going a little bit against UASG orthodoxy to some extent because if you look at the Universal Acceptance Quick Guide and we quote from that "UASG recommendations: Validation should not occur unless required for the operation of the application or service. This is the easiest way to ensure that all valid domain names are accepted into systems."

So you are compliant with that recommendation, but in thinking about it further the question for me is, are we by making this recommendation are we also introducing a much greater opportunity for errors to creep in?

DON HOLLANDER:

I can answer that because I was involved in the drafting of that and if you read a few bullet points further we say, "If you really want to do validation then these are some options to do it."

RAM MOHAN:

Don, you're absolutely right but the question I have is, our primary recommendation the way I look at it is, don't validate. That's the easiest thing to do because then you're going to accept the entire

universe. And then we're saying applying your discretion if you really, really, want to validate then here is a good way to do it. And I'm questioning is that even a good thing in actual practice and implementation?

SIGMUND FIDYKE: Before we go to the user question, [inaudible] the one possibility is to give them equal weight is in the specs, in the requirement say, "You can do this or this," and then they make their own decision.

[HOWARD LI]: We have a online comment from Ajay Data: "In lots of places we do check up to 256 characters and also check whether the domain name entered is DNS resolved to some IP. Also we do not allow to be enter."

SIGMUND FIDYKE: In that case, please use the latest DNS list.

EDMOND CHUNG: Just in response to Ram quickly and building on what Don just said, I recall that a dialog specifically on that and we at the time if I recall correctly we erred towards Universal Acceptance to make it easier because that was the kind of the charter of the UASG [and before] if that was the easiest thing to do in opening it all up. Part of the discussion is also that once you open it up, then when you find those issues at least you have in mind already what Universal Acceptance is and then when you design your validation, you already have that in

mind rather than the other way around trying to without the understanding of Universal Acceptance, make certain assumptions about validation and that's sort of at least the thinking of why the sequence.

RAM MOHAN:

Understood. I guess what I'm really placing here in front of us from practical implementation is perhaps an unintended consequence of implementing to the recommendation is that we on the implementing side and the user on the providing side have now no signal that the e-mail failed or that the whatever they typed in failed because it got accepted but the communication path will fail every time.

SIGMUND FIDYKE:

Fortunately to catch back up there's a couple slides we can just [put] for the record and skip over. But let's back up. I have one more thing on the previous slide because that's the one I'm going to skip.

The key is to become fully UA ready, though we have the stories for that, we have the definition of what that takes and what needs to be done, so when we go through a major update those stories are added and it will fall out and we will have because of step one, the list of all the places we need to touch. And then we're going to see how far we get in a year from now and reset our plan. Right now the full UA readiness is as it comes up, but hopefully a year from now I'll have three left and I'll just go ahead and take off and do it.

But the key here is the third bullet under number one which is, I'm going to do it on a no-budget basis because I treat this easy one-day fix as a bug and I have a budget for bugs, so I'm not saying this is a project I have to set aside some amount of money to do and I've done a lot of research and I've made my task in number two much more discernable because I've figured out how many places I need to test, etc.

So if we could go down two slides.

The one thing I just want to take three minutes to say is some thoughts going forward. One is consider as UA readiness becomes more and more universal, as IDN TLDs become more universal, global companies need to consider how many URLs, IRIs, that they need. Do you need one in Cyrillic? And even though it can point to the same website, consider that when there's an equivalent to .com in Russia or .org in Russia, I need to find an icann.org equivalent in Cyrillic or something else.

There are increased security concerns that are part of our stories. We have security stories around UA that we put into each one because when you go to the larger character set there are some other interesting things to check for. I'm going to skip the third one because that led to a 10-minute discussion last time.

So that's my part. Zensar created an analyzer that runs through a website and tells you what places it found that need work, and right now ICANN is bringing that online to our own website to run our own internal, to run it against all of our websites when we feel comfortable

about that code Zensar has decided that the code will be open source so I want to run through it a little bit more myself but within a couple of months we will turn that over UASG.net and they will provide the source code as an open source. So that will happen before the next ICANN meeting. Thank you.

Q&A is now six minutes.

UNIDENTIFIED MALE:

Thank you. Appreciate your work and your open source of code. In the last UASG Working Group session we provide our [tester] report to you and we have shared this report in English and in Chinese wording in the website and [inaudible] we talk about the budget and the time of cost. For our example that we use four or five engineers cost one week to do that and including the voice input into the mobile phone. So and we use about 500 cases different and half to half success to the failure. So I think the money is not the most important time and the engineer is more important so we have [discussed] that we can educate some student in the university so we can do that more frequently and to say to find how we get more effort to success to the UA ready. Okay. Thank you.

DON HOLLANDER:

So we have a few minutes left for either specific questions for Sigmund or any of the other presentations or general comments or suggestions. And there is still two chocolate bars left.

JOTHAN FRAKES: You'd mentioned the UASG event up in Seattle. Is there a place to sign up or enroll or enlist or where there's information on it? I didn't do much research so I apologize if it's blatantly obvious.

RAM MOHAN: Thank you. My suggestion is to simply write to Don and he'll be able to assist you now and we are working on getting information about that up on the site.

JOTHAN FRAKES: And I did pose that somewhat rhetorically for those listening in the Adobe Connect.

RAM MOHAN: Edmond.

EDMOND CHUNG: I haven't had chance to bring this up so I thought we have a few minutes left. One of the things that we've always concentrated focused on our outreach efforts and talk about, "Hey, you've got to fix these things. You've got to make some changes," and stuff. Recently I've come across an idea through discussions that perhaps another kind of outreach that might be useful is to focus on our strong points as well. Right now the strongest points usually is the browser, the address bar, and stuff, and one of the ways to promote the awareness of and promote Universal Acceptance may actually be on the reverse to encourage like for example domain forwarding or domain

redirection so that those domains actually seem to immediately work and then there are many other issues that needs to be resolved once it gets through to people seeing it work and seeing it work somewhere and [seeing] and then feeling, ‘Hey, why doesn’t it work here?’ Then that kind of awareness might actually be even might drive our message home even better.

I’m just throwing this out. We’ve always focused on getting people to fix things, which is important. But also we might I wonder if there are ways that we may be creative in doing something like this to show people that these things work actually in our strong areas which I think most of [inaudible] come back say the strongest area’s in the browser address bar and pushing it out a little bit. So I’m just throwing this out as an idea and that came to me in the last few weeks.

SIGMUND FIDYKE:

I like that also, telling people, “I think I’m ready.” I can do the testing I can do but it’s even better if somebody in China using Kanji as opposed to me throwing something in my own little lab and say, “Hey, I found it. I tried it. It worked. It didn’t work.” Having some sort of cooperative testing type of thing would be helpful.

RAM MOHAN:

Edmond, just to clarify, you mean by redirection what are you redirecting?

EDMOND CHUNG: I don't really have – redirecting the domain because the e-mail is harder to work, hosting is harder to work, so [it's get it] redirect so that people feel it works and then the awareness can be built up and say why you need to fix the e-mail side, why you need to fix the database and all those kind of things. And I think the reason why it dovetails into what Sigmund is saying is that I think we need some positive marketing as well, not just the, "You've got to fix things."

It may not be the redirection. It was some discussion but it may also be – we already try our stuff [inaudible] positive outreach is something that might be useful as well. That's [inaudible].

RAM MOHAN: I have two folks here. You want to respond and then you have a response as well.

MICHELE NEYLON: I think I kind of agree with you but the way you articulate it probably not exactly. I've always felt that the only way to promote any domain name regardless of what script it's in or how long it is, doesn't matter. It has to be used actively. If people see something in use then that validates it as being valid. Terrible sentence structure. You can tell it's halfway through the week. My vocabulary's usually slightly wider than that.

I think the thing is, the browser unfortunately is becoming less and less and less important. If somebody sends you a link these days and you're using Chrome, for example, on a lot of devices all you will see is

that it's a link. You won't actually see the full URL all the time. That's just becoming unimportant, as it were.

E-mail is the most obvious one. I use new TLDs for e-mail. Okay, in my case most of them are in Latin script, but even when you start adding in even an accent into the mix, a lot of stuff does break. So I think using stuff in general I think makes sense but I'm not sure about what you're trying to do with the redirects. Maybe that's something we need to articulate a bit more clearly.

UNIDENTIFIED MALE: Thank you.

DICK [KOZANOVSKY]: Dick [Kozanovsky], .berlin. I was writing yesterday after following this discussion on UA for a long time and contributing to some things at the eco association and at other places and this has been a big topic to German geoTLDs as well because they are heavily used or much more heavily used than the other generic TLDs. I was writing an article on CircleID. It was published yesterday or today somehow, bringing exactly the other side of Universal Acceptance to more knowledge because we still see that label.label isn't recognized by Internet users as a potential domain name and they are not putting this into a browser, especially if www is missed before that and advertisers are using two words separated by a dot often. We have great examples in Germany there. That's one part.

And another part is, where ICANN needs to work on is that even those who have already a domain name – a .com or .de or whatever country or generic one – don't know about the large variety and changes which come with the new TLDs. So that's education on all kind of already domain customers to end users which should see that this is a domain name and perform the appropriate action on that and I was proposing that ICANN should spend the whole auction proceeds to this because that would help the whole industry and it would be useful to do that.

I was writing just on the topic that technical Universal Acceptance where we talked today, and the people's Universal Acceptance of TLD should join together at one stage.

RAM MOHAN:

Thank you for that. I thought it was a thoughtful blog piece on CircleID. A couple of years ago here in UASG we had a discussion about what is in scope for what we're doing in Universal Acceptance, and what we recognized was in UASG the scope is about the technical pieces rather than the awareness pieces. There is a much larger scope for it and I think you addressed the right organizations or the right areas because it's not a UASG decision or it's not in scope for UASG but there's a larger issue there, I agree. Solving the technical problems – In our minds anyway – solving the technical problems if we can say at some point in time we do a survey and we say X percent, a very small percentage, of applications, browsers, etc., no longer support TLDs and e-mail addresses, etc. then our vision is that we would disband

UASG. This is not something that lives forever because the technical part of it is a – we hope anyway – is a finite, defined, space and once that is done, then perhaps all of the rest of the effort has to go into the marketing space, so to speak, of the awareness building. Thank you.

UNIDENTIFIED MALE: My name is [inaudible]. I am handling a .in registry and handling IDN domain name [inaudible] in multiple languages like [inaudible] language [inaudible] script. The problem with that, there started a single problem to when the domain is registered. They face a problem to write a IDN e-mail ID in WHOIS data, the contact ID. It is a universal problem or it is only a problem for a .in registry? I can't understand it.

RAM MOHAN: The way I'm understanding this is that port 43 output of an IDN of a U label is, you would like to see it represented as a U label and not as an ASCII label?

So I think on port 43 that's ASCII only so you really don't have an option there, but on a website you could display it so long as you are able to accept that information and the registrars are able to accept the information or are able to send it onwards.

Michele?

MICHELE NEYLON: Thanks. I love being able to do this to you, Ram, but actually you can display IDN on port 43.

RAM MOHAN: [Unicode labels].

MICHELE NEYLON: You can put in the actual...the correct...whatever the actual...you can put in both the ASCII Punycode and you can put in the actual full, natural, whatever script it is. [It's as] several ccTLDs do this. I'm not sure about the gTLDs but I know several of the ccTLDs are doing it.

ANDREW SULLIVAN: So the WHOIS protocol is in an undefined script, so in fact, you can do it but you don't know what the result is going to be when you display it because they might interpret it as an 88591 string. They might interpret it as JIS. They could interpret it as anything. So there's no actual way to do it.

But the other thing that you could do and the thing that I would strongly encourage you to do is to deploy RDAP for this. It was designed specifically to solve this problem, among other things, and so if you deploy that tomorrow it will work.

UNIDENTIFIED MALE: And I experienced this in the 1990s with implementation of IDN and a ccTLD. The challenge is with, it goes back to terminal encoding. WHOIS is generally created for terminal emulators or somebody from a console typing something so you really are limited to whatever their encoding is and unlike in HTML output where you can define what the

character set is you're going to work with, you run into an inability to define that and explicitly set it. So you end up with no control over the presentation of materials.

And I love the idea of RDAP. I just wish it would appear in a cornfield. As a registrar, the expense of implementing something like that is tremendous and we're hoping to find ways to make that possible. Thank you.

RAM MOHAN: Andrew?

ANDREW SULLIVAN: Well the good news is that somebody has already produced an open source version for this so you can download it and run it.

UNIDENTIFIED MALE: And I want that server to appear in a cornfield, too, [inaudible].

RAM MOHAN: Howard.

[HOWARD LI]: There's a question online from [Harish Chohari]: "What is the probability today that an Internationalized mail successfully land in one's mailbox?"

DON HOLLANDER: So if you're using an EAI address where the mailbox and/or the domain name is in non-ASCII characters and you are sending it from an EAI compliant e-mail system to another EAI compliant e-mail system with no stops in between, then it will get there

RAM MOHAN: In other words, a very low probability for most of us who are using regular systems.

DON HOLLANDER: There being no other questions I'd like to thank everybody for coming. I hope that this was a useful update to the community of what the UASG is doing. If you would like a different format or if we do this again, just please let me know. And if you're here and you're not currently a subscriber to the UA Discuss list then please sign up. You can go to [UASG.tech/subscribe](https://uasg.tech/subscribe), and if you are a subscriber and you haven't yet voted, please do so.

Jothan.

JOTHAN FRAKES: Don, you're so efficient and surgical with the closing and keeping things on time but I didn't want to miss the opportunity to thank you and staff and the Chair and the Vice Chairs for all of the hard work and efforts towards this very important cause. There's so many people out in the community that really, really, deeply appreciate this hard work. Thank you.

RAM MOHAN: That's a great way to end this. Thank you.

DON HOLLANDER: For those of you online who didn't get chocolate, next time you should come to the meeting.

[END OF TRANSCRIPTION]