

---

SAN JUAN – ICANN GDD: UASG workshop  
Saturday, March 10, 2018 – 08:45 to 16:45 AST  
ICANN61 | San Juan, Puerto Rico

DON HOLLANDER: Just a note that we'll start when the big hand is on the 12, or thereabouts.

Alright, the big hand is on the 12. Welcome, everyone to the Universal Acceptance Steering Group Workshop at ICANN 61 at San Juan, Puerto Rico. My name is Don Hollander. Just a reminder, this is a working session, so active participation is very much welcome. We understand that people have busy schedules, so we're going to try to keep things relatively flexible. We have a couple of people who have presentations scheduled and we'll just bring them in as they're able to join us, or not.

The agenda has been circulated before. We'll publish the slides on the UASG website next week, and in the meantime, welcome, everyone. I'd like to pass it to Ram to kick us off in just a moment. Let me just go through the agenda question.

So, interaction, objectives. That's first off. I'll give an update on where we're at. Given that everybody but Crystal I think is intimately familiar, we can probably make that happen quickly. Then, we'll talk about IDN variance and the possible impact on UA. We'll wait for [inaudible] to join us for that. Then, we'll spend some time on coms, EAI, local initiatives, and so forth.

---

**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.**

---

UA at ICANN IT. Ashwin is probably going to join us probably about 2:00 if we're still here and he's going to give us an update on how ICANN IT is progressing with their pursuit of universal acceptance. I want to talk a little bit about succession planning because while we still have a year to run with the current executive, given how the pace of things generally is not a bad idea to start thinking about the sorts of people that we would want to encourage to participate.

And any other business and we'll finish up when we're done. Rich has agreed to take notes and action items. That's that. Over to you, Rahm.

RAM MOHAN:

Good morning. I'm Ram Mohan. I'm the chair of the Universal Acceptance Steering Group. It's a pleasure to have all of you here. I recognize most all the faces here and I don't know how many people are online or newly in universal acceptance.

There are a couple of things that we do at these workshops. We run the [inaudible] probably the fifth workshop or the sixth workshop that we've been running. We generally run these coincident or along with the ICANN meetings. We've run a couple of workshops independent, intersessional workshops as well.

The primary focus in these workshops is not about status updates and presentations and things that you can mostly use to check up on your e-mail. The general idea of these workshops is to have interactive sessions, to learn, and to share experiences from each of your own areas, and to end up building something that is community driven.

---

The UASG itself began as a community-driven initiative. That’s how we got started three years or so ago and we still remain fairly close to that model.

The foundation of why the Universal Acceptance Steering Group actually exists, what we are trying to do here, has to do with the fact that domain names, as well as internationalized e-mail addresses are not really yet fully accepted in applications, in browsers, on the Internet at this point in time.

That’s kind of a crying shame. It’s one thing to say there are new top-level domains. It’s one thing to say there are internationalized domain names. It’s one thing to say that you have names or you have addresses that are completely in your local language, in scripts that are not ASCII.

But, what is the point of having all of those things if you can’t actually access them, if you can’t actually type something in your local language, in your local script, and not have it go anywhere? What is the point if you go in to register on a website or in an app somewhere and you find that the app throws you out because you have an extension, you have a top-level domain, that it believes is just not valid, not accepted?

We are in 2018, but quite a bit of the technology that underpins the Internet seems to still be in 2001. That really is the gap that we are trying to bridge. That really, in many ways, is the core mission if you will of the Universal Acceptance Steering Group is to help modernize

---

applications, modernize browsers, modernize e-mail systems, to get them up the curve.

The interesting thing is that it's actually not a hard job. The work that has to be done, the technical work that has to be done, is fairly well-defined. That's one of the things that the UASG did was to come up with a glossary of what the terms are and then come up with a set of identified specifications that say what you actually have to do.

Surprisingly, for many, what has to be done is not a 40-page technical specification that's going to take an organization ten months to do. In fact, it's probably in the order of days for a single system to get updated and it's probably in the order of months for an enterprise-wide application to happen even in a large enterprise.

So, it's a finite, defined, and relatively speaking, not an extremely expensive thing to do.

What then is the job left in front of the Universal Acceptance Steering Group? Of course, there are some level of specifications that need to be finished up. There's specifications on what we call linkification. What do you do when you are in an application and you have something that appears to be an e-mail address or should appear to be an e-mail address or should appear to be a URL? How do you ensure that there is consistency and commonality in how that is treated? So, there are things like that.

But, more and more, the biggest job of the UASG going forward is a job of dissemination, is a job of education, is a job of making sure that

---

there is outreach in various parts of the world, and in making sure that the foundation ideas behind how the DNS works and how the Internet works are actually communicated with some coherence and with integrity, because if you go and you focus on web developers or application developers, that's one target market. But, there's another target market, which is IT decision-makers.

In many ways, at least what we've taught for a while, is that the prime market, the prime audience that we have to go ... It's not even convincing, but educating, is that IT decision-maker group.

So, that, in some ways, is going to be the prime drivers and a big part of the spend of the UASG, the focus of the UASG going forward. There is still, as I said, some level of technical work and specification work that has to be done, but more and more I think the relevant and viability of the UASG has to do with its effort in outreach and then the outcomes that it can hopefully measure in terms of the effectiveness of that outreach. Those are the two things that are going to drive it forward.

You see on the screen there objectives for today's workshop. Don's a master at this. He has done this many, many times, so I'm not going to go too deep into those pieces of it. But, what I would like for all of you who are here in the room, who are listening remotely, to think about and contribute is how to take the message, the education, about the fact that these suffixes, these e-mail addresses, are legitimate. These are things that ought to be normal. These are strings and URLs and e-

---

mail addresses that just ought to become part of mainstream technology, mainstream usage.

We cannot drive usage, but we certainly ought to be working on driving the acceptance of these technologies, of these standards, into all the various tools that Internet users use worldwide. That in many ways I think is going to define the future of the UASG. I'll hand it back to you, Don.

DON HOLLANDER:

Thanks very much, Ram. And Ram has about seven different items on his schedule at any concurrent time, so he has not found the [inaudible] time shifting device. I think that's Göran's province here. People try to share that. Thank you very much for coming.

Looking at today's objective, it's a workshop, so the goal is to get some work done. I think most people know each other very well. But, perhaps just if we go around the room just to introduce ourselves because Crystal is new to me, so if Crystal is new to me, then she may be new to others and others may be new to her. So, if we can start with Gwen and we'll go around the table and introduce ourselves. Thanks.

GWEN CARLSON:

Good morning. I'm Gwen Carlson with ICANN.

MARK SVANCAREK:

Mark Svancarek from Microsoft.

---

DON HOLLANDER: It might be helpful to mention what you do with UASG to get some context because you don't just do Microsofty stuff. You do stuff here.

MARK SVANCAREK: I'm a co-chair on UASG. I've also worked on some of the foundation documents and on the EAI Committee. At Microsoft, I am doing a customer and partner advocacy and aligning engineering groups on technical standards and compliance issues.

LARS STEFFEN: Good morning. I'm Lars Steffen. I'm with ECO Internet Association and I'm one of the co-coordinators of the Communications Outreach Group.

DENNIS TAM: Good morning. Dennis Tam with Verisign.

RAM MOHAN: Morning. Ram Mohan, Chair of the UASG and day job on the CTO of Afilias domain name registry.

JARED ERWIN: Jared Erwin, ICANN.

---

[HAJA ADAKA]: [Haja Adaka] Coordinator for [EI] and USG and represent a company called [inaudible] mailboxes.

DON HOLLANDER: I'm Don Hollander and I'm the secretary general of the UASG and my interest is I have a bookshop in Wellington and New Zealand has Māori as an official language and Māori uses macrons over the vowels. It turns out that I cannot use my Māori e-mail address or domain name to engage with many places, including government. But, apparently, I do have to still pay taxes because they'll send stuff in the post. So, I'm very keen to be able to use my Māori e-mail address. That's why I'm here.

RICH MERDINGER: Rich Merdinger with GoDaddy and I'm a vice chair of UASG, and being a registrar, we want to make sure that the products we're selling to our customers or licensing to our customers actually work. That's why I'm here.

CRYSTAL ONDO: Okay, since I'm the only new one, Crystal Ondo with Donuts taking over for Mason Cole who left the company a few months ago. So, catching up quickly on UASG, but long-term member of ICANN community, so I understand what you're talking about. And like Rich, I want the products that he sells for me to work.



---

JENNIFER CHUNG: My name is Jennifer Chung. I'm with dot-asia.

CYRUS NAMAZI: Good morning. I'm Cyrus.Namazi. I'm with ICANN Org. I've been one of the founding members of Universal Acceptance Steering Group, really delighted to be a part of it. ICANN organization is of course very committed to supporting the UASG which is a community effort that's sponsored by ICANN. I represent the ICANN Org in that effort.

MICHAELA QUINZY: Hello, everyone. Michaela Quinzy at ICANN Org and I'm here for Support.

PER-AKE WECKSELL: Good morning, everyone. I don't know if I'm in the right room, but I hope so. I'm Per-Ake Wecksell from the Swedish National Police. I'm representing all the European police countries who are tackling child abuse, sexual child abuse, and that's why I come to talk about the lots of children who are in this [inaudible] or to call it. I'm here to inform about that. Thank you.

UNIDENTIFIED MALE: I think you may be in the wrong room.

PER-AKE WECKSELL: Yes, but if it's okay to stay to listen for a while, thank you.

---

DON HOLLANDER: We don't talk about those issues at all. We talk about scripts. Angelina?

ANGELINA LOPEZ: Good morning. Angelina Lopez from ICANN Org and Communications.

UNIDENTIFIED MALE: Folks, I'm sorry, I have to go for another engagement but I hope you have a great workshop. I'll try and come back in the middle of the day.

DON HOLLANDER: Right. Just going through the rest of this, the workshop gets stuff done. Is the light at the end of the tunnel or is it a train coming the other way? How close are we to being done and what does done mean? I think that's always work talking about.

I want to get some clarity on roles and responsibilities. In December last year, we issued a help wanted ad for some support in communications. So, in communications and also in some technology, so we're working through those processes. But, what will that do to change the roles and responsibilities of those who are involved in the Coms Coordination Group and possibly the AI group as well. So, I'd just like to get that talked about.

Reviewing the coms strategy, it's been over two years since we created it. And again, we're appointing somebody to help drive that forward,

---

so what is that going to mean for the com strategy in terms of audience approach and scope? We'll look at EAI in some excruciating depth and we'll see the introduction of some new topics.

So, an update on recent activities. Has anyone not read the update on the UASG? Crystal? Is anybody else willing to admit to not having read it? You should have seen it. Are you signed up for the UA Discuss mailing list?

CRYSTAL ONDO: I tried to, but I have not seen anything.

DON HOLLANDER: We can get that sorted out as well. This is just some slides that addresses those issues. Our message for this meeting is really focusing on how do we reach CIOs or IT senior executives in government departments? We think there's about 50,000 of them around the world. That's just sort of a rough guess, but we're trying to narrow our scope and we think 50,000 is still big, but it's smaller than our 18 million developers that we have been targeting.

So, how do we reach them? We're working with the GSE team and some pilots around the world. But that's one of our core objectives for this meeting and we're keen to encourage registries and registrars to make sure they a) know what EAI is and b) have a strategy for providing that service one way or the other.

---

So, if you're a registrar, you're probably also a hosting company and providing other Internet infrastructure services for customers. So, how are you going to provide them EAI services? We've seen reports. We saw a report from the last meeting in Abu Dhabi from THNIC that shows when they provided full e-mail service in Thai at [thai dot-thai]. The renewal rates and registration rates for their dot-thai space increased and we saw the same sort of thing out of TWNIC.

So, if you're a registrar or a registry, what are you going to do to service that? As we talk with the registries and rrs and the ccNSO, that's what we're going to – have you got a strategy? And some people say, "Oh, what?" But, other people are thinking it through and they're saying, oh, yeah, we think Office 365, for example, which is now what I call EAI phase one ready, being able to send to and receive from. They think that that's at least a first step. People who are selling G-suite services, same sort of thing. Dennis?

DENNIS TAM:

Thank you, Dom. Just curious about – because registries don't typically have the relationship with the registrants. I see there is a gap in offering other end user services like e-mail client and hosting. I'm curious about the experience you are commenting about THNIC. Is that the registry offering e-mail services or is their registrar that is doing that?

---

DON HOLLANDER: So, I think what the registries are doing are working with their registrars to offer the services, just like Donuts doesn't have any direct registrants. I think that's correct. But, if they want their registrars, their resellers, to sell more of their names, then they might encourage their downstream parties to come up with a solution. And if I was Donuts, for example, I would do that work for my channel partners so that they don't have to.

CRYSTAL ONDO: You're absolutely right, Don. I will say that registrars, like obviously [inaudible] don't have this problem, but a lot of small registrars that offer e-mail services don't do a great job with new Gs and we see them failing from smaller registrars with their e-mail services, so it's definitely true. But, we don't as a registry offer any.

DON HOLLANDER: And last I heard, you don't have an EAI strategy. Mason told us that in Abu Dhabi, but he said he would get back to us and then he quit. So, obviously something was too hard. Crystal, we'll leave that to you as a task.

DENNIS TAM: Just to add something for you. THNIC. I saw the registry which is NGO, there's [inaudible] NGO [inaudible]. They've offered not-for-profit and they [have] all the solutions to offer to their customers. So, it is a very different model other than the registries which work [inaudible] other

---

country and anywhere else, which are working for-profit and they're forward-looking for new innovation and new technologies.

They are very small right now and able to introduce a solution very fast. Anybody who is aligning with them, they don't need any permission. They don't need any approvals. They themselves are an NGO and anybody partners with them, they go ahead with that. So, they have a solution of [inaudible] in THNIC.

DON HOLLANDER:

So, THNIC has actually been pursuing this for some time. They were in Beijing in 2014 for the launch of Coremail's first commercial AI service and they worked with Coremail to take an instance and set it up in Thailand. Then they have [3Wave] as a local partner and I'm pretty sure [XGem] also offers a [Thai at Thai dot-thai] service.

So, this message for me here at ICANN where we're surrounded by registries and registrars is these things are here. They exist. You should include this in your list of things to think about as you develop products.

So, as a registry, so GoDaddy, big enough, ugly enough, do whatever they want. But, you'll have all these little rats and mice, either registrars or even resellers, help them have a solution. So, that's the message here.

[Third part] also talks about EAI and we'll talk about that quite extensively later today. We talk about linkification. Coms. We'll spend a lot of time talking about that. We announce the appointment of

---

three UA ambassadors. I want to talk about that a little bit later today. Local initiatives in India and China are certainly underway. I want to talk in more detail about how we pursue those two specifically and how do we get more local initiatives happening because the UASG is certainly not structured to go everywhere.

The linkification review, first draft of the review, was out, been circulated and it's going back for a rewrite of the analysis. We had asked the wrong questions.

The [inaudible] documentation, we'll talk about that. Coms.

We put out an RFP for a technical manager and we didn't get—

UNIDENTIFIED MALE: [inaudible].

DON HOLLANDER: I think that's a good idea. We'll just go. So, these are the questions I want you to think about. What does done look like? The roles succession planning and the role of the UASG in non-Internet applications.

[inaudible] is going to talk about this, but she's not here yet. [inaudible]. And Coms. Lars, I'm going to let you talk more than me.

---

LARS STEFFEN: Thank you. Do you have the slide deck? Okay. So, let's start with the update on the communication strategy at this workshop. Can we go to the next slide, please?

So, as we already ... Until now, we had a number of supporting messages that we used to promote universal acceptance, like universal acceptance provides the gateway to the next billion Internet users, that businesses have to be responsible to ensure that their systems and websites work for the customers regardless which kind of e-mail address they are using, which leads to a better user experience, that you have seamless customer experience, and that organizations support the client's choice of identity. So, this is the last point that we would like to add to our core messages that we use to promote universal acceptance.

Is this something where we, as a universal acceptance [inaudible] group, agree upon or is it something we'd like to discuss?

UNIDENTIFIED FEMALE: I really like it. I think it adds a lot, for what it's worth.

DON HOLLANDER: Lars, if you'd go to the next slide, maybe you can see it already. So, the one, two, and three have been our core messages so far?

LARS STEFFEN: Yes.



---

DON HOLLANDER: Are they worth keeping? Then, also, do we add a fourth one?

LARS STEFFEN: I have to admit that the first slide wasn't the one that we discussed on Tuesday. Oh, tried to build the message around it, so it's fine. Okay, good. Then, we clarified that.

Also, the target audiences and [inaudible] targeting those who make this happen, who direct to make this happen, like the [inaudible] we address tomorrow in the Governmental Advisory Committee we are talking to and we are still looking for those who influence to make universal acceptance happen.

As Ram already described in the introduction where he said we are the ones who drive the acceptance, but not mainly the usage of new domain names and e-mail addresses, we are not explicitly targeting end consumers as our target audience.

So, like we do tomorrow and we will talk to IT executives, especially the ones in governments, I think it's a good approach. Two weeks ago, we already had a prep meeting with the German GAC and we already placed that piece of information there that we will talk about this with them tomorrow. It's already [described] in Hong Kong. I think for the German target audience, we've got this key that we can use as a lock that we can open up and to point in one piece of our legislation that directs to seamless end user experience on governmental websites, so that they are barrier free regardless which language you are speaking,

---

regardless which platform you are using. You have to be able to use this website. For me, also using every e-mail address that's valid should also be a part of this system and this regulation.

So, this is something I would like to address together with Don tomorrow. We are still addressing professional associations and [computer] societies. I think we achieved considerable progress together with [edelen]. We are also addressing the ALS and ISOC chapters, [e-mail], software, and service developers.

This is something Don already outlined, something we have to put a little bit more effort on I think also to get those who are already involved in the USG mailing list, like open exchange to be more involved and also actively participating. We are targeting the [inter infrastructure] organizations and strategic advisors, outsourcing agencies and supporting local initiatives where we come to in more detail later.

When I was giving a universal acceptance presentation two weeks ago in Munich at the registrar training from ICANN, my experience was that I was approached after the presentation by three companies who are giving advice to dot-brands that they would like to see support from Universal Acceptance Steering Group to provide some neutral data that they can pass on to the customers who are still thinking about, "Okay, should I launch my dot-brand, yes or no?" to give them more guidance and support in that kind of way. How large is the risk of switching to a dot-brand? If there will be an issue in e-mail communications, yes or no.

---

After that, I found this one from Neustar. They just launched a guide on how to launch a dot-brand, which is of course written in a very [inaudible] to say that.

It also includes some good checklists, what you have to take care about when you want to switch your whole communication to a new dot-brand, and I think it's a good starting point. If we could add a little bit more details, a little bit more insights about the technical questions and what the technical department in such a company has to take care of to do the whole switch of communications to a new TLD. I think this would be something also labeled as a USG, which gives it some more neutral ground and more outreach to other companies because it's not biased by some other interest. I think this is one little more part we could add to our com strategy.

UNIDENTIFIED MALE:

As you look at influencers, I was surprised to not see – or I didn't notice – universities at higher education entities as places we would target with materials as a way to disseminate down to the developers and the future developers. Is that part of the strategy?

LARS STEFFEN:

Good point that we didn't have this as a separate bullet point on our list, but we just launched new material for this on our website. There are slide decks that exactly direct this target audience to get engaged with developers and universities who are just learning how to develop. So, yes, it's part of the strategy.

DON HOLLANDER:

So, that's a longer-term, more influencing the influencers and we're trying to focus. Yes. The short answer is yes and the longer answer is how big is this ocean that we're trying to boil? Lars and Christian who are the co-coordinators of the Coms Steering Group have been urging us to shrink and shrink and shrink our view into who we're trying – because if we try to talk to everybody, we'll end up talking to nobody. So, they're encouraging us to shrink, and yes universities are a good place. We're trying to do something, but it's not our area focus at the moment.

But, if somebody within the UASG thinks, hey, that is where we should be and they want to take that on and we can provide some support for them, that would be fantastic. So, thank you, [Rich], for volunteering. [Rich] is taking the notes, so I'm sure that'll be up there.

LARS STEFFEN:

So, what are the communications priorities? In general, they didn't change much. We still develop content, like blog posts, giving presentations, announcements, articles. I think, for example, after the face-to-face meeting in Hong Kong, there were some articles produced that we could also use and we have also put on our website.

Target audience, as I said, [inaudible] developers and general tech. Of course, we would like to continue having regular blog posts, having content on a regular basis on our website, because now I flip over to digital engagement. We have now increased our number of channels

---

we can use by setting up a dedicated Twitter handle for the USG, the YouTube channel where we now collected all the bits and pieces that were spread all over the place in the universal acceptance context in one channel, so all the videos that have been produced by ICANN so far and that have been recorded at other events, we gather them now into one channel on YouTube.

Also, we created a Facebook profile for the USG. So, from my perspective, it makes it a lot more easier for other people who would just like to post and share our content, just can use the content that we publish on the Facebook page and they can just share it and add a few comments or not, if they like. But, it is the approach to make it as easy as possible to use our account and share it on the web.

DON HOLLANDER:

So, this is a workshop and Lars is giving an update, but if there's views that yes we should or no we shouldn't, this is the time to do it. Thanks.

LARS STEFFEN:

We also are just currently having a campaign in collaboration with [Edelman] to put our content on LinkedIn in a targeted manner. So, if you think yes it's the right approach but you can do it a lot more better, just feel free to raise your hand and to give us more advice and some insights that you could share.

For example, as you try to set up the first campaign on Facebook where Christian, for example, said, "Okay, this is something I have more deeper knowledge than some other people, including me and

---

the USG, I can give more advice how to spend the budget a little bit more smarter.” This is something we are also looking for feedback and input.

We’ve got the stakeholder engagement that just stepped over, so this is something where we also had a mailing to 300 to 400 CROs. Don, can you give a little bit more short update how the feedback has been from that?

DON HOLLANDER:

Yes. So, those of you who have been around for a while may have heard Ram’s tale about when dot-info got started and he tried to use a dot-info e-mail address without success and he created fancy letterhead. This was when the company was three people. He FedEx’d letters to CIOs at the New York Times and said, “I can’t use my e-mail address.”

He tells how successful that was. Well, we thought, “Well, that’s fantastic.” So, we thought we would try it. We targeted the Fortune 300 to 400. Part of the Fortune top 500 companies. We wrote physical letters. We FedEx’d the letters with the USG brochure and they got delivered.

Sure enough, we saw a spike or a blip in the UASG.tech website usage. We followed it up. We called everybody that we sent e-mails to. So, this is just 100 people. We called everyone we had sent letters to and we followed up with e-mails to all of them and we offered to talk to any of them about the issue and we got one response from a house-

---

building company in Southern California who said, “How is this going to affect my business?” And we responded to them.

But, it was a relatively expensive campaign and the results were we think not particularly – overwhelmingly people were not calling us and saying, “Tell me more.” But, I think it was worth trying to see if that exercise would work.

So, we’re trying a number of things. The LinkedIn engagement is another one that we’re trying. We posted something on Facebook and we tried to promote that to try to get a sense as to whether this promotion stuff works. So, we’re trying a number of things. Mark and then Dennis.

MARK SVANCAREK:

So, afterwards, after we did that outreach and there wasn’t much direct follow-up from people, when we went back and checked their sites, did we notice any change in their behavior or was there no change?

DON HOLLANDER:

We haven’t done the exercise. I think I would be surprised if we saw any change within three months. So, that could be an exercise that we could run six months after the letters. So, good question. Dennis?

DENNIS TAM:

Where you say 100 companies that we sent letters to, were all those 100 US based or across the globe?

---

DON HOLLANDER: I think there were half a dozen who were overseas. I couldn't tell you who they were off the top of my head. I think there was somebody in Italy and somebody somewhere else.

DENNIS TAM: Anywhere in Asia?

DON HOLLANDER: No, not from memory.

LARS STEFFEN: After I talked to [inaudible] also in Munich about the ambassadorship, we send out one handful of e-mails to CIOs that we know who are outside the industry and from small and medium businesses, and we have the plan to interview them about what grabs their attention? To send a letter is one thing, but if it reaches the desk, it's the second one. But, to grab their attention, this is something I'm really interested in. So, what would our letter make different from others to get them engaged? This is something I would like to learn from them.

DON HOLLANDER: We thought sending a letter would be an exciting adventure for people to get physical mail. We thought that would be a differentiator, but maybe not.



---

CRYSTAL ONDO:

Just to jump in here, Donuts has done some of its own outreach over the years for this issue, especially e-mail working in forms, and what we found is if you make it specific to the company you're going to, take a screenshot of the failure. Take a screenshot of what you're seeing. Then send an e-mail that's very targeted to that company and say, "I'm one of your users. I can't use my e-mail." Donuts uses dot-email, so we make it very clear that we can't – Bank of America is one good example that we did action on and they fixed it once they saw what their customer-specific problem was.

So, I think a letter, while a great idea, is not specific to the company. It doesn't show them how it impacts their business, so to the extent that we can be as targeted as possible with companies, I think that makes the most sense.

DON HOLLANDER:

Thanks. That's even more effort, but probably better worth it. Just so people know, ICANN's global customer support team operates a help desk for the UASG where people can log their complaints. And then they reach out to the company.

There have been almost 100 complaints since we started this a bit over a year ago and there have been a couple of successes, including one that seemed to resolve itself within a day.

As Ram was saying, generally this is not technically hard and we'll hear from ICANN later today that generally this isn't a bug fix. They don't think it should be a project in and of itself, just on the architectural

---

roadmap. So, yes, screenshots of failures. Michaela's got that noted down.

LARS STEFFEN:

And of course we work together with ICANN with the GSE to do this outreach, especially in the context with governmental CIOs and also to other target groups.

DENNIS TAM:

I have a small point to make here. Maybe we are on the same page, but just what I would mention. I think the problem is not just changing the web page, because you might [inaudible], then you have to store it in some database. Then you have to send out an e-mail to that. Then you [inaudible] which is compatible to that. Then, when the mail comes to you, then you should receive it.

So, it is not just by just changing the [webpage] bug will not just solve the problem because it is half-cooked food for you. If you do not do the entire thing, then we [have] no good.

For example, you can accept an ICANN – we can accept now on usg.tech, but if we can't send an e-mail, for example, then it is of no use. You might [inaudible] webpage. You solved the problem of storing only, of [inaudible] only. Then, sending is also an issue. [inaudible] is also an issue and receiving an e-mail [inaudible] is also an issue.

The entire thing has to be taken care of while dealing this issue, not just solving the bug.

DON HOLLANDER:

So, I think this is the situation where perfect is the enemy of the good. We thought people could just fix the whole thing early on and in reality they're saying no, but if we can get them to take steps and to include the issue in their roadmap.

So, when I talk to CIOs about this, they've never heard of the issue before. They understand it within a minute or two minutes and then when they get their system architects to look at it, their system architects say, "Yep, yep, got it," and then they look at this last bit, which is the e-mail. So, how do they engage with their customers? They send them an e-mail.

Well, suddenly, that's the blockage. That's the thing. They say, "Well, it's not our e-mail system." So, until we get the suppliers to be ready, then they're not going to worry about it.

DENNIS TAM:

[inaudible] e-mail is [in big block], but there are [middle blocks] also which are a daily problem. For example, [inaudible] [Hindi] e-mail address. And if you want to [inaudible] e-mail address, you have to know Hindi.

And for those companies who are storing those customer e-mail addresses, they want to search a customer on the basis of an e-mail address, then the customer care or the CRM gets [inaudible]. Then you just can't search because you don't know the script. This opens at [inaudible] of issues.

---

It requires a more holistic [inaudible] strategy for an authorization. I really like the way we are approaching AI phase one, phase two, phase three. I think we need to have something on phase one around that, that what minimum [inaudible] can do to deal with that.

Some [inaudible] phase one, some cannot. But, we may have to pick that. Only those companies, like I said, for example, not searching in contact. Just sending a newsletter and that can be good enough to serve the purpose or just building the mailing list by itself.

LARS STEFFEN: Thank you. We continue with [inaudible] engagement. I think [Edelman]—

DENNIS TAM: One thing for you, Lars, and when Don said when we are referring to the Facebook or Twitter, I would request everyone who is in the room to please open their laptops and join and get connected on those pages to get notified whatever you post there.

LARS STEFFEN: Good point. Thank you. I just wanted to continue with this, that we continue with the meeting engagement. I think [Edelman] did a very good job in Hong Kong to make some appointments, giving interviews, that we could create some articles in the media and to continue this also with future events.

---

We will introduce the first three ambassadors. So, we have a few people I already mentioned to be [inaudible] for example also applied for the ambassador program who regularly maybe don't show up at our workshops or are not very active on our mailing list, but who are quite active on promoting universal acceptance. So, I think this is a very good tool to get them engaged, having direct content with them and giving them a little bit of guidance and support. I think this is something really good and helpful for us and to create a larger momentum of especially personal outreach on events and face-to-face discussions with CIOs and other stakeholders who are relevant for us.

Of course, we will also continue to attend events, giving presentations if possible, getting speaking slots. We have this done last year, [WHD] Global which is now known as Cloud Fest, for example. Don, you've been at MOG with Christian recently. Can you give us some insights about what happened there?

DON HOLLANDER:

So, you can't, apparently not allowed to talk about the detail of MOG, but I found it fascinating. A very warm, welcoming environment. That's for sure. They did see ICANN on my badge and people were a little suspicious about that, but I said they just supported my coming, so that was okay.

They really weren't aware of the issues, so there's a lot of very large e-mail MTA providers. These are people who can send millions of e-mails an hour. They really didn't seem to realize that these alternative

---

addresses were a reality. But, they seem to be quite willing to take it on board and look at their systems and see what they would need to do to change it.

We've offered to work with the MOG to provide a tutorial. They have a meeting coming up in Munich, so we thought we could provide a tutorial on EAI there, maybe one in New York, and maybe birds of a feather sort of gatherings as well.

So, they seem to be receptive to it. They want to know more about it. They want to know what's the potential impact for their community, which is the anti-abuse stuff. How is this going to make – they accept it's not going to make things any easier. They're just concerned that it's going to make things markedly harder and I don't think it will based on what I talked about. But, we think that there's opportunities to work with them as very large mail service providers to be able to support non-ASCII e-mail addresses. At least in what I call EAI phase one and two. Or phase one which is being able to send to and receive from. They don't necessarily worry about hosting, but you have somebody who uses Hindi e-mail address, they get that they may very well want to send to it.

DENNIS TAM: What kind of companies? Any names you can say [inaudible]?

DON HOLLANDER: No, I can't give names.

---

DENNIS TAM: When you say millions of e-mails people send—

DON HOLLANDER: Millions and hour.

DENNIS TAM: Millions an hour, so they're MailChimp or these kinds of companies?

DON HOLLANDER: Yes.

DENNIS TAM: [inaudible]

DON HOLLANDER: Yeah. Companies I've never heard of, but that doesn't mean anything. But, these are aimed at big mailing list, like GoDaddy could be a potential partner because they've got a gazillion customers and they send e-mails to them often enough.

DENNIS TAM: Too often, [inaudible] spammers.

DON HOLLANDER: I didn't get that you could send 10 million e-mails an hour and that wasn't spam, but apparently it's not because those people all asked

---

for it. It makes sense – they explained it to me – that you’ve got a country in the US, 400 million people. Say, 10% of them subscribe. So, yes.

LARS STEFFEN:

Well, it’s the same target audience that we address in Germany at the so-called Certified Senders Alliance Customer Summit. So, the Certified Senders Alliance is one service provided by ECO, which is a white listing of those – we call them bulk e-mail senders.

So, they send out newsletters for big brands and large companies, transaction e-mails like invoices and things like that. So, they’re the second in line when it comes to these kinds of services.

Those are the same target audience that is attending MOG. And in 2016, I gave a presentation together with Terry Zink from Microsoft and with Jean-Jacques from ICANN about universal acceptance through this target audience, and as Don already just said, they still don’t see this as a part of their own reality.

I told them in the near future you will have customers, like big brands who use the dot-brand, and also for newsletter and transaction e-mails and they want you as their service provider being able to get this done, to send out those e-mails without any issues. And also when it comes to brands that are acting globally also in different scripts to address the target audience in other parts of the world that are non-ASCII.



---

For them, it was still something, “Okay, I haven’t had any customer yet who had this requirement and I don’t see any customer who would come with this in the next one or two years, so I don’t care about this.” For them, in the [MOG] context it is then still rather spam or abuse issue rather than a business perspective because there will come a large brand that will have this requirement that you have to be UA ready to send out newsletters or transaction e-mails.

UNIDENTIFIED MALE:

So, [inaudible] throw that spam out of this room, so this is a [friend] discussion [inaudible]. Let us assume that we are talking about the [inaudible] mail to be sent. Spam or not spam is not [inaudible]. So, I just mentioned for the classification.

As you have rightly pointed out, these are the companies who are sending out the newsletters who are handing out the invoices, so let us say for example Citibank sends a statement to everyone. We are missing one point. The e-mail just comes from the Citibank. [inaudible] Citibank do not accept that. The bulk mailer do not get that. [inaudible] business, I think these people are going to change it very quickly. The [inaudible] banks start asking that the mail is not getting there. It’s a [inaudible] job, not more than that.

The key is the person who is receiving that e-mail address, will Citibank accept my e-mail address? If it doesn’t, it [inaudible] MailChimp or bulk mail provider. The customer is [inaudible] those mailboxes. The mail sender do not aggregate them. So, the key is the moment customer asks – so, Microsoft, the customer asked. The did it

---

and they changed it [to try to save him]. It is as simple as that. Sending and receiving is much, much a smaller issue.

Will Citibank accept that e-mail address? Will American Express accept that e-mail address? The moment they start accepting that e-mail address, sending out is a very small issue. We know that. [inaudible]. We already mentioned five of them who can just do a [inaudible]. No problem in that and mail will be delivered.

The key is who accepts that in their system. I think this is the bigger challenge which we already mentioned. Then they require the entire ecosystem within the system. Citibank accepts it. It's not just sending out e-mail then. Then it's complete system. How do you search? How do you update? How do you verify? All those things come into play.

But, I am sure, as we have a [inaudible] that we need to cover and [inaudible] coverage and see as many people support that initiative. So, I am in for that. But, we need to see that this may be a futile exercise. Make them [inaudible].

LARS STEFFEN:

Yes. I just wanted to give you some idea who is gathering at MOG or CSA summits, and those are not the brands and not the companies that you were just describing. The persons who are gathering there, the e-mail service providers, the bulk e-mail service providers who just push out e-mails. They don't care about receiving. They just care about pushing out the e-mails. And the ISPs in the context of, okay, now I have to sort out what kind of e-mail is spam and what kind of e-

---

mail do I get through to the mailboxes of my customers. So, just to give you an idea of which part of the e-mail system is gathering there.

From my perspective, those bulk e-mail service providers only care about being UA ready when their clients tell them to do so, so yeah.

DON HOLLANDER:

I just wanted to make the comment that, at MOG, as I understand it, you have the certified sender type people and then you also have the technical people who are working on DMARC, DKIM, SPF, these sort of standards that are used for detecting malware. So, you have sort of a hybrid audience of people there. So, Terry Zink would be there working on those standards. We were the ones who actually brought NIST, the National Institute of Standards and Technology in the United States into MOG because they wanted to know how we are going to detect malware. We said, “Here are our proposals. We have brought them to MOG. Why don’t you join MOG and we can unite forces?”

So, there’s the two elements of MOG that are interesting I think besides just the certified sender people. Also people coming up with these sort of anti-spam reputation-verifying technologies.

LARS STEFFEN:

The last point on our communication projects list are the awards. My latest status is that we are still looking for the right approach in which branches we would like to be active to give out an award. Am I correct?

DON HOLLANDER:

We've talked about this for six months, eight months, now that we should have a UASG award for best implementation or something. My concern still is there's not enough people doing anything that we can see that you would have a contest. I don't know that you would have a winner if the sample size is very small.

So, I'm working with the opensource software awards in New Zealand to try to get them to include an evaluation phrase that says something like any software submitted will work for any e-mail address or domain name. We're currently working on that. I feel positive about that and really looking for comments here or suggestions of other opensource software award programs that might exist. Actually, it probably doesn't even have to be opensource. It could be any software. Microsoft used to run some software awards program in New Zealand 100 years ago. And if you guys do that elsewhere around the world, maybe you can get such a clause included in the valuation criteria.

UNIDENTIFIED MALE:

Can we not give award for everyone? I think [inaudible] good benefit for UASG to give an award and let the organization propagate that award to create awareness. The more we give, the better it is. The more awareness gets created and the more people join [inaudible]. Instead of getting into the selection process and giving to one or two, we give 100 and the whole world and let 100 people propagate that I am of that award and let this information lead to [inaudible] people.

---

That is more beneficial than giving to two people. I would take it that way. We are not giving Oscar that we need to give it to only one and there is no justification of implementation because everybody will do the implementation the way of their need and you will see in their own way.

So, I have a small need. I implemented and this is perfect for me and you might not select. So, why not give me an award also and [where] it is only two pages newsletter subscription for jokes. And I did it. Am I not worthy? I think I deserve an award.

I'm thinking that award on the side. I am propagating it. I am taking it to my newsletters. I'm taking to the news [inaudible], publishing in the newspaper. I think it's very good for UASG to give an award to everyone who comes in picture and let him propagate that.

DON HOLLANDER:

If I could, I understand your point about becoming more broadly visible and to provide positive feedback for those who are participating and expanding on our mission here, but I'd like to see discrimination between work that is really aligned to what we're trying to accomplish and furthers it broadly and those that are just doing good work that is in line with what we're doing.

Before you say no, maybe we can separate it out and have awards for the larger pieces but recognition for good efforts that are more self-serving.

---

UNIDENTIFIED MALE: I never discussed what is the selection criteria. Selection criteria is always within us, so we can select [inaudible] we want to and then build the list slowly with everybody and [inaudible] those by just sending a letter, “Great job. Let us have you on the list next year. Let us [inaudible] this.”

I don’t know what is the mechanism. We can always vote. But, maybe delaying it for the proposal of selection and building the mass maybe not a good strategy. Only on that I am [inaudible] right now. Maybe just think that we let us start commending people. Let us start appreciating people. Let us start giving [free] awards every year. Why to be miser in that?

LARS STEFFEN: If I get your point right, it rather sounds to me like giving individuals some kind of medal of universal acceptance. The other thing is, from my perspective, honoring a company or an organization with an award that the whole organization is universal acceptance ready, or did I miss something?

UNIDENTIFIED MALE: We can structure it more better. So, [delaying] an award for the purpose of there’s not enough community, I was just on that. Let us start [organizing] whatever we have. We mentioned [inaudible] in every document 20 names, almost. So, we [inaudible]. We have not just told them that we appreciate your effort, please do continue it more. Can we not appreciate what Microsoft has done or Gmail has

---

done in 2014 and Coremail has done in 2014 [inaudible], [DSNIC] has done. Let them take this award to the people. Let UASG exist and this award is important. This is what the mission is of UASG. I think the moment [inaudible] forget about mission more further.

DON HOLLANDER:

Yeah. I think we might be getting hung up on the word award, so like [Rich] said, if you give people the ability to self-certify, check the box on the website, “I support universal acceptance,” and we don’t ask them, “Which aspect of it do you support?” you just say, “Cool, you support it. Now we will put you on our list and you can use our logo on your website” and that performs that propagating function and I’m totally in support of that. And whether you have a separate set of literal awards where there was a criteria and you were judged and stuff like that, keeping those separate might be a useful thing, too.

But, the idea of broad recognition seems like a very good idea and having a very low bar for the broad recognition seems like a good idea.

UNIDENTIFIED MALE:

I think I am being greedy for UASG right now here. The more we give, the more we receive. This is the nature of principle. Just like getting an ICANN attribution is ... For example, is an accreditation, but it is not news. Everybody gets it, anybody who applies and follows the rules. The industry knows it.

For a user, it does not become news. Newspaper don’t print it. A registrar becomes accredited registrar doesn’t become news. I was

---

just thinking how do we do something, use this opportunity so that XYZ company propagates this as [inaudible] and takes this universal acceptance agenda further. It's an opportunity for us. Why do not leverage that? If you want to ... Why [inaudible]?

And we are certifying. Actually, when we do accreditation, we certify. By award, we don't certify. You have done a good job. Thank you very much. This is an Oscar for you of UASG. That's it. Nothing more than that. We don't want any responsibility in that. And he published it on his [inaudible] website [inaudible] invite him somewhere.

By accrediting and giving a logo is something more than the award, then you want the responsibility also [to me] that we have [inaudible] and we have checked it. The moment we do accreditation kind of stuff. Mark?

MARK SVANCAREK:

Well, it seems to me ... So, maybe this is just a semantic issue. When I think of an award, I think that there was some sort of a judgment criteria that was performed, whereas allowing someone to use a logo. It's really semantics. I think if you define award means this, recognition means this, and stuff like that, we may be using these words differently between the three of us here. Because it sounds like we're all saying similar things.

UNIDENTIFIED MALE:

Yeah, same thing, exactly.



---

MARK SVANCAREK: Broadly allowing people to talk about UASG is good. Maybe having multiple tiers of recognition probably good. Having a higher bar for certain types of recognition, probably good. What exact words we use to describe those might be hanging us up a little bit.

UNIDENTIFIED MALE: Let me draw an example from a small school in [inaudible]. I heard from a friend [inaudible] 19 kids [inaudible], all of them got an award. All of them. How do you give all of them award? So, versatile child, naughty child, punctual child, beautiful child, well-dressed child. You motivate everyone. Every parent goes home happy. Every children go home happy. Everybody posts about, “I got this award from the school,” and the school gets promoted. [inaudible] wonderful strategy for school.

MARK SVANCAREK: But, somebody had to choose the epitaphs, though. Someone had to choose this one will be most prompt and this will be....

UNIDENTIFIED MALE: It doesn't matter, really. It's neither small, nor big. Everybody is getting an award.

---

[CRYSTAL ONDO]: You guys, I want to just jump in here. I do have to run real quick. I do like the idea of recognizing people. Again, maybe the word I get hung up on. But, I think that we have to remember going back to our mission. I have no problem if someone is UA ready putting their name on our website, for example. And we do have somewhat of an inherent recognition program when you look at case studies. If someone wants to recognize [inaudible], let's do that.

Personally, giving an actual award or encouragement, I think it can get out of hand. How do we judge? It does, in my view, take the focus away a little bit. But, I think let them use our logo. Put their name on our site. Again, the case studies. They can use that, again. That's it. Sorry, I have to run.

DON HOLLANDER: I've just got some notes. We'll have a think about this. Thanks.

LARS STEFFEN: Yes. I have to agree. Rather it's a semantic discussion than not the discussion about doing things and not doing things.

DON HOLLANDER: Yes. I believe so.

LARS STEFFEN: Okay. Don was so kind to put together what we've achieved since the last ICANN meeting. Yes, we are still developing content. I think we are

---

quite achieved a real comprehensive set of documents and content that we can send to different target audiences.

So, what we have done. We've got new material, like the UA102 about EAI. We have the Universal Acceptance Quick Guide now also in Swahili. I couldn't check if the translation is good or bad, but I think it's quite good.

We've updated the Arabic version as well. As I also already said, we added several other pieces of blog posts that have been written about the work of the UASG also to our website.

As [Rich] already noted, of course we are addressing universities. We added new presentation decks to our website that you can download and use of course, hopefully. So, there's a universal [inaudible] and notes about the technical perspective and also about e-mail address, internationalization. Also, a nice slide deck.

I already used several slides of them, especially the slides about engaging the audience, like having a small quiz in the beginning of a presentation is very helpful to gain attention. So, this has already been tested and it works pretty well.

We already have a number of case studies that just have been mentioned as well and we are still working on adding a new one together with Afilias. Also, the call-to-action here to everybody in the room and Adobe Connect, if you think that your company is UA ready and it's worth mentioning it with a case study, please let us know. Even if you know somebody who might be one of the candidates we

---

should reach out to, to make a case study with him and his company, please let us know as well and we'll try to get in touch with them to write a case study.

It's not a big effort, so this is something where also [Edelman] is supporting us to build those case studies. It's not about giving a chunk of work to somebody. It's really very helpful to have them on board and they will do all the work around it, so it's really convenient to be part of the case study program.

As Don also already mentioned in the introduction, there is a universal acceptance report about social media applications in the work. So, this is something we will also publish this year. About the first ambassadors that we onboarded will be a news be posted on our website as well about the new version of the Universal Acceptance Quick Guide in Thai. And as soon as the case study with Afiliis is done, we will put it on our website as well.

As we've done from the very beginning, we continue our outreach to associations and ISOC and other computer societies to get engaged with them, to having speaking opportunities there, letting them use the content that we produced to have universal acceptance blog posts on their websites or use pieces of our content in their newsletters to reach out to their members about the Fortune 300 mailing. Don already gave an update.

This is something I have to ask you again to give us a little bit more insight about the current status about the industry analysis program that we are still working on together with [Edelman].

DON HOLLANDER:

This is a program that we started last year or the year before where we reached out to the Forrester groups and the IDCs and these are the global thinktanks for IT. If you're a CIO, you might subscribe to their services and they'll send out a newsletter and they'll also provide very targeted briefings for your organization or your industry wherever you live. So, there's a number of companies that do this that are globally highly recognized. There will be local organizations, businesses, sometimes individuals who do this as well. Harder for us to spot them from the 30,000-foot level that we're traveling in.

But we've done IDC, consultation research. I think we've done Gartner and we have another briefing scheduled for later this month with a fellow who's based in San Francisco. And this came up because I was in San Francisco last month and said, "Who could we meet with while we're there?" That person wasn't physically there while I was physically there, so we'll do something over the phone. But, the goal here is this is the influencing influencers approach. Not a high priority for us, but one that we don't want to give away opportunities as they arise.

So, if you or somebody you know works in this space and have suggestions as to who we should brief, then let us know.

Last year, when we provided a briefing – and I can't remember who it was to – but the analysts produced a LinkedIn blog post talking about universal acceptance.

---

This all comes down to the idea that it takes seven impacts before somebody pays attention. So, if we can get people to hear the idea of universal acceptance seven, eight, ten times, then they might say, “What is this thing I keep hearing about?” This is just another channel.

LARS STEFFEN:

Thank you. Of course, as already described, we continue our outreach to developers. We also already talked about that we set up a number of social media channels, so please feel free to like them, add them to your portfolio of your favorites. Please, if you just want to share and forward our content, please feel free to do so. And if you would like to add something, please reach out to us, that we could add it to the channel or just post it directly, for example, on the Facebook page and make it just happen that it is as easy as possible to spread our word.

As I also already described, we are working together with [Edelman] on a pilot campaign on LinkedIn to see if it’s worth to allocate some parts of our budget there, to increase our outreach on LinkedIn, for example, if we can target there the right people. Also, having a call-to-action on our LinkedIn side to track if we really gained the momentum that we are looking for and evaluate this effort.

For the third time, please feel free to add those sites to your own portfolio and please feel free to share the content.

UNIDENTIFIED MALE:

[inaudible] announcement on the social media. I did not see it on UASG. I saw on the site, but not on Facebook page or Twitter.

---

LARS STEFFEN: We can double check on the launch pack. Of course, we continue the collaboration with ICANN, especially when it comes to the outreach to the governmental CIOs.

Meeting engagement we already talked about.

UNIDENTIFIED FEMALE: Sorry, can I jump in on the ICANN engagement?

LARS STEFFEN: Sure.

UNIDENTIFIED FEMALE: I know Cyrus just left and I'm sure he'll hate me for saying this, but it might be interesting to have a few UASG members or ICANN staff or whoever makes sense come to GDD in Vancouver in May and do something for the registrars explaining the problem with e-mail servers, and when we talk services, people are talking about that, showing them where they can send complaints. Registrars get a lot of complaints. "My new domain doesn't work. Help me." So, to the extent that the UASG can support their contracted parties, with understanding how to respond to those kinds of queries, GDD might be a really good place to do that.

Also, I'm very involved with ICANN and I had no idea that the majority of these things were happening, so to the extent that we can get more

---

visibility in front of people, especially contracted parties who are very interested in this, it might help the cause.

LARS STEFFEN: I think it makes sense.

UNIDENTIFIED FEMALE: Pointing out the problem.

LARS STEFFEN: Especially because one other thing that I learned at the presentation at the registrar workshop in Munich that ICANN was ... Most of the people who attended that workshop, the registrars and the hosting providers were not aware of the global support form that we have on our website, that when they encounter any UA issue in their personal context or in the context of customer support, that there's this form where they can just address this issue and that there is somebody who is taking care of.

UNIDENTIFIED FEMALE: And as we know, most registrars and registries don't attend these meetings. They're all off in their little rooms having business meetings. So, while we meet and have these things at ICANN meetings, I think that GDD or the smaller registrar stakeholder group meetings make more sense as an audience.



---

If we have an open, public meeting here, those people that need to know won't attend.

DON HOLLANDER:

So, we have been at ... We were certainly at the first GDD summit where universal acceptance was a very hot topic. We were at the second GDD summit where it was not so hot of a topic. I think there were other priorities.

But, yeah, the question is how do you get it out? The DNA has been very good about providing a venue for ... Are you guys members of the DNA? So, maybe we need to work with them to once again raise a profile. We do produce a report prior to most of the ICANN meetings as to what's been happening, but it's a transaction report, so what's been happening really since the last time. And I think what you just said is, actually, can you just give us a sheet of what's currently available? Because I'm new to this space. We can do that. It tends to be big is the problem.

UNIDENTIFIED FEMALE:

But, even like Lars was saying, pointing them to websites that are useful for them, so they can go and do it themselves. Self-help for registrars is something I think we could do.

LARS STEFFEN:

Maybe can everybody who already knows who is attending GDD raise their hand. Oh, okay.

---

DON HOLLANDER: So, [inaudible] may just ask you to see if we can find some time on the agenda if you can talk to us.

UNIDENTIFIED MALE: Say that again? Literally say that again.

UNIDENTIFIED FEMALE: We're volunteering you at GDD.

DON HOLLANDER: We're volunteering you to wave the UASG flag at the GDD summit in Vancouver.

UNIDENTIFIED MALE: Got it.

LARS STEFFEN: Okay. I think we already covered the meeting engagement. Ambassador program. Here we have the first three ambassadors that have been onboarded so far and we are still having a few applications that are still in the review process, but I think there will be a few more ambassadors coming.

DON HOLLANDER: For those of you who don't know, we set up the UASG Ambassador Program to provide more people around the world in different

---

environments who can speak with passion and with knowledge about the universal acceptance topic, mostly so that I don't have to travel. Very selfish on my part. So, we have three so far and we have some other applications under review. We review the applications once a month or so. The UASG bestows the title of UA ambassadors, so there's some quality there. But, we also provide some funding for registration, travel, and accommodations to relevant events and the operational approach that we're taking is we're working [inaudible] with the ambassadors and we're looking for sort of a six to eight week advance planning phase where they look at their schedule and things that they think would be useful. We look at the things that are on our radar that we'd like people to attend, and then we come to an accommodation.

UNIDENTIFIED MALE: [Dina Solveg Jokanan] is asking how many ambassadors can the group have in total?

DON HOLLANDER: As many as we can accommodate. There's no quantity limit. And she's asking in chat because she's not feeling all that flashy there. We share a common cold across the world.

LARS STEFFEN: So, now we come to the final slides. Don was again so kind to aggregate the documents that we already have on our websites.

---

DON HOLLANDER: Lars, let me just bring this to Crystal’s attention, because this may very well be what you’re looking for is a summary of what’s available in one place.

CRYSTAL ONDO: But, more specifically targeted at registrars.

DON HOLLANDER: Right. So, this slide shows the things that are targeted at senior IT executives, senior executives, IT and non-IT. The next slide is looking at senior IT exes. The slide after that is looking at geeks. You’ve asked us could we have another slide looking just at registrars.

CRYSTAL ONDO: And the services they provide. The tech support [inaudible].

UNIDENTIFIED MALE: I think, being a registrar, or representing a registrar, should say ... I understand your point, but is it really about the services that are being provided ancillary to the domain name?

CRYSTAL ONDO: I think so. We’ve gotten questions from registrars – smaller registrars, obviously – saying, “We get complaints that my e-mail is not working

---

on your TLD. Go fix it.” I’m like I’m a domain registry. I’m not going to go fix it. It’s your e-mail problem.

So, to the extent that there’s more information for registrars about that. Typically, we have Chris [Calhert] reach out and explain to them the technical fix that they could implement, but it might be easier to ...

DON HOLLANDER: They being?

CRYSTAL ONDO: The registrars. It might be easier to blink at the problem as opposed to us responding each time.

UNIDENTIFIED MALE: My point was just going to be that while we could have a targeted messaging session or [inaudible] in ICANN world, because that’s where registrars go and they are for these ancillary services, the materials are really about the ancillary services and could have multiple end points from the same set of materials.

LARS STEFFEN: Thank you. So, in conclusion, for the [coms] efforts so far. From my perspective, I think that we have to continue our general path that we are already following for a certain period of time. I think we have to focus a little bit more on the e-mail industry, because as Don

---

described, e-mail is, in most cases, the piece of the whole work where companies say this is really the complicated part for us to become UA ready.

I think our approach that we follow tomorrow to reach out to governments here is also a good path because we discussed this in Hong Kong that when we talk to government CIOs it's not so much the discussion about what's in for me from a commercial perspective. It's more about how to do things right. And if we've got an environment that I already described, for example, that we have in Germany that you have some rules and regulations about having a border-free online services, that this is something we could address that UA readiness should be a part of this being border free.

The third thing is that I would like to add is only a small parallel path that we could follow to take a closer look at this brand TLD thing because I think this is already a good starting point that has been produced inside the industry. I think it is worth the discussion to add a few more technical details about all this and to ask if we could create a Universal Acceptance Steering Group document out of this piece of paper where we could add those insights and make it available to several other companies who are already in the decision-making process if they should launch their dot-brand, yes or no, because I think having more dot-brands in active usage and more dot-brands also visible in public would also be one piece of the momentum that we have to have to make new gTLDs and other scripts being more visible and consumer, which is not our primary target group, but those other ones that we would like to want those products and demanding

---

getting services and software being UA ready that this demand is going to push in the right direction, and that companies, services providers, software vendors, make their products UA ready.

DON HOLLANDER: Lars, with respect to the paper that Neustar produced, do you want us to get Neustar to include UA issues in the paper or do you want us to produce something similar without the brand value that Neustar provides?

LARS STEFFEN: I would go for the second approach.

DON HOLLANDER: I'm not particularly keen on that, actually. I don't think that's our space. But, I haven't seen that document, so I don't know how big the scope is, but if you think that it would be useful to have on one page a short thing that says these are UA issues that brands should be aware of before they launch, is that closer to what you want?

LARS STEFFEN: Yes.

CRYSTAL ONDO: Can I just jump in for a second? I'm not sure we want to prepare a document that says these are all your problems with your new gTLD. Honestly, I think that can backfire in big ways saying these don't work,

---

they don't function. What's the point of having them? So, I do have concerns about prepping a document like that for brands.

UNIDENTIFIED MALE: Well, if you write it with that slant, that would be bad. That's the dot-brand, why bother? That's a terrible document.

CRYSTAL ONDO: We've all seen those articles go out.

UNIDENTIFIED MALE: I've only just skimmed this. I've just downloaded a copy, so I'll take a look and maybe my initial impression is wrong, but I was thinking that you could just boil this down into basically a checklist. Here's what you do to make it successful. And there's a bunch of UA principles that will come through. I suppose there's some administrivia that is not UA specific, but we can cross that bridge when we get to it.

Like I said, just skimmed it. I'll actually read it. Maybe there's merit to this idea, maybe not.

UNIDENTIFIED MALE: So, exactly, actually, we can say instead of these problems, we say empower your TLD more better. Add more power by following UA. It's how you represent.



---

LARS STEFFEN: As we've done it with the CIO guide, we provide a checklist. If you want to get UA ready, please take care of the following bullet points.

DON HOLLANDER: Have we already fulfilled that task then? Can I record it as a task and then mark it as completed in the same motion?

We have a blueprint for CIOs to get UA ready, so have we done this or does that need to be reviewed or what?

LARS STEFFEN: I think it's a different target audience. I think this is more about decision-makers rather than the CIOs. This is more about getting the decision-makers going to the CIOs, "I want this."

DON HOLLANDER: I will also have a look at the document because I don't know that I understand.

UNIDENTIFIED MALE: Can you please just share the document with the coordination group?

UNIDENTIFIED MALE: Sure. So, the CIO document, which I'm looking at right now, is a lot about what you do within your own infrastructure. Here's how you look at logging inventory, control, etc., as opposed to – so, that's people who might be consuming other people's strings, whereas this

---

is more about you are launching a string. Here's how you make it successful.

DON HOLLANDER: I don't think I care about the last, that bit. But, I'm happy to be convinced that I should care.

UNIDENTIFIED MALE: Yeah. I'll just send out a link to the discussion [inaudible] and everybody can download the documents and then we can all come to our own conclusions. There's no need to make more work if it's a dead end. I will just say, Lars, you were totally, totally wrong and we'll move on.

LARS STEFFEN: Okay. Maybe we don't care so much about if it's successful or not, but how to do it right.

DON HOLLANDER: So, these are the things that I wanted to get out of the coms session and I don't know that we've talked about everything. We have three messages at the moment in our talking point. What is better UA equals better UX? What is its [inaudible] for the next billion Internet users? And you should keep up to standards. I don't know if that's right, but let's see.

---

Gateway to the next billion. Businesses have a responsibility to keep up standards and better UA equals better UX. That was pretty good.

UNIDENTIFIED MALE: Can we not add Thailand into our [inaudible]?

DON HOLLANDER: Let me finish. So, my question is are those three talking points still relevant to us and/or do we also add being able to support people's clients choice of identity?

UNIDENTIFIED MALE: I am [inaudible].

DON HOLLANDER: That's an overwhelming support. Thank you so much. Okay. The second thing is target audiences. In our target audiences, we're looking at doers. This is developers, system architects. Directors, CIOs, senior IT departments, and influencers.

We have talked about not aiming at mass market and I wonder if it would be useful for the communication strategy to explicitly say we're not after that consumer market.

Is it time for a cup of tea? I wouldn't mind having a cup of tea, but I'd like to ... Can I get these done?

---

UNIDENTIFIED MALE: Yeah. I would like to help you get them done and what I'm trying to understand is where does Crystal's concern fit into our list of target audiences? Because she's commented explicitly that the service providers, especially focusing on registrars, are not currently part of our target audiences and I don't see them as being there because rolling them into the CIOs of the world is not the same type of messaging because it's basically saying the services you provide are probably broken. They're broken in these ways and this is how you need to address fixing them, which it's maybe a subset of the other, but I think it's a distinct subset because we're talking about providing the services directly around the names that we're trying to support.

[RICHARD MERDINGER]: Yeah. So, I see that audience as the CIOs. They're just CIOs within this industry that we know. I think the motivation behind a CIO in this industry ... I'm trying to come up with a good analogy here, but basically people that are selling the products ... The reasons I'm here are because the products that we're selling have to have integrity and function for our customers. That's a different motivation from someone that is necessarily selling a product online and hopes to expand their customer base by accepting all e-mail addresses. They're not necessarily provisioning those elements of that and there's a different responsibility and I think a different motivational message.

DON HOLLANDER: Thank you. I'm not sure that I concur. I think that industry is in scope, but I sort of get it, but I don't think that they're particularly ... I think

---

it's to fine of a distinction. I think, in the Internet industry, people should offer services that work and in the book-selling industry, I think you should offer services that work. I don't see a difference.

MARK SVANCAREK: I was just musing, actually. I don't have anything to say at this point. I'm still thinking. Sorry.

[SHELTON FRIGGS]: I agree with both Don and Richard. I'm playing a joke on you, I'm sorry, I should say that for the record. My name is [Shelton Friggs]. I work with the Domain Name Association. One of the things that I do is I reach out to companies beyond the domain name industry to help them understand about awareness, knowing about not just domain extensions, but IDN and the vibrance and utility and benefit of domain names.

As I run into meetings with CIOs or people who work a lot with CIOs, there is a vast amount of awareness gap that exists. And then convincing them that they have something broken that they need to fix is a challenge in and of itself.

So, we need to inspire these people in some meaningful way that they're attracted to working with the new naming normal or what that is.

I would say that, yes, absolutely, we need to have our stuff working perfectly. So, I agree with Don 100%. Violently agree.

---

But, I think that we need to look at that as being a component of the overall CIO space and having a message that's compatible with as broad of a path of those CIOs that there are. That would be my comment.

UNIDENTIFIED MALE:

I'm still not sure which side of the line I'm coming down on, but I think relative to you should be offering services that work, it sounds like there's a lot of people who say, "I am selling a service that works," and then people say, "No, actually, it doesn't work." They say, "Really? Oh, I thought I did my due diligence and in fact I sold you something that does not work, but it wasn't my intention. I really thought it was going to work," and if you give them a how-to guide, a checklist, that says, "Here's what you really need to do in order to be successful," that sounds like a useful document whether or not it overlaps with something we already have or is just superfluous or whatever is debatable. For the specific audience, whether we can just keep repurposing existing documents or not. I'm not sure that we can. I don't have an opinion about this particular audience, so I defer to the people on the other side of the table.

But, again, if it's just a matter of you should sell things that work, there's nothing wrong with providing a checklist.

DON HOLLANDER:

We have this document called UASG 00015a, which is a blueprint. It just rolls off the tongue. You'll know all these things soon. Which is a

---

blueprint for CIOs in this Internet industry edition. That's the [inaudible]. So, we have a generic document that we have in this Internet industry specific components. I think what I'm hearing is, "Oh, how come I don't know about that and how can we get the Internet industry CIOs to know about it?"

UNIDENTIFIED MALE: Wait, which number is that?

DON HOLLANDER: I don't know.

UNIDENTIFIED MALE: Okay, so the blueprint for CIO is Internet industry is 15?

DON HOLLANDER: Yes.

UNIDENTIFIED MALE: Yeah, I'm not seeing 15a. But, looking at it – I've actually already got it open and I opened it again. It seems more about the sort of activity that ICANN IT is doing, which is I'm consuming other people's strings for the most part as opposed to if you are launching strings, here's the other part of the checklist. Is that not a distinction? It felt to me like it was a distinction.

---

DON HOLLANDER: We're quite happy if Internet industry wants to convene a small panel of CIOs to review that document. We'd really appreciate that feedback.

UNIDENTIFIED MALE: It sounds to me like Crystal and Rich should go off, look at the existing documents and come back with an opinion. It shouldn't be too hard, right? Well, come back with an informed opinion based on actual content of documents.

LARS STEFFEN: To ask in a different way, on which aspects do you think it makes sense to have a special dedicated message for registrars, hosting providers, resellers?

CRYSTAL ONDO: I think it makes sense to have a dedicated message because we have easy access to them, and like Rich was saying, they sell a product and they provide services for that product and then it doesn't work. So, they are more responsible I would think than someone like Microsoft who is offering e-mail services, but they're selling new domains. They're not selling IDNs. It's not their product.

So, I think to the extent that registrars can't even get their stuff together, how can we go out to the bigger community and say we expect everyone to behave this way as well. So, if we can start with the smaller group. I definitely agree with Don that it falls within the CIO



---

bucket, but this seems like a very low-hanging fruit that we can check the box on and at least make them aware of the services that [Michaela's] team provides. I honestly didn't even know that until today. I mean, I know it sounds like I'm an idiot, but I'm not. I'm actually very involved with ICANN, and if I don't know these things, a lot of people don't know these things.

DON HOLLANDER:

Noted. One of the issues that obviously we need to do better is talk within ourselves. My focus has actually been talking to anybody outside the Internet industry because I'm assuming that people in the Internet industry already know [inaudible]. So, that's noted. Thank you. We'll work through with the GDD, with the DNA, with any other groups that you think would be ... If Donuts runs a newsletter for your registrars, for example, or if you hold – if you do something for your registrars. Internet [inaudible], for example, is having a registrar day in April and we've offered to talk to them about universal acceptance. They don't think it's an issue, even though I could not use my [inaudible] e-mail address to register as a member of Internet NZ.

I know it's between us and tea and everybody is keen for tea. I just want to go back to these. Who keeps moving this?

UNIDENTIFIED MALE:

I think Lars does. Somebody does.

---

DON HOLLANDER: So, the question is ... I would like to be explicitly not engaging with consumers or registrars in terms of our targeted media. Now, some people think that we should because that would generate demand and I'd like to have a discussion here. Thoughts?

LARS STEFFEN: I think the first step to address the general consumer out there would be, from my perspective, to talk about domain names in general because, from my experience, people outside the industry don't care so much about domain names in general as we do. I'm surprised over and over again when I talk to people that I know and that are not working in the Internet industry that they actually don't know much about domain names. A lot of them actually also don't care about a personal domain name. Coming up with something like universal acceptance would be the wrong approach to talk about domain names. So, I would rather go step-by-step instead of just addressing universal acceptance to a general audience in that way.

It's always a question about how to address it. I've already tried to address it not about having scripts and languages being supported. I also tried to address it in a way that it's a part of digitalization. So, when I talk to small and medium businesses, I don't talk about supporting scripts and languages. I talk about digitalization and staying or being competitive. Then, after a few minutes, then I address something like scrips and languages. Because when I talk to German companies also about in the context of the buzz words they are reading in newspapers, it's about digitalization. So, this is the keyword

---

that grabs the attention. When you start with this and explain closer to the end why it's also important to be UA ready as a part of this story, it's a different approach. If you start the conversation with scripts and languages where they say, "Why should I care? Because none of my customer are having an issue communicating with me in a different language like German or English?" Then they say, "What's in it for me?" This chicken and egg thing.

I don't know if we are the right persons with this topic to address end consumers right now because, as I said, most of them don't have domain names. They don't use domain names. Actually, they don't care so much about domain names. And when we talk to them about universal acceptance, I don't know if we are addressing the right target audience.

DON HOLLANDER: Thanks, Lars. The big hand is on the 12. I'd like to take a break until the big hand gets to the 3.

LARS STEFFEN: We just finished this topic.

DON HOLLANDER: No, I don't think we'll get to it and I'd just like to shift to the end of the day. Okay, let's come back to this because I think there's conversation to be had on these topics. So, whether we do it before or after coffee, it doesn't matter to me.

---

UNIDENTIFIED MALE: [inaudible].

DON HOLLANDER: I have no idea. There's stuff in the corner there.

UNIDENTIFIED MALE: Just juice for me.

DON HOLLANDER: Well, juice is good for you. Better than a coffee, I'm sure. Oh, [inaudible]. Do you guys know?

UNIDENTIFIED MALE: [inaudible] coffee?

DON HOLLANDER: We're going to take a break until the big hand is on the three. Thanks.

UNIDENTIFIED MALE: Hello?

UNIDENTIFIED MALE: Hey, can you hear me?

UNIDENTIFIED MALE: I can just fine. Thank you.

---

UNIDENTIFIED MALE: Great. Okay. So, just make sure to mute Adobe audio and then you will be through Skype.

UNIDENTIFIED MALE: Perfect. I am muted. I am ready. Thank you.

UNIDENTIFIED MALE: Cool, no problem.

UNIDENTIFIED MALE: Right, thanks.

DON HOLLANDER: Welcome back. The big hand is now past the three. I got a note from Sarmad from the ICANN IDN program who thinks the UASG does not have quite enough things to do to occupy its time and he said, “Here’s an opportunity for you, Don.” Then, he doesn’t show up and delegates the task presentation to [inaudible]. So, I’ll let you talk us through it. If you could go slow, because it’s not clear. Thank you.

UNIDENTIFIED FEMALE: Okay, sure. Good morning, everyone. Actually, we also have Sarmad remotely online, so we both will take you guys through. The objective of today will be for us updating what is the IDN variance, and as Don said, you probably don’t have enough on your plate. We just want to

---

update you guys and see if there is any related issues that UASG should be looking at or at least aware about it. Do I move my slides? Okay.

Before going to answer the question we related, then I'm going through what is the ICANN variance code points and what is the IDN variance levels. What are the challenges they produce?

So far, what we have tried to mitigate the challenges. One of them is definition of variance and it's the difference between the top level and the second level one. Finally, where are we now? Yes, please, Don?

DON HOLLANDER: It's a small group. We can be interactive, I hope.

UNIDENTIFIED FEMALE: Of course.

DON HOLLANDER: Do the variance apply also to the mailbox name, not just to the domain name?

UNIDENTIFIED FEMALE: For the work we are doing, is the variance levels and the levels can go to the top-level domain, second-level domain, or any other things including the mailbox. But, it's not like ... So, it actually depends on application of it. What we do is defining the variant definition for the

---

top level because that's what we have to do for the IDN top-level domain.

DON HOLLANDER:

It is my opinion that this presentation is regarding the domain name portion, but just due to the way the Unicode works that there are similar issues in the mailbox where a mailbox provider could issue someone a string, which has a set of glyphs which in fact have confusable versions they need to make sure that they're not allocating those other strings so that people have name collisions on their mailboxes. So, this presentation is not about that, but similar issues do apply. That was my reading of it.

UNIDENTIFIED MALE:

That was my worry as well.

UNIDENTIFIED FEMALE:

Alright. The first thing, what is variance? These are some samples of variance. The first one is the sample from Arabic script. These are Arabic scripts in the different languages. It all means network, [inaudible]. The first one is in Urdu. The second one is in Persian. The last one is Arabic.

So, if you can see from afar, maybe you can distinguish the first one and the second one, but the second one and the third one looks pretty much the same. But, it's actually comprised of different code points. That's one sample of the variance.

---

For the second one, this is the variance in Chinese context. So, they have simplified one and traditional Chinese. Both of them reading the same, pronounced the same, meaning the same. But, they have different glyphs. So, in that context, the variant doesn't look alike, but it means interchangeable.

For the third one, the [inaudible] variant, this one is looking the same in its [inaudible] like it is. The first on top is in Latin. The second one is in Cyrillic. So, all this is also another type of variance. These levels are actually illegible for registration in the second level [inaudible].

The challenges of the variance, the first thing that we see here is they don't really have clear definitions on what are the variance code points. In 2010, the board has some ban on the TLD level variance in that if we don't really have a clear mechanism, how to handle it. It should not be delegated. So, following on that, on 2012, there is a report – integrated issue report. The working group comprised of six groups in different way and has come out with this tool, identified problem with the variance.

The first one is there is no clear definitions and the second one is there is no mechanism. Don, you want to come in first?

DON HOLLANDER: [inaudible].

UNIDENTIFIED FEMALE: Okay. I'll be slower.



UNIDENTIFIED MALE: We should have an [inaudible] regardless to variant management. For top-level domain, maybe [inaudible] could make somehow [inaudible] for domain names that could [inaudible] variance. For mailboxes that contain variance, [inaudible] or mailboxes should handle this variance within the same script, taking into consideration the [inaudible] for this mailbox or for this domain name.

UNIDENTIFIED FEMALE: Okay, moving on. Thank you for your input. The challenge, too, is the permutations of variance code points. So, basically, this code point variance ... So, we have two words. We will never say variance alone. We will say variance code point or variance labels. Variant labels come from combining with all the code points. So, it can be permutation and create numerous possible ways of levels. SSAC also have the recommendations in 2013 that all these permutations can cause a lot of numbers of possible variance.

For example, if in your TLD is [inaudible] character [inaudible] and each character has three variant code points, they have come to  $3 \times 3 \times 3 \times 3$  and come up to 81 different variant possibilities. Likewise, in the second level, if it's all four characters long and each one can have three variants, it's become another 81. And if you combine these top level and second level, it becomes like 72,000 possibilities, which is very a lot – too much.

---

DON HOLLANDER: And this is just in the domain name?

UNIDENTIFIED FEMALE: Right.

DON HOLLANDER: And the domain names generally have rules that say you cannot mix scripts.

UNIDENTIFIED FEMALE: Right.

DON HOLLANDER: Except ccTLDs don't have any rules. But, in the gTLDs, you cannot generally mix scripts. Chinese, Japanese, and Korean generally exceptions.

UNIDENTIFIED MALE: [inaudible] does it. In India, it doesn't happen.

DON HOLLANDER: But, there is no rule about mailbox names.

UNIDENTIFIED FEMALE: Before moving on, can I add we don't allow the mixed scripts except the exception case, but these also happen in the [written] scripts

---

variance in scripts. So, in the script as well, like Arabic, the first example—

UNIDENTIFIED MALE: Well, show the example again. An Arabic example.

UNIDENTIFIED FEMALE: For the first one, it's the same script which they have variations of how to present it. So, it's still possible. Even though we not allow the mixed scripts, there still can have variance within the one script. Don't cry yet.

So, these are two main challenges first, [inaudible] definitions.

Second, even though we have the definition, it can create a lot of headache for us. This then how ICANN tries to mitigate all risk. So, for the first one, first question, we have come up with the root zone generation, label generation rules, or LGR.

So, this is the [inaudible] readable way of presenting what is the proper way to generate a label in that script. It's basically comprised with three main parts. What is the allowed code points? What are that variance? And what is the rules?

So, if you are in Latin script, [inaudible] it doesn't really have a rule. But, if you are in a complex script like Hindi, like [inaudible], sometimes you have upper and lower vowel. You shouldn't have two lower vowels together, otherwise it creates an unstable way of rendering. This kind of thing will be defined in these rules.

---

So, right now, [inaudible] rules in place. Then, when you have strings passing in, the rules integrated in the tools, it can generate – first of all, it can check if these levels are valid in that script. The second is [inaudible] generate the possible variance of that string. The possible variance can also have the disposition of is this blocked or allocatable?

The way we are trying to do now is we have the minimum allocatable as possible. So, the possible variance, the other thing can be blocked. Do you want to add some question? Okay.

So far, currently we have seven scripts integrated into the root zone and many others are working on it. The [inaudible] hosting all the Neo-Brahmi script, which is [inaudible] script altogether. We tried to cover the possible scripts that is available in the Unicode. We based on Unicode [6.03] to stability.

So, right now, if you can see, a lot of script is coming [underway]. We only have a few scripts left that is not [inaudible] working on it.

UNIDENTIFIED MALE: Just to add, this LGR work is only valid for TLDs. So, just to be clear, it is not even the second-level domain. It is only for the TLD.

UNIDENTIFIED MALE: And the second-level domain.

---

UNIDENTIFIED MALE: No, it is not in the scope of LGR.

UNIDENTIFIED MALE: [inaudible].

UNIDENTIFIED MALE: A registry, a registrar, cannot [inaudible] LGRs. No problem. They can form their own subset of rules out of LGRs. They [inaudible]. But, this LGR is only limited to TLDs, just to be very clear on that. It does not frame any rules from ICANN's perspective for any of the thing because ICANN does not deal anything more than TLD.

UNIDENTIFIED MALE: Yeah. So, even though it's not regulated, I think you'd be foolish not to follow the LGRs in the second level because you're going to encounter the same confusable type issues, but you are not contractually required to do it is my understanding.

UNIDENTIFIED FEMALE: Okay. So, right now, when we are close to completing all the scripts LGR, now we are at the stage of calling for the expert to study how to apply these definitions in the top level.

We have the call for expert last month in February and we had quite a good number of responses from GNSO, ccNSO, SSAC, IAB, and ALAC. So, this month we are [inaudible] and they will be working on

---

[inaudible] if we have the definitions how to carry that definition into implementations in the root zone for top-level domains.

So far, the last three slides is only for the top-level domain.

DON HOLLANDER: So, for the top-level domains that have been allocated so far, how many does this actually address?

UNIDENTIFIED FEMALE: How many what? Sorry.

DON HOLLANDER: So, the Chinese domains, some of them are registered and simplified and some of them are registered in traditional. These rules will allow them – allow users – to use whichever script. They won't have to change keyboards. Is that correct?

UNIDENTIFIED FEMALE: Not entirely sure, but the status as of today is the board still hasn't lift the banned of implementing variant TLD. So far, there is no variant TLD delegated. Whatever scripts they apply for, they got that one and they are maybe anticipating to have the variant version of it, but it's not implementing as of now.

UNIDENTIFIED MALE: If you permit, may I speak?

---

UNIDENTIFIED FEMALE: Please.

UNIDENTIFIED MALE: The LGR registrars from the code points. So, [inaudible] Chinese area of code points, so you take [inaudible] from zero to 100, which from their point of view, they have around 50,000 code points in Chinese. There's a region that does not have their own keyboard [inaudible].

These code points are going to be [inaudible] by the LGR panel and come back with a set of characters which are allowed in a domain TLD and not allowed in a TLD.

And [inaudible] variant tools from the [inaudible] so that can form [inaudible] which will go into the root zone. So, while creating a TLD, ICANN will just put a string there and see what community has suggested, whether this string passes that rule or not. If this passes, they will allow. If they don't pass, after they [inaudible] also. So, I'm not going there.

But, this is [inaudible]. It has to have a code point first and then the allowed code points which are for TLD. This is the part of community. And then the rule, what is combination allowed or now allowed? Is that correct? Yeah.

UNIDENTIFIED MALE: I just wanted to add something. On the note that you asked about whether [inaudible] TLDs would get allocated to the same registry

---

operator or not, today ccTLDs, for example, [inaudible] China applied for their simplified and traditional TLDs and both of them were delegated to the same registry operator. Whether or not they decide to delegate domains in the second level in both TLDs, that's a different question.

So, the desire goes back to the root zone LGR work that is going to start is I think the desire is that if a TLD application or apply for a TLD has a variant, both strings are delegated to the same registry operator for obvious reasons. You don't want variant TLDs to go different registry operators.

UNIDENTIFIED MALE: You are correct. A small correction in there. Community can decide that it is allocatable or it is blocked.

UNIDENTIFIED MALE: I was going there.

UNIDENTIFIED MALE: Please go ahead.

UNIDENTIFIED MALE: Yeah. So, the root zone LGR will decide whether it's allocatable or blocked. But, let's say both are allocatable. That means that it's going to be up to the registry operator or whatever the policy decides, whether that registry operator will be able to delegate both, activate



---

and [inaudible] both, like in a bundle if you will. I think NGO and ONG did for both TLDs. They're not technical variants, but they made [inaudible] of each other. So, those are the things that LGR will answer some of the questions, but then at the end of the day, it's going to be registry operator's decision as to [inaudible] delegate both TLDs and [inaudible], my understanding is second levels only are activated in the simplified version of it, not the traditional Chinese. So, a registrar in Chinese may be allocated, but it's blocked from activation.

UNIDENTIFIED MALE:

To give you a very simple answer of [parrot]. [Dot-parrot] was allocated [inaudible] was also [inaudible] of India. They are all given to [inaudible] India. [inaudible] of India has not activated them for registration, but blocked for them. So, they are located [inaudible]. They are in the root zone. Hence, obviously it can't be given to anybody else to lead [inaudible]. There's a whole purpose of variance.

UNIDENTIFIED FEMALE:

Okay. Maybe let's go to the next one, which is the second level. This is really I think to what you said earlier. So far, the second level is actually how to handle the variance that's defined by the registry for [inaudible] IDN tables.

ICANN doesn't [inaudible] on that, but we do have issues, the implementation guidelines. We are updating it right now. It is going to be published soon. The public comments has finished. So, the points I

---

want to point out in variant manageable is, first of all, it has to allocate to the same registrant or blocked.

The second one is if it's allocated, it should be by request. Automatic activation only based on some exceptional case or is totally [bundling major other words], but it still should remain as small as possible.

The subscript, which is used in different languages, should somehow try to harmonize the way they manage the variance to be the same. It also applies additional other things besides the rules. The rules is one thing. Have you determined what are the possible variance?

But, it's also another contextual mechanism that should be [inaudible] before you handling the second level variance. So, this will be in the guideline. For the second level, this is [inaudible] ICANN reach out to manage. Please, Mark.

MARK SVANCAREK:

So, what is the thinking behind keeping the number of labels as small as possible? It seems like ... So, I understand why you would not force people automatically to create both variance, but why would there be ... Why as an operating principle is having fewer labels better?

UNIDENTIFIED MALE:

I can answer. I'm not pretending I'm expert of it, but from my reading of, for example, the Arabic case study is that they defined variance in different levels. One could be the shape, depending on the position on the character, it adopts different – the same shape as others, so that

---

would be a variant. They also define another level of reachability, for example. Actually, [inaudible] reachability. Because the Arabic script is using many languages, Urdu, [inaudible] and certain characters, while they're not exactly the same graphically, visually, they are used in the same way. So, they would define variance in that way, even though if you're in [inaudible] you cannot type the other one.

So, for you, as an Urdu user, you are [inaudible] in that language, you would be assigned that variant. Maybe 100 depending on how many characters you have. There are going to be cases where, yes, it's usable for [inaudible] reachability saying you have your Urdu language, but then you go to another country, then you don't have the Urdu keyword, so you will use the alternate character and that's fine. You will be able to reach out to your domain name.

But, there are going to be certain combinations that would not make sense to allocate. So, those are going to be blocked. It's through the AGR algorithm and rules that you want to try to constrain the number of allocated variance as small as possible, but with the [inaudible] as usable as possible. That's the reasoning. Try to make it as small as possible.

Same goes with the Chinese. Depending on how you write your domain name, you may end up with thousands of variants, but really just a small number of those are going to be really usable. That's the thinking of it.

---

UNIDENTIFIED MALE:           Okay, I think I understand.

UNIDENTIFIED FEMALE:       Okay, yes, to wrap up, we are now on these variance issues. On the top level, still no variant TLD delegated. When you say [inaudible] in simplify and in traditional because they're coming to two different applications. But, if you have plain [inaudible] scripts and expecting to the variance of it, now it's not allowed. According to the board resolutions, still there.

For the second level, we actually have the IDN guidelines to try to harmonize how to manage it, but today, as of so far, it depends on the registries how to handle their variants [under their service]. So, that's where we are now.

So, it comes to the question. We are open and maybe get some feedback from UASG. If anything is related, is there anything we're supposed to get your inputs, go back to the related working group and IDNs or is there any work that we have futures working together? That completes my slides. Thank you.

UNIDENTIFIED MALE:       Do we have any idea of the LGR for China?

UNIDENTIFIED FEMALE:       It has been [inaudible]. The process is when they are working on the LGR for each script, that generation panel will be [inaudible] and is community based. So, we have a generation panel from China for

---

Chinese scripts from different countries. Once they finish their work, it will be submitted to integration panel, which is the one who makes sure all the stabilities and security is in place.

Right now, the status is they are in multiple reviews with the integration panels. It should be out to public comment in I would say a few months.

UNIDENTIFIED MALE: And Thai is complete, right?

UNIDENTIFIED FEMALE: Thai is completed, and also [inaudible] script from [Brahmi] is getting very close to public comment.

UNIDENTIFIED MALE: I have an odd thing to add to this, which is on the registrant of China.com in IDN, but it's in a variant that worked in [IDN a] in 2003, but then was not working [IDN a] 2008. I paid quite a lot of money for the privilege of having this domain name, which was then rendered no longer possible to use. I didn't enjoy that process. I reckon that I'm not alone out there in the world and people who are early adopters in IDN who are supporting what we're doing with universal acceptance, I'm probably more willing in the greater cause of good for what we're hoping to accomplish here, but we do need to take into consideration that there are existing registrants as we proceed forward in not stepping on their toes or causing disruptions to people who may have

---

viable or even planned viable activities that they want to do with domain names, should we have impact where something is not conflicting or is perfectly valid and is rendered somehow conflicting or invalid.

UNIDENTIFIED MALE: Sorry. I completely missed the first part. What was the problem?

UNIDENTIFIED MALE: The problem is ... So, I own a domain which the a label is [inaudible].com, which is China.com in traditional. When I registered, it was 2003 [IDN a] standard was there. Then, when the standard changed for 2008, it is no longer a valid domain registration. I would not be able to now register it and it may or may not still work in all systems as the standards change.

As we're discussing changing standards or how we're going to deal with variants or restrictions or existing registrations ....

UNIDENTIFIED MALE: Did you face a problem or are anticipating a problem?

UNIDENTIFIED MALE: What I'm suggesting here is, yes, I do anticipate there could be a problem.

---

UNIDENTIFIED MALE: I don't think there's going to be a problem because ICANN, as far as I have known, do not do anything retrospective to impact. Whatever [inaudible] has allowed for multi-script registrations, but today's [inaudible] are not [inaudible] with multi-scripts.

UNIDENTIFIED MALE: Thank you. I don't disagree with you. What I'm suggesting here is please take into consideration the rights of existing registrants who may have a domain name and do review what the impacts of variant restriction might be on existing registrants. That is my point.

UNIDENTIFIED MALE: So, good news from variant [inaudible] that we are not talking about second level at all. This variant, which [inaudible] working for India is this is exactly for only TLDs. So, if dot-com changes something, then you might have an impact. This is where we are.

UNIDENTIFIED MALE: I'm very, very aware of this. Yes. Thank you.

UNIDENTIFIED MALE: Second level, we are not [inaudible].

UNIDENTIFIED MALE: I am very aware of that and what I'm suggesting is there might be, as we look at this, some unforeseen – when they changed the standards, they didn't foresee that this was a possibility. I'm just suggesting that

---

we do take that into consideration that the market place may have existing participants.

UNIDENTIFIED MALE: Thank you. So, AJ is right as far as the root zone LGR pertains only to TLDs, but [inaudible] went on talking about these IDN guidelines which pertain to second level domain names. These new versions of [inaudible] introduced the concept of variance at the second level. So, I think the question goes to, as registrants, if registries start activating IDN variance, do registrants expect to behave in a certain way? That's a very valid question.

As registry operators will start looking at adding these new features, how do we implement variant activation so that it really is useful for these registrants? Is it only expected to work in the simplified or simplified Chinese? How about the Arabic community? How do they really expect those variants to work, as a unit? From an end user standpoint, you could be just the user story. I want to type my IDN in the address bar and go – regardless of what variant I type in, I will go to my website. But, from that step to opening the [inaudible] are where it's really going to whoever is hosting that domain name and you have all these variants somehow configure so that they point to the same website server from a registry operator and registrar operation thinking. If you transfer one domain name, you have a portfolio of variant domain names. If you transfer one, what happens with the other ones? So you have to [inaudible] as a unit. Then you introduce all sorts of, I don't want to say issues, but other things that you have to take care of.



---

As a registry, right now as we work as a unit. A domain name goes one [inaudible] another. In the future, if we introduce this variant concept, we will have to introduce some kind of family or bundle. If you move one, you have to move the other ones, and how does that relate to the [inaudible] transactions? All sorts of questions.

Ultimately, it would be useful to know. Of course, if a registry operator will go out and maybe serve their markets they're servicing [inaudible], but if ICANN can offer that sort of information, perhaps that will be useful for us.

As far as universal acceptance goes, it's impactful because it goes back to can I use my domain name? Can I use my IDN consistently and effectively?

DON HOLLANDER: So, I can type the same name or the thing that looks the same in multiple ways. Is that the issue?

UNIDENTIFIED MALE: Can you elaborate on that example? What's the same for you?

DON HOLLANDER: I might use simplified Chinese or I might use traditional Chinese. Same word, different characters. Or is the same character, different shape?

UNIDENTIFIED MALE: There's a number of issues. One of them is that within a language there could be two ways to express the same word, like traditional Chinese and simplified Chinese. Another one is that Unicode allows

---

the same glyph to be expressed in multiple ways such as, say, an accented vowel could be its own code point or it could be a join of an unaccented. How do you do those? Is that one label or two? So, you have to deal with issuing those labels. You can't issue those labels to two different people, for instance.

UNIDENTIFIED MALE: Just quickly, that normalization will take care of. It's only one. So, before [inaudible] domain name, only one. After that, regardless how you type in, whether it is a sequence of code points, normalization [c] will take care of that and it's just point everything to just one single label.

UNIDENTIFIED MALE: True. But, it still falls into the category or variance or do we just say no? If it's in normalization, it's out of the topic of variance. Okay, I stand corrected.

UNIDENTIFIED MALE: Actually, Dennis, correct me if I'm wrong. Ultimately, a domain name [inaudible] to an ASCII [inaudible] and goes to the DNS. Whether registry changes a policy of variant or not, my domain name and my current DNS is always going to be as it is, not going to change, because the DNS is going to resolve my label to that Unicode and that Unicode is mapped to that particular IP where the label does not come into picture at all. It is only ASCII and IP at the backend.

---

So, the registry, for the existing domain, it might actually not impact for what a registry does for registering domain names until/unless you force them to change their DNS [inaudible] and something more.

DENNIS TAM:

Right. If you're talking about one single domain name, yeah, that's [inaudible]. But, if you introduce variants in how you manage those variant relationships, if there is any relationship at all, that's where you have to – it becomes implementation. How do you implement that? Two variant domain names go to the same records and if [inaudible] from a registrant. Does the registrant really want all of the a records, [mxr] record, go to the same location?

What if, just thinking out loud for simplifying the [inaudible] on Chinese, what if I want my simplified Chinese users go to host all the [inaudible]? This location and all [inaudible] Chinese go to different records. At some point, they're behaving as different domain names. Ownership could be single point to the same registrant, but from a management standpoint, they behave differently.

That could be a very well-accepted use case. In other cases, they want to behave as a unit, so regardless what domain name is, they just move as one family, if you will.

UNIDENTIFIED MALE:

So, actually, if I could get attention of the [inaudible] UASG, I think we need to also ... This brings up a new issue which we have never discussed before for the domain names.

---

DON HOLLANDER: Well, I think we need to discuss whether this is truly a UA issue or what it is.

UNIDENTIFIED MALE: Yeah, so we need to discuss that, and then include or exclude by putting a [inaudible] on it. Secondly, Dennis, I'll reply you. I think you are very, very on dot because my experience with Shri Lanka and Thailand, they both bundle the series of domain names including an IDN and give it to only one person.

So, if I register [inaudible] in English, [inaudible] dot-thai, dot-ph, they will give me [inaudible] as a bundle free. Shri Lanka, they will give me [inaudible] dot-lanka. They will give me education.lanka. Five domain names as a bundle. And they all move to one ownership, but the ICANN [inaudible] different DNS or all of them.

So, ownership issue, I can agree with you and [inaudible] because they are different domains.

But, still, I com back to ultimately it's going to the same domain, from the user perspective, and the DNS is going to control where it should reach, not the registry. Of course, the ownership and [inaudible] because [inaudible] are going to change [inaudible].

UNIDENTIFIED MALE: So, regarding whether this is a UA issue, I've been perusing our documents. We do make statements about [IDN a] 2008 as preferable

---

to [IDN a] 2003. We don't talk about label generation at all. I think that's okay, actually. So I'm not sure what role UASG would play in this topic.

UNIDENTIFIED MALE: We don't talk about the LGR, but I think we talk about IDN tables at some point or not.

UNIDENTIFIED MALE: Well, we just talk about [IDN a]. As far as I can tell, I don't think we talk about the tables. I'll keep looking.

UNIDENTIFIED MALE: [inaudible].

UNIDENTIFIED MALE: [inaudible], but only at the level of use [IDN a] 2008. I'm not seeing any detail below that.

UNIDENTIFIED MALE: We never went [inaudible].

UNIDENTIFIED MALE: I don't think so.

---

RICH MERDINGER: Thinking about the remit that we have, we're dealing with all valid e-mail addresses and valid domain names being treated appropriately. What I think we've stepped over into the line of what makes a valid domain name and I think the complexity of that is beyond the scope. I appreciate an understanding of it, but we are theoretically relatively experts in this room in various topics. Don's head exploded about 25 minutes ago and he's a smart man. Anyway, that's my recommendation.

DENNIS TAM: I think I agree with Rich. I think for the registry set of guidelines that we want to maybe, from a UASG standpoint, say to the registries is to follow IDN in 2008 and the IDN guidelines. That's where we draw the line, because from that point forward, it's basically registry implementation of those [inaudible] guidelines.

UNIDENTIFIED MALE: [It should be discussed otherwise].

UNIDENTIFIED MALE: What I'm seeing in the documents is support all valid labels. When you're considering what's valid, [IDN a] 2008. That really is as far as we go as far as I can tell. I still think that's probably appropriate.

DON HOLLANDER: So, does this mean we don't have to worry about this?

---

UNIDENTIFIED MALE: Well, as humans we'd need to worry about it, but not as the UASG.

UNIDENTIFIED MALE: So, we have to worry about for sure about variants. This is not [inaudible] if we are thinking that way because local mailbox names are going to be [inaudible] dealing with variants for sure and this is an issue to be dealt with.

For domain names, yes. For domain names, we need not to worry about. For domain names, somebody else is taking care of that at the registration level or the registry level. So, we need not to worry about them at all. But, for mailbox names, yes.

UNIDENTIFIED MALE: You're right. That is true.

UNIDENTIFIED MALE: We need to. We are not fully away from variant to be off the roof. We have to deal with that. And like we share with my example, putting on ... I think I shared with you about Arabic.

In ICANN 60, I got [inaudible] of Arabic in ICANN 60, which unfortunately when [inaudible] and had a variant issue and I had created an Urdu and when I typed that e-mail address, it bounced because I was not [dealing] that variant. She typed another code point in that mailbox name, which looked exactly similar.

---

When I saw my log, I see exactly the same looking characters coming in and then realized that we are hitting the variant issue. Then we obviously had to do something for variant mapping or something, which I was talking with Dennis also.

This is [required] to be dealt with every mailbox name. That is for sure. That will be [required] to be dealt with. Maybe [inaudible] can help to advisory or guidance on how to deal with the variance and what does [inaudible] UASG can publish that for the knowledge sake.

UNIDENTIFIED MALE:

Okay. So, I'm looking at the quick guide to EAI and items for e-mail service providers to consider. We do include consider offering mailbox names which conform to the domain name label generation rules for the selected script. These names are guaranteed to be compatible with punycode algorithm. They can easily be shared with users, blah, blah, blah. It doesn't talk about the variance collisions issues, but it's just another bullet point underneath the top recommendation, which is consider offering mailbox names which conform to the domain name label generation rules for the selected script.

UNIDENTIFIED MALE:

But, we need to also mention that allocatable or blocked policy for variant labels to be also implemented.

UNIDENTIFIED MALE:

Okay.



---

DON HOLLANDER: So, the action items are to review the UASG quick guide to EAI to include another bullet point around mailbox names and coping with stuff.

UNIDENTIFIED MALE: Variant levels.

DON HOLLANDER: Variant levels.

UNIDENTIFIED MALE: And also in review of the upcoming technical guide to review whether or not influence [inaudible].

DON HOLLANDER: Right. I believe if it's going to be in the quick guide, it should be in the not-so-quick guide. We'll go through the table of contents of that later today. Okay, thank you very much. That was really something I was looking forward to.

UNIDENTIFIED FEMALE: Thank you, thank you.

DON HOLLANDER: Sarmad, I think it was [inaudible] of you to not show up. But, I understand. Do you think that that's a good solution for us?

---

UNIDENTIFIED FEMALE: Yes. It's basically up to the UASG how to pick this up, but at least you got informed that [inaudible] happenings, and because of so many generation panels is working so fast, so they are [inaudible]. And if this definition comes available, then we all have to expect that somebody is going to pick this definition up and implement something. So, it's just good to get to talk. Yeah. Thank you.

UNIDENTIFIED MALE: By the way, Sarmad did respond to you. He said be there or be talked about.

DON HOLLANDER: And the second option is to do the full introduction to EAI and make sure that it also covers treatment of LGR rule variants, variant label, in the mailbox name.

UNIDENTIFIED MALE: Do you think some knowledge base required from IDN team maybe for [inaudible] one page for the entire community to understand what – can you put that to one page? As an orientation. Nothing more than that. So, everybody is [inaudible]. No?

---

DON HOLLANDER: The question is should somewhere within the UASG documentation we include a quick guide to LGR rules and how they apply to variants? Is that correct?

UNIDENTIFIED MALE: I was saying only what LGR and variants are, nothing more than that. How to apply something which goes beyond our scope. How that rules are formed are also beyond our scope. What LGR is so that they can be pointed out to the LGRs and they can look at the ICANN site what LGRs are and what variants are. ICANN is taking care of that. Because we are dealing with a mailbox name and telling that we should leave the variant, so tell what is variant level at least, a little bit of it. A limited knowledge to some, so [inaudible] if possible.

DON HOLLANDER: Would you see that as something that might be in an appendix to the EAI documentation?

UNIDENTIFIED MALE: That will be fine.

UNIDENTIFIED MALE: It's sort of at the level that Rich suggested. It's good to know and if you want to know more, click and go there. I can take that. It's a one-pager, basically. I volunteer for that.

---

DON HOLLANDER: Thank you very much for that.

RICH MERDINGER: So, do you want to go back to the coms issues and discuss them now or discuss them at the end of the day when we're really tired?

UNIDENTIFIED MALE: We've almost [inaudible].

RICH MERDINGER: No, we're only getting started.

DON HOLLANDER: So, just to look at the rest of the agenda, we've done communications except answering the hard questions. We've talked about IDN variants and the possible impact on UA. I think we have some action points there.

The next topics in line are EAI, local initiatives. The rest of these are generally pretty short. EAI is a meaty topic. Why don't we do this? The big hand is now after midday. Why don't we address these questions in the coms paper and then we can break and then come back to EAI after lunch. Everybody okay with that?

UNIDENTIFIED MALE: Sure. Did you bring lunch? Excellent.

---

DON HOLLANDER: So, these are the questions that I had hoped to get addressed this morning. The first is being UA ready means that organizations support their clients' choice of identity. I think we got a pretty clear yes and nobody was willing to throw any of the others away. Is that correct?

UNIDENTIFIED MALE: Actually, since you asked is that correct, fine with the first [inaudible] meeting adding the fourth. However, I still don't necessarily agree that universal acceptance is going to get the next billion users online. I think that's going to come in [inaudible] like Facebook and other controlled environments. I don't think it's going to be with domain names and such.

DON HOLLANDER: I think that's a point well worth considering, but for different reasons. My reasons [inaudible] is perfectly fine. So, let's ask the question. Do we want to keep including that UA provides a gateway to the next billion Internet users? Is that a compelling argument for our target audience?

JOTHAN FRAKES: I'll press the mic. I have to tell you, from meeting with CIOs, developers, CTOs, people in this position, they need a carrot in order to justify the budgetary requirements of a lot of what's happening.

Now, that said, I also agree with Richard about where this is going to come from. But, we do need something that is a lure or has some

---

commercial attraction towards implementing the changes that are going to be required in order to support these things. But, they have to factor that in. It needs to be tied to some budgetary benefit when that CIO or CTO has the conversations and committees in order to justify what's going to be required.

And to that extent, I think that this is a very important piece that is there. The Federal Commission of Jothan at least proclaims that.

DON HOLLANDER: So, you're for keeping it in.

JOTHAN FRAKES: To be clear, I'm for keeping it in.

UNIDENTIFIED MALE: So, I'm for keeping it in. Whenever I see something that says the next billion of anything, I automatically go into skeptical mode, but I think this is a safe statement that it is just a gateway. It is not a guarantee. You could say a stepping stone or something like that. It removes one more source of friction.

So, if we wanted to make it a little bit less assertive, I suppose we could, but I think that a bullet like this needs to be in there.

DENNIS TAM: I would also like to keep it inside our strategy because Internet users, for me it's both private and business users. So, from a private user

---

perspective, I totally agree. A lot of users will come inside [inaudible] Facebook, etc. But, I think as soon as it starts even a very small business, you still rely on e-mail. I think to leverage the usage in native languages, I think this is something beneficial to that kind of usage.

Maybe I'm missing some kind of development in some parts of the world that are also running a small or medium business without e-mail, but from this perspective, I'd like to keep this in our scope.

DON HOLLANDER: Thanks very much. China does not use e-mail. It's a little market.

UNIDENTIFIED MALE: Well, wait. No, that's not what they said. They said that China continues to use e-mail for official communications, such as business communications and government communications because they are regulated differently and they are seen as more official. But, for normal people communicating, they are using different technologies typically within [wall gardens].

UNIDENTIFIED MALE: Just a question. If we are asked how you are the gateway to the next billion users, can we provide proof points?

DON HOLLANDER: The answer is yes. There is a UASG white paper that showed that there's \$10 billion of new economic activity and a subset of the

---

countries and that there's another 17 or 20 million Internet users that will come as a result of it.

In terms of the UA core messages, we will now go with four. So, the next billion, better UA equals better UX, business responsibility to keep the standards, and you need to support the identity that your customers want to use.

UNIDENTIFIED MALE:

Don, I just wanted to make the first point on the next billion, why UA is important as a gateway because I think Facebook, Twitter, or anybody else with social media, which I agree they are going to get their billion. But, those billions are not our target billions. I will take it that way because these people are people who are non-English people, who are language people whom are not going to be addressed right now by the ASCII domain holders right now.

So, those people, which is only hardly a billion population in the whole world, the rest five billion population is language-oriented population. If we break that barrier, it is not just billion. We then get more. So, there's an opportunity and a responsibility to break that barrier who do not know English at all or don't want to work in English can access Internet as good as ASCII domain user. That's what [inaudible].

DON HOLLANDER:

That's fine. Thanks very much. So, we agree to add the fourth message and not to remove any of the previous three. That's fine. Thank you very much.



---

So, target audiences. Since the beginning, we have been generally careful about ... We say nothing that we're doing is a secret, but our target audiences have been the doers, the directors, and the influencers. So, when we engage with media, we have been actively working to engage with media targeting our audiences and we're not looking to be in the New York Times or the Washington Post. The issue came up in Hong Kong when somebody in the group said we should go to the mainstream media and let people know that this is an issue, an opportunity, what have you.

I just wanted to get a sense of the broader UASG community. Do we keep ... How do you want us to do this? So, do you want us to be explicit in our coms strategy to not reach out to mainstream media or relaxed or to actively reach out to mainstream media? Mark?

MARK SVANCAREK:

I think part of the discussion before is are we even going to be involved in demand generation for IDNs and EAI and stuff like that? I think the answer to that is still no.

Going to mainstream media just as a general tactic is just one more way to get at the CIOs. I don't have an objection to that. So, going to the New York Times and saying, "Hey, did you know that there is a group doing this cool thing?" No, I had no idea. Well, that's just another way of reaching out to CIOs. Is that what we're talking about?

---

DON HOLLANDER: And why are they doing this thing? Because the thing that we have now is broken.

MARK SVANCAREK: Right. And the next billion and identities. It seems [inaudible].

DON HOLLANDER: Oh, I don't want that broken message really going to mainstream.

MARK SVANCAREK: Okay. Then, we don't address it from the broken. But, it's still ...

DON HOLLANDER: I have never met a non-cynical journalist and I've worked in newspapers for a long time.

MARK SVANCAREK: Good point. Yeah.

DON HOLLANDER: My preference would be to not avoid – well, my preference would be to explicitly avoid, but I'm not going to run away from anybody. But, I don't want to explicitly pursue mainstream media. That's my question for the group.

---

UNIDENTIFIED MALE: Mainstream with [inaudible] where you don't become subject to the journalist.

DON HOLLANDER: I don't think you can go to mainstream media without being subjected to journalists.

UNIDENTIFIED MALE: Not really. All the print medias, all the newspapers print on some particular day some subjects, some expert article and they just edit and publish, just like you can do Don Hollander Secretary General UASG. Whatever you write gets published.

DON HOLLANDER: My preference would be to target that at professional publication as opposed to mainstream publications.

UNIDENTIFIED FEMALE: We have a comment in the chat from Sigmund Fidyke. He says how about we go to the mainstream media with success stories, like Outlook supporting IDN?

DON HOLLANDER: Okay. I am always for promoting the successes of Outlook, but as a person with a conflict of interest, I guess I need to withdraw that statement.

---

UNIDENTIFIED MALE: I agree that if we've got stories like this or stories like [xgen plus] where we can have real good success stories, I've got nothing against it to promote them in the media. But, having a general message as the UASG to that kind of target audience, I don't ... Maybe I'm limited in my scope of fantasy, but as long as we don't have a real approach how to communicate our message without having been asked as a second or third question, okay, what is this UASG and what is your scope of work? Then we come closer and closer to address the question. Is there maybe something not working? I don't see any sense in pushing this.

[ELAINE]: I do support the idea of a prepared article as AJ was suggesting and putting it into something link Inc or Businessweek. There are several places you can plant articles like that. Specifically to address this is a topic that is known. If you look at [inaudible] or chatrooms, you'll see this is brought up. That would give an opportunity for anybody who is already paying attention to this topic to get some legitimate information from us, the source, rather than speculation on chats. I think that's a good idea and it kind of addresses some of the rumors and speculation around new TLDs not working. It's been talked about. Maybe we don't need to do the New York Times, but I think it's good to address it head on.

---

JOTHAN FRAKES: If I could build on Elaine’s really good point. As the Domain Name Association, many of the members are registries and registrars who have interest in helping to expand awareness and evangelize and engage people about this, so we can amplify the message that might come from UASG or even be the voice where it’s thought or believed to be too commercial for ICANN to be talking about this, where we may be an opportunity to commercially amplify the message.

UNIDENTIFIED MALE: I was [inaudible] promoting Outlook or [inaudible]. I was thinking a little more from talking about a specific solution. We talk about real implementation studies. I think that would be more compelling. That brings up [inaudible] business for everybody else. It’s just news for [xgen] is supporting mailbox or Outlook is supporting mailbox, and Microsoft announces [inaudible] goes everywhere. It becomes a [inaudible]. We can also talk about it. There is nothing [inaudible].

But, what I’m saying is if we talk about a story like [inaudible] how they could get next million visitors on their site by IDN, which [we’re not able to read] today. How this newspaper in India did it, how the government is able to reach millions of people in their own script and language free of [question], how other government officials and other governments can look at it.

Maybe these kinds of studies can become fascinating and has expressional value for other people to look at, that I’m able to do so, what I’m missing. Maybe that way.

---

Because if [xgen] has done it and it builds a story, then it is just news for me. It's not expressional for me to take back home and do it.

If we bring a solution which has solved a problem for somebody and put it in front, then becomes aspirational for everybody else. I think we do it that way.

DON HOLLANDER:

Just one final comment. We do have the case studies format for capturing successes. So, in terms of capturing successes, that's the way to do it. But, what we do with those, if you were to go to the New York Times and say we have a case study from the government of Rajistan, here's a cool thing that they did, you can amplify the message. So, you're not doing anything ... I mean, we were already going to do case studies, but then what you do with them thereafter, do you expose those to the mainstream media or not is the question.

UNIDENTIFIED MALE:

This is true also for my solution available online. Outlook has done. This is [inaudible] for the same message. What I was thinking if [inaudible] goes to the secretary and to the chief minister and talked to them on the phone, exchange e-mails, and he builds on a story, not of a case study, I think that's more compelling because then he's writing his own story.

UNIDENTIFIED MALE:

Yeah, but what's the role of the UASG? And that is the question.

---

UNIDENTIFIED MALE: The interaction, the connect. The final comment from you, from Don, from Richard, anybody who is in a leadership position can have his own statement there, then how it is impactful? I think that's [inaudible].

DON HOLLANDER: Thank you very much. That helps me. We've talked within the coms group and the UASG Coordination Group of focusing largely on government IT, executives, and I'm looking for endorsement here. The reason we're looking at government IT specifically is there are about 1.8 million CIOs in the world, about 18 or 20 developers, so that's ... Christian Dawson who is one of the co-coordinators would like us to look smaller rather than bigger and try to focus on some successes. So, we thought we'd choose government IT executives as one of our smaller target audiences. I recognize about 50,000 people in a role similar to that, which is still a lot, but we'll shrink it down and we're looking at – we're working with the GSE teams, for example. Baher, who was here earlier, he's looking to do a pilot in Jordan and in Egypt. In Europe, we're looking to do a pilot in Bulgaria and possibly the UK. In Africa, we'll do, Kenya, and South Africa and I think two other places.

So, we're just trying to shrink small. I'm hoping that this group says government IT might be a good place for some potential wins. My thinking is they have purpose beyond profit, so they have a social responsibility to support their communities. I'm just looking for

---

endorsement here that that's okay. We thought about regional airlines, but just getting a link into there is difficult. Rich?

RICH MERDINGER:

I think it's fine. I don't like the idea of the adjunct to that, which can be getting governments to put in regulations to require things of that nature, so I'd like to keep those things separate and not just say, "Well, government, you should do this. By the way, you should make everybody else do it, too." I'm not in favor of going in that direction.

UNIDENTIFIED MALE:

Yeah. That feels like just another form of demand generation. It's just a really overt kind of demand generation.

DON HOLLANDER:

Noted, thanks. Then we're looking again at shrinking our scope. We think that China and India are fertile grounds. Not that we're ignoring everywhere else, but we're just trying to put focus on ... So, the way the UASG works is really finding local folks to do the work locally. Anybody have any reason not to choose India or China? And anybody have any other places that they would like to add? Thailand?

UNIDENTIFIED MALE:

Even before China, I would do Thailand because Thailand is a low-hanging fruit right now for us. Thailand is giving e-mail addresses. Thailand is already giving domain names. And Thailand is already doing it commercially. China is not. In China, we have seen the



---

challenges right now, which is [inaudible] and commercially there is no operating right now for mailboxes, so we need to ... Before we go, we need to also engage with Coremail and push them to start offering at least to one registrar or something mailboxes commercially.

Without that, going into China maybe that will [inaudible]. Thailand is ready. I think Thailand is fully ready. We have to just go and push it. That's all.

DON HOLLANDER: So, Thailand has a session coming up in April or May and THNIC has been a strong long-time advocate for this. Mark and then Lars.

MARK SVANCAREK: So, I agree India and Thailand definitely for the reasons that AJ explained. If we are going to have an aspirational area, rather than China, I would look for something in the Arab script zone. I think that there's a lot of pent-up demand there. The challenges are big, but it seems like if we had an aspiration, it would be there.

DON HOLLANDER: Okay, thanks. Lars?

LARS STEFFEN: I agree with what has just been said. With Bulgaria, we also cover Cyrillic script area.

---

UNIDENTIFIED MALE: I should actually add Cyrillic. Cyrillic is actually a very fertile ground for us, even before China.

UNIDENTIFIED MALE: I concur with that, too. There's a lot of nationalist demand within the Cyrillic zone.

UNIDENTIFIED MALE: [inaudible] should not [inaudible] China around. I think we should not [inaudible]. I think China we should always keep on the radar and keep doing some activity there. We don't leave it completely in a [remote] zone and don't touch it because this is some very large population is going to come from China. So, we need to continue, start pushing. But, Lars [inaudible] good success stories will come right now. The next three months and four months if you want can come from India, Thailand, Bulgaria, [inaudible]. We can have these areas. And the UA. Actually, [inaudible] we can motivate. He is ready. He is ready to sign up and do something very aggressively in UA, [inaudible]. And it can be a bigger statement. We immediately [inaudible] countries in Arabic and make a statement.

DON HOLLANDER: Okay, thanks very much. So, then, the issues that I have – and I think everybody is tired because people are leaving. I'm happy to take a break now and resume in an hour. So, for people who are online, that's an hour from now. So, when the big hand is on the six. Thank you very much.

---

UNIDENTIFIED MALE: So, what is the next agenda?

DON HOLLANDER: It will be EAI. Thank you very much. Is there food here?

UNIDENTIFIED MALE: Oh yeah, it's been here for an hour.

[break]

DON HOLLANDER: Hello. The big hand is now well and truly past the six. We have a couple of things on the agenda to talk about. If the folks on the EAI wouldn't mind, I'd like to just shift the agenda round a little bit to talk about ICANN IT's journey in UA. We have Ashwin here. Ash, do we have Sigmund on the line?

UNIDENTIFIED MALE: Sigmund is on the line.

DON HOLLANDER: I'll just bring the slides up. Actually, I have to plug my computer in. Then, we can hear about what's happening with UA in ICANN IT because I think it's a useful update point because when we first started this, for those of you who might be old enough to remember, ICANN IT was going to have this done in 18 months and it would be all

---

complete. Then, reality struck. It will be useful to hear not that why is it late, but how they're taking the approach now. Is that fair?

UNIDENTIFIED MALE: Kind of fair.

DON HOLLANDER: I use ICANN IT when I talk to CIOs around the world as examples of the approaches that we don't really expect people to run UA projects up within their operation, but what we do think they should do is put UA on their architectural roadmap and then there are some unintentional benefits from pursuing the UA that ICANN IT has done, which includes things like getting a data dictionary developed, so that they know what fields they are using in all their applications and they can get consistency. They also got an inventory of all their applications.

So, Ash, give me a moment to get your slide deck here. We have a new remote participation manager, Brian, who thought he was just coming for the chocolates, but they said you have to pay attention. So, people who are remotely participating or their voice is not holding up can use the Adobe chatroom chat.

Sigmund, if you say Bing, which will get Mark's attention, I can change the slides.

ASHWIN RANGAN: That sounds like a plan. Thank you, Don. My name is Ashwin Rangan for the record. I serve as the Head of Engineering and CIO for ICANN,

---

the organization. I have Sigmund Fidyke on the line as well. He is unable to join us here because we are being very cost-conscious about who travels for what purpose, how long is the duration of travel, etc. And I felt that with this meeting being the one thing that he needed to attend, it was just as easy with our AV capabilities that he could be remote and still be in the room with us, so to speak. I'm pleased that he's still here in that he is four hours behind and I think he was messaging back and forth saying that he was up at 4:30 in the morning so he could be part of the proceedings here in this room today. So, Sig, thank you very much for that.

I'll just make a few brief contextual remarks and hand the deck presentation over to Sig.

As Don mentioned, we started down the path of UA readiness two years ago. In fact, about two years and six months back is when we started assessing what we needed to do. When we started the assessment, it became clear that [inaudible] inventory, the assessment was kind of spotty and we weren't quite sure whether we were getting things done or how we would get things done. It quickly led to the need for a CMDB and to assemble all of our assets into a single common place to what Don alluded to, which is the creation of a data dictionary, and a variety of other pursuits that we've had in the last two-and-a-half years that have not just contributed to UA readiness, but to better hygiene in the running of our IT shop.

So, I'm very pleased with the collateral benefits that we've enjoyed over the last two-and-a-half years and it is indeed the case that ICANN

---

Org is a better shop for the experience. We can look back and lay claim to the fact that UA and UA readiness was the trigger point for us to get to where we are today. There were other trigger points, but this is certainly a major contributing factor for us.

I've talked often about the fact that any portfolio today is likely to be a combination of things that have been procured off the shelf and things that have been written in house, and the fact that the approach to UA readiness is different depending on which of these two segments of the pie you're looking at, where you have code control. There is significantly more control over the pace at which it can make progress. Where you don't have code control and you only have contractual control, it's a whole different ballgame when you're buying things off the shelf and implementing them.

Our experience looking back was the level of awareness of UA readiness was very poor to start with, with people who were selling product was and it's only in recent past that we're seeing traction in that regard. There's much more work that needs to be done.

So, given that that's the context, we started with a catalog that had roughly 80 entries, and the catalog itself has grown as we have gone forward with this exercise, both by virtue of discovering new assets, and by virtue of the fact that new assets have indeed been created and placed in service in course of the last two-and-a-half years.

So with that as opening comments, I'm going to pass it along here to Sigmund. Sigmund serves as the Head of Architecture for ICANN Org and has been with us for about three years now, so he has quite a bit

---

of knowledge in what has gone on since he's been with us throughout this journey. That said, if there are any questions, I'll take them. Hearing none and stunned silence, I'm handing it over to Sig.

UNIDENTIFIED MALE: So, let me ask the question and break the silence. When we are likely to have icann.org accepting our IDN e-mail addresses?

ASHWIN RAGLAN: Good question. That's why I have Sigmund on the call.

SIGMUND FIDYKE: I'm sorry, accepting IDN what?

UNIDENTIFIED MALE: Accepting EAI.

SIGMUND FIDYKE: Oh, what a great idea. Well, we use Outlook, so we're set.

UNIDENTIFIED MALE: No, I need to sign up ...

SIGMUND FIDYKE: Yeah. I see what you mean. I got your answer, sorry. Yes, thank you. So, what's up now is our commitment to UA readiness at ICANN. One of the keys here, one of the things that we did to sort of break it up

---

into – for budgetary reasons is I created what I call phase one, which is simply long – accepting domains and e-mails with long ASCII.

So, if you have a dot-shopping or a dot-realestate or something like that e-mail address, we accept those. We are close to done with that and you'll see on a following slide where we are there. But, we expect to have that completely completed across all of our custom services by the middle of this year. Then we're working full speed or with all due speed – sorry – on getting full UA readiness and IDN. Bing, for next slide, please.

Okay, the phases I mentioned, phase one was handling long ASCII domain names, but the main reason is to handle most of the majority of the new TLDs, but also to basically find every place where we have work to do for UAR. It does identify [inaudible] which means a lot of the progress is to come up with a lot of not applicable or services that we don't have to worry about. So, identifying those is a fair amount of progress as well.

But, the key for this is I can do this on a bug fix, non-budget. So, it goes to the [sustain and] engineering team. It's one of the things they do every time they touch something or in between other things. We have them go to services that aren't being modified for any other reason.

That said, for phase two, to do full UA readiness, we've done a number of things to prepare for it. We have a number of sites that have been updated to handle full IDN e-mails and URLs. But, also, what we've been doing is creating code libraries in Java and in Python that we can



---

use. We're also of course moving a number of services to platforms that are already UA ready, such as Salesforce.

Then, as I mentioned there in a separate track is that it is on our list of criteria for choosing new services. Next slide.

So, this is where we are now. Quite a bit further along than our last meeting. We are about almost three-quarters done with all of our services, either off the shelf or not. And if you see there across the bottom, you'll see phase one. We are down to seven services in process and seven yet to get to and we will have completed the phase one across all of our custom services.

What that also means is that, at the same time, we have identified every place that we use a URL or an e-mail and every place that we need to touch later when we get to phase two. And phase two, you can see we're in process with four and we have 19 total left. Any questions on this slide? There's fair numbers on here.

DON HOLLANDER:

When you say UA ready, does that include supporting non-ASCII characters in the mailbox names?

SIGMUND FIDYKE:

It does for phase two, yes. When I say fully UA ready, it does mean that, yes.

---

DON HOLLANDER: What third-party applications that you're using are currently stopping you from declaring success?

SIGMUND FIDYKE: So, which off-the-shelf ones don't support?

DON HOLLANDER: Yes, that's the question. Thanks.

SIGMUND FIDYKE: I don't have the specifics here, but that's a great question. I will get you that answer as soon as I can. I'll get that answer off to you, Don. I understand your question. I don't have that list. I have the counts, but not the numbers, names.

UNIDENTIFIED FEMALE: I have a question, sorry. I just entered in the room. I am interested in these issues as a ccTLD manager and IDN manager of our country. When you say ICANN will provide its services with universal acceptance, what are these services that ICANN will provide with universal acceptance?

SIGMUND FIDYKE: The services I'm referring to are the digital applications that we have running from fellowship to the way we interact with our contracted parties to the websites that we have that support GAC and At-Large, etc. Does that answer your question?

---

UNIDENTIFIED FEMALE: Do you have a specific example? I can see what type of services ICANN should provide with universal acceptance.

UNIDENTIFIED MALE: Let me take the question here. I think your question is what do we mean by services, literally? It's not about what services do we actually deem as being UA ready. So, we think of our services as any system that is currently in production either for use internally by ICANN staff or for use by the communities that we serve.

So, an example, for instance, would be a website like icann.org or another website like gac.icann.org. Each of these is a separate website. We offer it for the benefit of two different parties in the communities that we serve. The GAC website is specific to the GAC as an asset. Icann.org is available to anybody in the ICANN community to use.

So, when we say we're UA ready, we are saying that the code in these assets have been looked at, and whatever requires code patches to make them code ready have been applied.

So, if you're already using a website or a service that is in place, then when we say it's UA ready, that will accept whatever strings you will be providing, either long ASCII or eventually IDN strings. Does that answer your question?

---

UNIDENTIFIED FEMALE: Yes, but I can see the opportunity. I think universal acceptance is more for the other contracted parties, not ICANN.

SIGMUND FIDYKE: Perhaps. I mean, it's a debatable point, whether it is useful to us or useful to you.

UNIDENTIFIED FEMALE: It does provide I think [inaudible] website from ICANN. It's already [inaudible]. I don't know. Perhaps I'm wrong.

DON HOLLANDER: So, from my perspective, these are things like their financial systems, so their accounts payable system will send a remittance advice to a supplier when they get paid. That remittance advice should be able to be sent to somebody who has a non-English e-mail address.

SIGMUND FIDYKE: It would be a good example.

DON HOLLANDER: You sign up for two or three of the ICANN e-mail lists that exists. You should be able to use a non-English e-mail address for that. Actually, I don't know what else you do.

---

SIGMUND FIDYKE:                   Actually, Don, I can give one. We, actually, about nine months ago, if you signed up for fellowship, we couldn't handle even dot-realestate or longer ASCII. That's what got me onto my phase one thing. You couldn't even sign up with that. When that's UA ready, then you can sign up for fellowship or sign up for anything that we do using an IDN e-mail address or pointing to an IDN URL.

UNIDENTIFIED MALE:               This is icann.org. Maybe accessible in the future. Maybe it is in the pipeline or not that you can have icann.rules, icann.arabic, icann.china, icann.[parrot], and everybody can access his own website in his own domain name in his own language. So it is 100% Hindi or 100% Arabic starting to end. Everything. So, ICANN e-mail address will be – it is just one point that you can send an e-mail to the person who subscribed to, but can I send an e-mail to your Hindi e-mail address from my Hindi ID? [inaudible] domain name will be the eventual goal, I think.

ASHWIN RANGAN:                   Correct. I think that's the ultimate stop point that we want to get to, and I think that's the ultimate stop point for all of us to get to. Yeah. No, we're not there yet.

UNIDENTIFIED FEMALE:           [inaudible].

---

DON HOLLANDER: Can I just respond to [inaudible] point? That's not a UA issue. Yeah. I want ICANN to be able to accept the e-mail address that I want to use and I want them to be able to use ... So, if I'm running a ccTLD and I have a dot-barat name server address, I want to be able to record that in the IANA database. Sigmund, we've interrupted you far too much already.

SIGMUND FIDYKE: Oh, no, no. I appreciate it. That goes to ICANN's commitment to basically being even a guinea pig if that's what it is, but we want to be the first people that are fully UA ready throughout all that we do. We're not there yet, but that is the course we're on and the commitment we have.

As you can see here ... But, I also don't like be embarrassed when people can't even log into our websites and that's why I did the phase one because if we waited to go through everything fully UA ready and all 120 services get in line with everything else, then it can take a while before anybody handles all the long ASCII. That's why I chose this phased approach.

Actually, there's other things that have happened that have helped this effort along, if we can go to the next slide.

Again, like I said, the first step was to do the phase one. It does a number of things that I liked. One, it's sort of off budget because the sustained engineering team and the bug fix team can handle the effort because it's a couple of days of development and a couple of days of

---

testing and it's out. It also allows us to validate all the unaffected services so that I can properly size the effort for phase two or final phase. And it documents where everything is.

One thing that Ashwin mentioned as part of this is we've come up with a data element dictionary. We will have soon a list of every data element we store anywhere. That's going to be a long-term critical for maintaining our business. I can spend another hour on my passion on security and knowing where the data is, but it's step one in that.

The other thing I wanted to bring up and it's something that's come up recently at ICANN is GDPR. GDPR has some of the same requirements. The interesting part about GDPR for me basically it's everything that we in the US already call private information, plus URLs and e-mails, which has sort of been a magic for me because it means I now need, for GDPR reasons, I need to track all URLs and e-mails.

The nice part ... I should say this when Ash is not in the room, but the nice part is GDPR has a budget. GDPR has requirements and has reasons that I need to go touch it and to touch it again for UA readiness is almost no effort because we created libraries in each platform that allow us to reduce the amount of programming effort time.

ASHWIN RANGAN:

I heard that, Sig.

---

**SIGMUND FIDYKE:** Yeah. But, the fact that we have to go touch it, it's a minor addition to a reason that's easy to sell to the business side of why we need to go in and update these. With this – and I don't have an end date yet, but I feel that the day at which we will be fully UA ready across all of our services has just gotten a lot closer than it was six months ago.

So, that was I guess ... I don't know, Ash, if you have any comment on that, but that was the one thing I wanted to bring up.

**ASHWIN RANGAN:** I think we're good here. Let me see if there are any questions or comments. Don has a question.

**DON HOLLANDER:** So, these libraries that you've developed, are they private within the ICANN programming community or have they been published into the opensource programming language library maintainers core libraries?

**SIGMUND FIDYKE:** Somewhere slightly in between those two. We're cleaning them up so we can put them in opensource. We've got them in use now, and when they get a little tighter, we will release into opensource.

**DON HOLLANDER:** Thanks, Sig. Related to that, have you run them up against UASG 018, the programming language criteria?



---

SIGMUND FIDYKE: No, that's part of what we're doing now. That's part of the tightening up I mentioned. That's part of what is referred to.

DON HOLLANDER: Thank you.

SIGMUND FIDYKE: Okay, last slide, next slide. The other thing is – and with a lot of help from Don – we now have the website analyzer for UA readiness is now opensource. It's in a github that's available to the UASG and we've improved it a bit here and there and added more documentation, so that should be up and available now and we're open to any help or anybody who would like to work on that.

What this system does is you give it a website to go to and it runs through it and finds places. It automatically finds places where URLs and e-mails are used and identifies as best ... It does a pretty good job of identifying whether you're doing it correctly or not, whether you've got the code in there to handle Unicode and does make some suggestions. It does have some limitations. I think it stops at about 50,000 pages, so that's one thing that somebody could expand it to handle more.

And that's where we are. There you go.

DON HOLLANDER: Thank you, Sig. Any questions or comments? Thank you very much, Ash and Sig. I remember the first presentation you gave us in Buenos

---

Aires, which was four years ago now I think. You thought this would all be dead easy, but you said the approach you were taking was doing an inventory, stock take, seeing what you could control, seeing what you couldn't control. The things you couldn't control working with suppliers. Were you a big fish in a little pond or were you a little fish in a big pond? You're addressing that.

Just one last thing. Salesforce.com. I think you said it's ready because that's a core part of your ... How do you know it's ready?

ASHWIN RANGAN:

When first we started to interact with them, they were like any other vendor. What is this stuff? What are you guys talking about? I think there was a lot of backing and forthing on what we meant by UA readiness. We've seen subsequent releases come back saying that it's capable of supporting what we've requested of them. So, we have ... Literally, we have stood that up as part of the environments that we have built and stood that up as part of the services that we have released now. So, we have confidence that we have UA readiness built into it.

Now, is it all the way to the far end of the spectrum that [inaudible] was talking about? We don't know that yet because we don't have round tripping anywhere in any of our flows. Until that happens, we won't know that for sure. But, what we can have is internally built reflectors to see whether it works, which is as far as we've taken it.

---

DON HOLLANDER: In one of the last bits that when I talked to CIOs and system architects is they see that mail as a bottleneck. Is that still true for you guys?

ASHWIN RANGAN: I that's still true across the board because there are so many different e-mail client systems and so many backend e-mail server systems as well. Because of the way in which e-mail gets set up, there is the potential for mixing and matching a frontend client that is quite different from a backend server. I think it's a complex chain. In fact, if the organizations that we typically do business with don't have standards in place at their end, then that round tripping that I'm talking about becomes a one-off case with each organization that we need to deal with. That just adds to complexity and it's an exponential decay problem.

UNIDENTIFIED MALE: On Salesforce.com, while you were talking, I just tried to sign up with my EAI address and they rejected it.

ASHWIN RANGAN: That's right.

UNIDENTIFIED MALE: They are also on that level right now.

---

ASHWIN RANGAN: They are at the halfway mark, not the full mark. Yeah. We are aware of that.

DON HOLLANDER: So, Sigmund, you're going to get us a list of the people who are in the way of full success?

SIGMUND FIDYKE: Right. Actually, what I plan on is a list of all of our off-the-shelf software and which do and do not support UA readiness.

DON HOLLANDER: Thanks very much. That'll be very useful to have.

UNIDENTIFIED MALE: Could you go back a slide, please? I just wanted to get the github repository URL for my notes. Thank you.

UNIDENTIFIED MALE: I just wanted to ask if we can use this opportunity also to synchronize your repository of software and systems you are using with the CIO guide with a list of software we have in that document. Does it make sense?

DON HOLLANDER: Sigmund, we have published UASG 015, which is CIO's blueprint to UA. We have 015a, which I know not everybody knows these numbers and

---

letters. That's aimed at CIOs in the Internet industry. So, it would be useful when we get your list to see what services, what applications, you use that people in the Internet industry might also use to see where they are at in the continuum.

SIGMUND FIDYKE: Got it, thanks.

ASHWIN RANGAN: Sig, I think you've successfully bamboozled everybody in the room. There are no hands up.

SIGMUND FIDYKE: Cool. Throw enough numbers at people and yeah. Thank you. Thank you, all.

UNIDENTIFIED FEMALE: Sig, while you're on the line, I just wanted to point out to everyone that in addition to Ashwin speaking at a lot of conferences, Sig has taken many opportunities recently. For example, I think it was a group in San Diego, maybe a university, and he is definitely carrying the UA torch in many ways. So, thank you.

DON HOLLANDER: Gwen has offered to eat the UA chocolate.

---

SIGMUND FIDKYKE: Sure. I bequeath it.

DON HOLLANDER: Thank you very much. The next topic that we'll move onto is EAI. Who's going to drive this, Lars or Ajay? Mark? Lars is going, "What?" Mark, are you going to drive this?

MARK SVANCAREK: Can I actually drive the screen? Okay, great. So, the things we would like to talk about today are regarding downgrading, engaging e-mail software and service providers. That's an open discussion. Our updated approach to EAI evaluation, the concept of EAI day, and then we'll look at some details related to EAI documentation that we're creating right now.

So, there's been a lot of talk about downgrading ever since the concept of EAI was first proposed. The reality is that there's really two e-mail streams. There's the SMTP e-mail stream, the legacy e-mail stream, and then there's the EAI SMTPUTF8 e-mail stream. One of them is a superset of the other, but it's not backwards compatible, meaning that if you are only SMTP and not SMTPUTF8, you can't actually absorb the EAI addresses.

And for every sort of downgrading approach that has been proposed, we could always find an example where it was broken. Even the case of just replace the mailbox name with punycode.

---

So, John Lavigne and I went to Hotmail and we immediately acquired a bunch of punycode usernames. So, there would be a name collision on those. You just don't know what you're going to see out in the world.

What we've come up with – and this was originally proposed I think in Abu Dhabi. It was locked down in Hong Kong two months ago. That was something that we called downgrading with aliasing, meaning if you are a service provider, you should allow your user to define a second alias, an ASCII only alias, and then you can control when that alias is used instead of the EAI address in the sender field.

You can do this automatically because you, the service provider, own the mailbox. So, the user has authorized you to make that automated transition on their behalf.

If you don't own the mailbox, you should not be doing any automated transformations at all. This here says, for example, punycode. But, really, any transformation is not legitimate if you don't manage the mailbox yourself.

There was quite a lot of discussion on this. Even though many people have told us stop thinking about downgrading, we did. We thought about it and we came to the same conclusion that they had already come to. So, I guess we're stubborn but the conclusion has been made now. So, we don't talk about downgrading anymore except the very specific implementation which we call downgrading with aliasing.

---

So, this is just an open discussion with the people in the room. Ajay and I talk about this all the time. Who are the e-mail software and service providers that we should start working with as part of the phase one EAI evaluation work? So, we know the big ones, of course. There's Microsoft and Google and Apple and Yahoo. There are people like Ajay and Coremail and [inaudible] who are offering the mailboxes. We want to work with them, of course.

Who else should we be working with? I think Don has left, but I think he had the beginning of a list, which is not in this document, unfortunately. Question?

UNIDENTIFIED FEMALE: Perhaps it's a stupid question, but don't you think that people use [inaudible] more than e-mail softwares?

MARK SVANCAREK: Could you explain more what you mean?

UNIDENTIFIED FEMALE: People use Gmail, Yahoo more than the e-mail software like Microsoft.

MARK SVANCAREK: Well, actually, that's a complicated question. Yes, there are lots of people who use free mail.



---

UNIDENTIFIED FEMALE: Yeah, the majority, I think.

MARK SVANCAREK: I don't really know because there's lots of business and government cases that are probably very, very large as well.

UNIDENTIFIED FEMALE: I think these softwares are more for professional people than the others, working people.

MARK SVANCAREK: This is the question, though. Who should we engage? So, we do agree that these freeware providers – Gmail, Hotmail, and things like that...

UNIDENTIFIED FEMALE: I think we should. That's my point. We should engage.

MARK SVANCAREK: The question is should we be engaging with people like [inaudible]?

UNIDENTIFIED FEMALE: Don't you think that youth people use more Gmail and Yahoo and the others more than these softwares? The majority of [inaudible] Internet users are youth. That's an issue that I wanted to raise with you. That's it about this question. If you want more inclusivity for the use of Internet and to provide universal acceptance, we must seek also the majority and youth people.

---

MARK SVANCAREK: So, what is your proposal? Who should we?

UNIDENTIFIED FEMALE: The point is you are speaking here, who we should work with, start working with e-mail, [whose] e-mail software providers. [inaudible] that people use is more Gmail and the free mail more than these softwares. That's a point.

MARK SVANCAREK: What do you mean by these softwares? That's what I don't understand.

UNIDENTIFIED FEMALE: Microsoft, Outlook, and the others. You are speaking about these softwares.

MARK SVANCAREK: Oh. So, what you're saying is most people use webmail and they don't use clients.

UNIDENTIFIED FEMALE: Yes, I think. Don't have figures, I think youth and most of people use these softwares, free mails.

---

UNIDENTIFIED MALE:

This is not entirely true, ma'am. In India, there is an official ban of using Gmail and Outlook in government. They are not supposed to use any free mail and there are five million employees [inaudible] India who are not allowed to use any free mail to communicate. But, [inaudible] India also.

The question is – and we are not aware of the whole world. When we specifically talk about that, which I get that we [inaudible] worry about the softwares, then who will provide the software for free mail? Microsoft will provide the software for probably free mail, on which the [inaudible] will run.

You might want to also provide a free mail, but you need a software for that. And to have a software, Microsoft, or Gmail, or [inaudible] or somebody else has to provide a software. So, we need to engage with those softwares so that they can enable service providers to offer EAI mailbox.

For example, you have an IDN domain right now, but if you do not have the e-mail software which supports mailbox, then you can have only domain name, but you will not be able to provide e-mail on that. [inaudible] softwares have to be communicated and we get that we all are on the same page, that we need to engage with everyone.

I think you were not in the room. I was advocating that, that we need to engage first with the large players like Gmail, Microsoft, and anybody else who can support. Unfortunately, Gmail and Microsoft have already went ahead and offered phase one, as we call it, that

---

they can communicate with an EAI address, send and receive from. This has happened. They are not providing mailbox.

Sooner I think the [inaudible] market gets mature, they will also provide mailboxes. On UASG, we have just [inaudible] out. So, this is what we are thinking and I think [inaudible] we have been discussing continuously in the last 20 years that whom we should address first.

MARK SVANCAREK:

Let me clarify the purpose of this slide because maybe it wasn't clear. When I say Google, I mean Gmail webmail. But, also, they have a rich client that runs on an Android phone. That is actual case of some software that people use and they connect through something that is similar to IMAP. I think it's a little different, it's weird.

UNIDENTIFIED MALE:

Google apps, Google mail client.

MARK SVANCAREK:

Yeah, the mail client. But, you can talk to more than just Gmail with it. Then, Microsoft, we have Outlook, Outlook for Mac, Outlook for Android, Outlook for iOS, and we have webmail for the freeware, Hotmail, and webmail for corporate Office 365.

So, when we say Microsoft, we mean all of those things. So, this is just a question of which providers we should talk to. People either create the services in the apps or people who run the services for them, not the specific softwares.

---

So, we're not choosing between Microsoft this offering versus that offering, but is it okay? If we talk to Microsoft, should we also talk to Yahoo is the question.

DON HOLLANDER: I'm also interested in things like where does [inaudible] or mail.ru fit into this, Applemail, which something like half the world's e-mail starts out or ends up in an Apple device. Lotus notes, how important is that? Oracle mail, which actually if you look at ... Oracle mail, which supports a number of corporates and some very, very, very large corporate. How do we get them involved?

UNIDENTIFIED MALE: [inaudible], opensource.

DON HOLLANDER: There's a bunch of opensource. That's what I was trying to get here. Who are the e-mail service providers that we should start with? You had stepped out of the room. That's okay. I had a question. I think we have a list of these already. It's just I couldn't find it and I didn't know where it was. We have a list of potential people to go after. So, as opposed to just having an open-ended discussion, can you point me to where we keep the list? Ajay, [inaudible]. It's on my phone, actually. I don't know how to get it from my phone to the ...

---

MARK SVANCAREK: We generated a list in Seattle. I want people to start thinking how far along, what size, what scale, do we start engaging. Then, what do we do when they don't want to play? So, we've been after Yahoo really since we started this exercise. Everybody says, "Oh, yes, I know somebody at Yahoo." And everybody knows exactly the same person who really doesn't have any interest in this at all.

UNIDENTIFIED MALE: Yeah. I am personally opposed to chasing Yahoo. I think they have lots and lots of issues that they have been going through and I don't want to be pulled into their drama. I think they have a lot of other distractions that would keep them from being an effective partner, whereas Apple I think would be someone very interesting to go after, although I have no current contacts there.

MARK SVANCAREK: I actually met with Apple last month and they have some interest, but Apple is very guarded about what they can and are willing to say. But, they seem to ... People were engaging with their localization team, not so much their e-mail team. That's some politics that they plan within their organization.

But, things like Lotus Notes. Is that in scope or not in scope? There's all these e-mail MTAs that you meet out of the certified senders group or the MOG group. That's the sort of thing that I'm keen to get people thinking.

---

UNIDENTIFIED MALE: Apple contacted me about getting them activity around a Cyrillic e-mail address, which I got them. I should maybe check the feedback. I hope that they are looking for an e-mail client, their mail client to be ... [Paul] was in touch with me to get a Cyrillic e-mail address working on that and he's part of our UASG mailing list.

UNIDENTIFIED FEMALE: Actually, you know that we are all using our smartphones and people are setting up their e-mails through the application with their smartphones and the giants who are Apple and Google. So, I think when you engage Apple and Google, it's a sequential process. They will engage with software providers, like Microsoft and the others. Do we have to begin with the giants to engage them in this process? You see my point?

MARK SVANCAREK: It's a good point. Historically, Google and Microsoft were both founding members of the UASG and Google has now stepped away, so they no longer are engaged. But, they are at what we call phase one readiness. So, you can send e-mail to them and you receive e-mail from them, if you're using one of these addresses, but they are not offering to host such mailboxes. You cannot create a Unicode Gmail account. And their real-time collaboration and Google docs does not support it. You cannot collaborate with someone who has such an e-mail address. We call that phase one. And Microsoft now is about 99% of phase one as well. [Office Mac] is not ready.

---

Somewhere very early on, we got disconnected from Apple. What I'm hearing is that we are starting to have a reengagement there. Are there any other big players who we are missing is one question, and how do we deal with the scale of everybody else is the question.

So, in the opensource community, they're pretty easy to reach, theoretically. How do you feel about our engagement with them, though? You had been more engaged with them when I had been. What was your assessment of that with the opensource community?

DON HOLLANDER:

It's hard for me to read that group as a group. I think there's some progress made. [Yahoo] certainly has a stronger engagement with the open source group. I think there are some big players that aren't engaged. Oracle, which I didn't realize actually had a mailing offer until last month and it's actually quite significant. And when I talked to somebody else, they said Lotus Notes is still quite big in banks.

So, this is one of the core questions that we'll be trying to get addressed in the first part of our EAI evaluation is how do we determine who to include? The question becomes what do you do if they don't want to play?

UNIDENTIFIED FEMALE:

I think we don't have to focus how to reach all. We have to make a choice. And I think if you begin with the two giants as I suggested, the others will follow, even the opensource community.



MARK SVANCAREK:

Well, maybe. For instance, if Lotus Notes is primarily focused on banks, they may find it interesting to support dot-bank and dot-realestate. There may be a use case there that is interesting to them, or they may just find that it doesn't feel like a thing that they want to do until everybody else is doing it. We don't know because we haven't actually engaged with them.

So, we do believe that if you go after the biggest players ... That's just a crucial thing. It is essential idea. The question is what else should we do besides that? Because I don't think that we need to be limited to just those big players.

Don actually raised a point that is not on this slide. We are trying to develop an EAI evaluation process, so we will think what are the test cases? How do you grade on this? How do we choose who we will put through the evaluation? Because we have to pay a contractor to actually evaluate them. And what do we do if they don't want to participate, if they say, "No, sorry, I'm not interested in this," should we publish those results or not? Should we even bother to test them?

In some cases, you can test someone and then publicize their failures and they will become ashamed and they will fix them. In other cases, they will just ignore it and say that is not consequential and I don't care. We actually had a lively debate about whether or not we should test the software and services of unwilling parties. We never actually came to a consensus on that. There was a mixture of opinions.

---

UNIDENTIFIED MALE: That's the argument, [inaudible] that argument of people automatically getting on board. Gmail went live in 2014 and it was probably the sizable biggest [inaudible] which we can have to adopt [inaudible]. It took four years to get Microsoft online and global players like [Yendex] and Yahoo are not yet [inaudible].

In spite of the two giants are already, the biggest names that you can think of live. There are many [inaudible]. Everybody sees it differently. But, for sure, it has an impact. It has a compelling impact to think about it, to start talking about it. For sure, this is there. What you are saying, I have been advocating this almost a year to have [inaudible] people and focus on the entire strategy there and then also keep doing the small.

But, I think it may not be fully wise to think that if we do these two people that everybody will follow, which has not happened in the past.

UNIDENTIFIED FEMALE: We will go for those who provide their needs, even though the other does not follow.

UNIDENTIFIED MALE: Again, we are [inaudible] because we [inaudible] using the term [inaudible] situation, [inaudible] situation. What do we do first? This is always a dilemma which we have been talking about, and we'll end up

---

reaching to a conclusion that let us try to [inaudible] and do everything in a place where we don't know where we are having major success, really, right now. So, we tried to do hit here, hit here, hit here and keep throwing arrows. Where it hits best, we get the response and we hit more harder. I think this has what has been going on. At least in India, this is what has been going on right now and it worked right now. Not everywhere we get the same result.

For example, if I tell you, in India, [inaudible] started giving [inaudible]. But, other states are grabbing this and [inaudible]. One state is doing it. It's a political agenda. One chief minister is taking the mileage, but not every chief minister is that excited that they are going to do it tomorrow. They're talking. They're taking time. They're thinking. But, there are so many issues and it is also the agenda.

UNIDENTIFIED FEMALE: Just to go from my idea that it's to see how we are, the people are using Internet, [inaudible] smartphone. This is the new generation. That's why I said we seek the giants and the others will follow. To finish, I want to introduce myself. I am [inaudible] from Tunisia. I'm the manager of our IDN of dot-tn top-level domain.

UNIDENTIFIED MALE: You are present in the [inaudible], right? You're part of development.

UNIDENTIFIED FEMALE: ccTLD, not the GAC. ccNSO.

UNIDENTIFIED MALE:                      Okay, that's fine.

MARK SVANCAREK:                      So, in conclusion, we agree with your point that we go after the giants first, but we have already gone after them is the thing. So, what also do we do? That is what we're discussing. For instance, what should we do about opensource? We know that there are lots of companies that are built on these other platforms. Do we engage them or not?

UNIDENTIFIED FEMALE:                      My idea is when there is a need, they will react. We have to trigger the process.

MARK SVANCAREK:                      So, what you're saying is, no, don't engage.

UNIDENTIFIED FEMALE:                      If they want to engage, welcome. If they don't want, they will if there is a need. That's the idea.

DON HOLLANDER:                      So, related to that point, the idea of how we engage the people we don't know, I think we've already engaged with a lot of people. It hasn't been successful. We've reached out to [inaudible]. We've reached out to Postfix. You know what I mean? I'm not sure what

---

you're thinking on this regarding additional outreach that is required. The materials are available and we have the discussion list.

MARK SVANCAREK:

It will come as part of the EAI evaluation, which is the next slide. We wanted somebody to do an evaluation of all the EAI or all e-mail systems and we spent a year finding nobody willing to take that on as a task. We divided into three parts. One is to clarify the evaluation criteria. So, what are the use cases and what constitutes success or not? The other is what criteria do we use for the inclusion of people in our study? For example, if it requires a license that you have to purchase, do we include that or not? If it's a proprietary system and somebody is willing to offer evaluation copy, then do we include it or not? That's what we hope to have.

We have heard that Postfix is ready. We have heard that [XM] is ready. We have heard that [Halon] is ready. Do we include them because we have heard this on the grapevine or there is some evidence or what have you?

This phase one will start I think this month and we'll have some webinars or conference calls where we'll go through that. And that phase one is currently in the contracting phase. I don't know if Michaela is still here. Maybe she's working on the contract. There will be community consultation. And we hope to either use somebody else's test suite, but nobody is saying that they've got one. It very much seems as though there is no such thing. So, I think as a result

---

we'll probably create one and we'll publish that and make that a resource for the EAI community.

MARK SVANCAREK: Yeah. I think that's the approach we should take. I will get feedback internally on it to the extent that I am able.

DON HOLLANDER: Then, phase two for that project is we'll test that to see if the evaluation criteria is any good in a small set, and we'll get some ideas to what effort is actually involved in the testing. If testing takes a week per application or if you could do it in an hour or what have you.

UNIDENTIFIED MALE: Just in the interest of tracking things, I'm not tracking any action items or decisions out of this discussion. If there were some, please set me straight.

UNIDENTIFIED MALE: How do we decide the test cases?

DON HOLLANDER: We've contracted somebody to come up with them and then they'll go out to the community for consultation. Have you got a set?

---

UNIDENTIFIED MALE: Because it's evolving and there are many cases which nobody knows and that might end up [inaudible]. For example, [inaudible] me when Mark says that somebody can create an [xm- -] ID on Outlook, and if the mail comes from that ID, the webmail to the recipient end, translation or not, what is the test case? What do you want? We have no recommendation as of now for that.

MARK SVANCAREK: Yeah, exactly. This is something that we should nail down. I'm pretty sure I understand what we think our positioning will be, but we've never actually settled that in. In fact, that was a feedback that I gave to John on his EAI documentation is we've never actually defined what we want to do here. Our consensus is don't transform things that don't belong to you, but we've never actually said it in this particular case as far as I know, but then again there may be an RFC that says that. So, I don't think there is.

UNIDENTIFIED MALE: For domain name, you will end up doing it all the time.

MARK SVANCAREK: Yeah, for domain name, but not for mailbox name.

UNIDENTIFIED MALE: Domain name, also, you don't [inaudible]. For a cc, you don't own the domain name, but you'll end up showing it on a UPF8 corrective set.

---

MARK SVANCAREK: Yeah. I don't want to try to define the test case right here, but yes. There's a whole collection of those things. The idea is that our contractor will come up with an initial list and then we will iterate on it until we believe that it is good.

UNIDENTIFIED MALE: Can we take an [inaudible] for this to come to consensus for this specific part, Mark, discuss this and lead to a consensus on that?

MARK SVANCAREK: Okay. We can start working on it now, but we are hiring someone to help us do it, too.

UNIDENTIFIED MALE: [inaudible] which is missing. If the mail comes where local part is [xm - -] the recipient shows it, translated, transform to the UTF8 or not? What do we do? Whereas, for domain name, the recipient has to do it.

MARK SVANCAREK: I thought we talked about this in [wong jao] and the decision was you don't transform the local part ever, that if you own the sending details or you know by contract or something like that.

UNIDENTIFIED MALE: [inaudible] SMTP. Now it is receiving. It was [inaudible].



---

MARK SVANCAREK: For receiving, you don't make any transformation.

DON HOLLANDER: Unless it's a mailbox that you own. So, if someone were to send something to a mailbox that you own and it encodes to a mailbox that exists, you can make the call. But, if you don't own that mailbox, you shouldn't do it.

UNIDENTIFIED MALE: I think we are talking, there are two different things. The mail will come to you because you are [inaudible], too. Otherwise, it will be rejected [inaudible]. So, that is on the case of [XM] because you are not allowing the mailboxes to be created as [XM]. The mail, somebody allows right now – Outlook allows you to create an [XM - -] mailbox and you can send false representation punycode corrector set. So, when the mail comes to you – so, you let it remain as [XM - -]?

DON HOLLANDER: We don't own the mailbox?

UNIDENTIFIED MALE: No, nobody owns. We don't own the mailbox, obviously.

MARK SVANCAREK: Yeah. If you don't own the mailbox, you can't transform it.

---

UNIDENTIFIED MALE: I think we're all on the same page. We have to just mention that.

MARK SVANCAREK: Yeah. This is a list of things that this is one of the topics that needs to be on there. I was just pointing out that I don't think that particular case has ever been written into any of our documents. We talk about it in a general sense, but when we create this list of test cases, it will explicitly be listed as a particular case.

UNIDENTIFIED MALE: Yes, exactly.

UNIDENTIFIED MALE: Again, for traceability here, there was a suggestion that we begin the creation of the list of test cases before hiring the contractor and use that list to seed what the contractor is going to do?

UNIDENTIFIED MALE: No.

UNIDENTIFIED MALE: Okay. That's what I heard, so thank you.

DON HOLLANDER: We hope that somebody has a set of use cases that they will share with us. So far, that's not happened, so the contractor will develop an

---

additional set and then people will vet it as part of our normal consultation process.

UNIDENTIFIED MALE: That's what I thought was going to happen. I thought we changed.

DON HOLLANDER: If anybody wants to start volunteering right now, we should begin that list and that can be used, I suppose – if anything comes out of it, it can be used to seed the work of the contractor. So, yes, it would be goodness if we started doing that. It's not going to stop us from hiring the contractor. And we're not going to do it here in this meeting. No.

UNIDENTIFIED MALE: Let me assume [inaudible] here. I received an e-mail from [inaudible] [XM - -] at IDN domain name. If I receive this e-mail [inaudible], it means [inaudible] is not EAI ready. It's [inaudible].

UNIDENTIFIED MALE: No. You have already IDN domain name, right?

UNIDENTIFIED MALE: Yeah. [inaudible] receiver or translate.

UNIDENTIFIED MALE: So, when it is EAI mailbox, it can be any one character in the entire e-mail address. It's still an EAI mailbox. That's by definition.

---

UNIDENTIFIED MALE: [inaudible].

UNIDENTIFIED MALE: No. First of all, what is EAI mailbox? Any e-mail address which has at least one non-ASCII character as n EAI address [inaudible]. So, when you say [XM - -] anything at IDN, it's an EAI address.

UNIDENTIFIED MALE: Yes, [inaudible]. But, I am talking the [inaudible]. If this is the case of [inaudible], it doesn't propagate the e-mail address was [inaudible].

UNIDENTIFIED MALE: It will send because—

UNIDENTIFIED MALE: It will send and received, but the sender is not propagating [inaudible] e-mail address was [inaudible].

MARK SVANCAREK: I'm going to move us on because now we're starting to design test cases and I think we should not do that here. But, we can do that on the mailing list or we could have ad hoc meetings while we're here.

So, back to this and wrapping it up. We are hiring someone to come up with this list. Anyone who wants to help create items for the list, feel free to do it right now. Certainly, when the contractor has submitted a

---

draft, everybody who has strong opinions should review it and give feedback on it. So, you can make up stuff now or you can make up stuff when they've submitted their draft. Definitely, let's all make sure that it is a good set of test cases when it is done.

Anyway, I think the rest of this evaluation is pretty self-explanatory. We've already discussed. We will have to size the scope of how many software and services we will actually be testing, but we will apply the same criteria to all of them.

So, right now, we're really focused on phase one. What are the criteria and what is the test case?

UNIDENTIFIED MALE: Just clarification, phase one means sending, receiving EAI?

DON HOLLANDER: There's actually two phase ones here, so confusion.

MARK SVANCAREK: Yes. I made a joke about that on the mailing list, that we talk about phase one level of support, which is sending and receiving. Then, also, we have an evaluation process that has multiple phases, too, so I apologize for the confusion.

DON HOLLANDER: Okay, EAI day. I don't know if anyone in the room is ... Go ahead, question.

---

JEN GAGER: Jen, for the record. Just so I'm clear, maybe you spoke about this a little earlier and I was out of the room. Did we have a target timeline for the previous testing of phase one or is that something that's still in discussion?

DON HOLLANDER: It's still in discussion, right?

MARK SVANCAREK: We don't have a formal timeline yet because we've had trouble hiring people to do this. Are you thinking of a specific timeline, Don?

DON HOLLANDER: So, phase one of the evaluation expected to be finished by the end of next month. They think it will take just a little over a week to do. 56 hours is their time estimate. We've chosen the vendor. They are an existing ICANN accredited contractor, so they're six months of the process and sorted out. So, we just have to get what we call exhibit B. That's only, in theory, a two-week thing maybe.

MARK SVANCAREK: I must have missed the idea that it would be done one month from now. Sorry. Yeah. So, we do have a plan and we do have a date. You can bet on it or not.

---

Back to EAI day. If you've been involved with IPv6, you know that years ago, they announced a world IPv6 day where many big Internet providers turned off IPv6 for part of the day and turn it back on again, just to see who broke. So, a lot of people participated in that. Then, one year later, there was an official IPv6 world day where a lot of these people turned on IPv6 permanently, still in parallel with IPv4. That was kind of a big deal.

So, we're thinking that there can be an EAI day as well and that was based on some estimates of when a certain percentage of the providers, that a percentage of all the world traffic is going through providers who are at least phase one ready.

So, we are guessing that that would be approximately first quarter of 2019. And there was some back of the envelope calculations that led us to that date. But, it felt like a safe date.

We wanted to talk about what it would look like. What sort of a communications strategy should we have? How should we promote it? Do we just take the IPv6 playbook or do we do something beyond that? I'm familiar with the IPv6 playbook, but then again I was not directly involved. We didn't have Gwen [inaudible]. In the case where we have ICANN behind us, do we do something the same or do we do something different? Does anyone have any opinion on how we would go about doing such a thing?

---

UNIDENTIFIED MALE: I want to go back on your data, first quarter 2019. I think we are on the same page that we are [inaudible] for phase one at this stage. I would say that we plan during our India meeting, that maybe three months before, but that can be a day which can be targeted. Then, we can follow-up, because the situation of [uncertainty] remains even three months later.

DON HOLLANDER: Please say that again.

AJAY DATA: Situation of [uncertainty] does not change. So, if we know the definite date right now and we know that we are already targeting as a ground to work more, [inaudible] and we have our entire leadership present at that time. I'm just proposing that we [inaudible] that date. That also allows us to push a little bit harder for the next six months and work more strongly, whatever we need to do to achieve what our targets are instead of passing it on to the next year. We might not have done during those periods. I'm just keeping that – if we have, very good. If we don't have, then at least in its presence [inaudible]. That's my thought right now.

MARK SVANCAREK: This date feels very close to me, so I don't think that we wait until November. I think we have to start getting started now. November we would be amplifying it, but for instance, the earlier conversation about



---

which e-mail provider should we be talking to, we should be mentioning this date when we talk to them.

DON HOLLANDER: I think Ajay just asked us to bring it forward from the first quarter of next year to November this year. Is that correct?

AJAY DATA: Yes, that's it.

DON HOLLANDER: So, if you thought that date was fast-approaching, he'd just ask you to make it even faster. I don't know so. Realistically, I don't think so. I think this is a big coms project and we haven't really even started it.

MARK SVANCAREK: Yeah, exactly.

AJAY DATA: I think great things happen that way only. Otherwise, it's always [inaudible] we call it IST, as a joke. Indian Stretching Time.

MARK SVANCAREK: We're not exactly saying manana, manana, manana. [inaudible] taking time.

---

AJAY DATA: Mark, again, I'm saying this is not right or wrong. I'm not trying to prove my point right or this is wrong. We can [inaudible] with that also. No problem in that. I'm just saying that if we decide to [inaudible], it will obviously add pressure on all of us a little more. We may be able to achieve what we require not 100% ... 85%, 90% of what we will achieve in first quarter of this thing.

And because you are in India at that time and if some place where we want to target, that can be a good place to announce that day. That's the way I am looking at. Otherwise, I am fine with that also. We can even plan second quarter because nobody is waiting for that day.

MARK SVANCAREK: Is there a particular calendar date that has significance to this?

DON HOLLANDER: November 12.

MARK SVANCAREK: November 12, which is?

DON HOLLANDER: The day after November 11, which is Armistice Day and Donald Trump is having a parade in Washington.

UNIDENTIFIED MALE: Time for a break.

---

DON HOLLANDER: But, the UASG Coordination Committee is meeting in [inaudible] November 12-13, I think.

MARK SVANCAREK: Yeah. That's a date that is significant to us. He's asking is it world mother tongue day.

AJAY DATA: [inaudible].

DON HOLLANDER: Okay. So, just as an action point, we'll ask the coms group to really have a look and see what's involved in an EAI day. Can we pull something together and can we get it done in time for October? Does that sound fair?

MARK SVANCAREK: That sounds completely fair. If people who know how to run an operation like this say it can be done by October, November, then I'll sign up for it. Otherwise, [inaudible] target them at spring.

AJAY DATA: Yeah. [inaudible].

---

MARK SVANCAREK: Okay. So, the question of what does it look like is to be determined, so we'll talk to our coms group and we'll try to figure out what it looks like. I think what it looks like is we need to know what that is before we figure out how to get participation. We will still be doing our outreach to all the providers, so we'll mention that we're doing it. But, until I know what it looks like, I'm not really sure I can answer that question. Lars?

LARS STEFFEN: Is it you're going to consult with the coms team to talk about potentially pulling the date forward?

MARK SVANCAREK: Well, first I wanted to talk to the coms team about what it takes to pull off an event like this. Then, we can develop a work-back plan and if the work-back says it's only two weeks' worth of work, then we can pick any date that we want. If they say it's nine months' work of work, then that would give us guidance as to what date we would want, whether the November 11 date works or not.

AJAY DATA: Then, it brings my point more relevant now because right now we do not know what is [required]. So, let us not give the date to the coms team. What we need to celebrate on EAI day and what they need to do and how much time they need, then we get ready then.

---

MARK SVANCAREK: I totally get what you're saying. I'm not going to deliberately obscure the fact ... I'm not playing schedule chicken with the coms team, but yes the point is tell us how much work this is, not try to fit it into a particular date.

AJAY DATA: Exactly, because otherwise, if we give second quarter [inaudible] second quarter. So, the idea is that I have a marketing and planning strategy of communication and we need to [inaudible] in three months, then what we can do in three months or what we can do in six months. We can [inaudible] this option. Our second option is, no, we have until first quarter and you plan your strategy. Then it will [inaudible].

MARK SVANCAREK: I understand your point. Let's talk to the communications team and we can decide what it is that we want to do and how long it's [inaudible].

AJAY DATA: We want a fairer approach from last so you don't keep this date in mind and then come back with what we require in EAI and how much time is required. So, to be fair around the plan on that. If it cannot happen in November, it's fair enough. No problem. If it requires another two months, it's fair enough. We [come up] with that plan and then we just have the date.

---

[MARK SVANCAREK]: Okay. There's a comment in the chat box. Can UASG request letters to governments of various countries to at least become compatible for at least phase one for EAI and IDN implementation and make it as their technical requirement like they did for IPv6 compliance?

Making sure I understand the question, in my experience, actually, government requirements on IPv6 are very soft. So, lots of governments talk about it or say they have plans or something like that. But, in terms of actual regulations, there are almost none. And that is kind of the situation we are in with EAI and IDN. There are very few places where there are firm requirements, like you must do this in order to get business with the government.

AJAY DATA: In India, this is a little different. In India, all the IT infrastructure has to be IPv6 ready now. This is [inaudible]. You cannot install without IPv6 compliance.

MARK SVANCAREK:: Yes, but at the time of IPv6 day that was not true.

AJAY DATA: No, so today. So, today all the procurements in the [inaudible] condition. It's [inaudible] IPv6, by the way. [inaudible] but they are future ready. So, if they want to turn on IPv6, they can. There's objective.

---

MARK SVANCAREK: Yeah. I'm just responding to the question. Should we issue letters to governments to at least become compatible? Yeah, actually, there has been some outreach to...

AJAY DATA: We already have these guidelines for the government for procurement process.

MARK SVANCAREK: Yeah, we do.

AJAY DATA: We already have a UA document, right?

MARK SVANCAREK: Yes.

AJAY DATA: So, [inaudible] if they want to.

UNIDENTIFIED FEMALE: Just to confirm what you have already said about IPv6 – just to agree with you on what you have already said about IPv6 and government engagement, it's the case in my country and the whole African countries.

---

UNIDENTIFIED MALE: IPv6 [inaudible].

UNIDENTIFIED FEMALE: It's not the issue of the government, actually.

MARK SVANCAREK: So, Ajay made a good point that we do have a procurement document. We have given guidance to governments and CIOs on how to go about making sure that you are future ready on things like IPv6, DNSSEC, and universal acceptance.

AJAY DATA: We became successful in one of the contexts which I shared on the mailing list, if you remember. [inaudible].

UNIDENTIFIED MALE: I think EAI is different than IPv6. It's a government issue. EAI I think is a government issue. For [inaudible]. How does the government keep identity of [inaudible]? So, it should use [inaudible].

MARK SVANCAREK: As a moral imperative, there's a different level of government involvement. I'm just saying that, at this time, there are ... I'm not aware of any governments that have such a regulation.



---

UNIDENTIFIED MALE: Could you use the microphone, please? There's people in the chat.

AJAY DATA: What the government of India did before in order to promote [inaudible] to keep the identity of Indians. So, EAI is an issue of the government. So, the starting point will be the government in order to start promoting [inaudible]. For IPv6, most of the users use [inaudible].

MARK SVANCAREK: We had an earlier conversation and I think Rich was the one who put it forward, which is should UASG be involved in demand generation? Part of that is should we encourage governments to create regulations? Historically, the answer has been, no, we do not try to get governments to create regulations because we could create a situation where industries can't keep up. It could be a useful forcing function. I don't know. It's an unusual situation.

AJAY DATA: Mark, we have already got the guidelines.

MARK SVANCAREK: Yeah, we have guidelines, but there's a difference between having guidelines and—

---

AJAY DATA:

If we start with that, we have a guideline and we have cases, and I think [inaudible] made a very good important point. The distinction between IPv6 and EAI strategy. I think because ccTLDs and IDNs are given to the government, they own that property, which is not the case of IPv6. They [have] invested money on that clearly. They have more infrastructure of their own. So, it is up to them to promote it. And if they take this strategy forward to their implementations, by our recommendations, it's not something which we are doing something different. We already have that plan. I think [inaudible] IPv6 and DNSSEC and EAI strategy. I think all those things are in one document, one procurement document. And if our ambassadors and all of [inaudible] can [send] wherever you can, there's no harm in [inaudible] future tech.

This way, we are also creating awareness. Not only this as a guideline, but also as an awareness about what does future look like for Internet.

UNIDENTIFIED FEMALE:

Sorry. May I [inaudible] this issue? First off, I think I want to say that, actually, in developing countries, it's true that the governments are the leaders to develop the [ICTs]. But, today, it's not their issues I think IPv6 or EAI.

In addition, what is the objective of using the IDNs and EAI? It's for people who are not comfortable with ASCII letters. It's not for governments. So, how do you want to engage governments in this?

---

AJAY DATA:

Okay. I think we are not talking about that you offer EAI mailbox. UASG cannot force that and we cannot recommend that. What we are saying is you remain [inaudible]. So, if you have an ASCII e-mail address, that's fine. If Microsoft [inaudible] sends you an e-mail, are you able to receive that? That situation will arise. You need not to have a mailbox of Arabic or whatever language you might [inaudible]. So, we need a compatibility of phase one everywhere.

To have a phase one compatibility, we need the entire ecosystem to support this. Otherwise, we will create an uncomfortable situation where some applications are supporting that e-mail address and some applications are not.

So, if we suggest that strategy which is already there as a part of UASG document that they have a procurement guideline for government, for DNSSEC, for IPv6 and EAI, where IDN tables are supposed to be supported by any software which we are procuring, which is good enough to support. We are not talking about EAI there, actually. We are [inaudible] support there, which is good enough I think, which is very generic.

So, if you are procuring, like I said, for example, an antivirus, an anti-spam application right now today, and in this application you are issuing [inaudible] today and it does not support [IDN a] [inaudible] domain name, how do you receive an e-mail? Forget about [inaudible] or not. Don't do mailbox. But, you should receive an e-mail from somebody else.

---

This is exactly we are making [inaudible] the government investment future proof, so that they don't become – they need not invest again.

UNIDENTIFIED MALE: [inaudible] government not to promote [inaudible] registrar. We ask the government to enable EAI. Maybe I am end user, can't speak English, I want to send an e-mail to one of the government using my EAI address. I can't speak English. So, ask the government to enable EAI [inaudible] inside the government.

AJAY DATA: Phase one. That's phase one.

MARK SVANCAREK: Okay. I'm moving us along now. We have taken note. There was a question about the level of government engagement that we should be anticipating in advance of EAI day. So, we've had a robust conversation about our procurement guides and things like that. But, now, let's move on. We'll come back to that as we do the planning for EAI day.

The last section of this EAI discussion is the table of contents of a document that we are creating. So, you may know that we have hired John Lavigne to create a document for us, which is a technical overview of EAI and we're not going to go through it right now. The draft is actually available. Well, an earlier draft is available.

---

DON HOLLANDER: A pointer got circulated to the UA discuss list. Because there are people here that I don't know, how many people are not subscribed to the UA discuss mailing list? One who is willing to admit it. You can go to [uasg.tech/subscribe](http://uasg.tech/subscribe) and sign yourself up.

The rest of you have been subscribed. You should have seen an e-mail last week with a link to a Google document on EAI about 40-50 pages. Has anybody besides Mark and me and Ajay read that? One, two.

UNIDENTIFIED MALE: I don't know if I have or not.

MARK SVANCAREK: You haven't. I just wonder how much time you want to spend going through the table of contents. Just so that everybody knows, we have a habit of actually reading word for word our documents before we publish them. We find it to be very effective.

UNIDENTIFIED MALE: Open reading.

MARK SVANCAREK: Yes, open.

UNIDENTIFIED MALE: Not just actually reading them.

---

MARK SVANCAREK: Yeah, like we all open the document on our computer and then one person reads it aloud sentence by sentence and we stop and takes notes and feedback sentence by sentence. We repeat that as many times as possible until the thing is good.

AJAY DATA: I can [inaudible].

MARK SVANCAREK: No. Today what I was going to do is just show you the table of contents, and as Don says, let's go through it quickly. This just gives you a sense of what will be in the document. You can decide whether or not to get involved with reviewing it or not. I actually encourage everyone to review it.

First, there was an introduction, which is why is this even needed? We all know I think generally why it's needed, but maybe not everybody does. So, just a very quick thing there.

Then, we start talking about the mail ecosystem. By the way, there's already been some feedback received, so some of this is changing. Just keep in mind this is as of the last draft. What are the formats of e-mail messages and envelopes? What are the different kinds of software, like MUAs, MSAs, MTAs, MDAs? How is mail stored? What does it mean, POP and IMAP? What is webmail? How does that work?

---

Then, mail message formats. I've actually suggested that the message and header stuff all be pulled into this. So, addresses, IDNs, MIME, envelopes, that stuff goes in there.

Then, a look at EAI mail. So, it's how it's transmitted, how you recognize what it is. If someone is advertising SMTPUTF8, how do you know?

Various technical topics, such as assigning and interpreting e-mail addresses, storing it, how they interact with the MUA, what it does to your address book, what it means on the web, a labels, u labels. Then there's details about POP and IMAP, more details about message headers and these actual tables. Handling delivery failure, backwards compatibility, spam filtering. There will be something on passwords and then what were the documents that we used to source this RFCs and the like. Then actual tables of the headers, a list of support levels. Microsoft does this, Google does this, Coremail does this, [xgen plus] does this. More details about SMTP. And I guess the RFCs are here at the end.

So, this is basically what the document will look like. It'll be about 40 to 50 pages.

AJAY DATA:

I think one thing I forgot to mention [inaudible] was reading in the airport. Somewhere we should display the protocol exchange of SMTP, [inaudible]. So, if you search SMTPUFP8, the string is not there in the document.

---

MARK SVANCAREK: Yeah. I think that there's a number of things that are like this and I think they should be shown in a graphical format, too. He's got some snippets, but I would like to see more of them.

AJAY DATA: So, maybe a protocol. And I think that there was something showing for IMAP and similar thing we need to do for SMTP and the POP, at least to advise on what to do and what not to do.

MARK SVANCAREK: I agree.

AJAY DATA: I think if we explain with that protocol, that could be more easier. The target audience is a technical community and who are practicing on e-mail for this document. So, I think they will immediately get this [inaudible].

MARK SVANCAREK: Yeah. There's a question I asked about how much Unicode do we expect people to understand. We can discuss that on the [alias, too]. Do we really have to explain about joiners and normalization and stuff like that?



---

AJAY DATA: No, I don't think it's an issue here. We can very well escape Unicode here. It's e-mail.

MARK SVANCAREK: I have mixed feelings about it.

AJAY DATA: I am [inaudible] because it is not part of the [inaudible] right now.

MARK SVANCAREK: So, there's mentioning of it in there, but it's sort of half-assed mentioning. It's like if you really want to talk about it, you need more detail. If you don't want to talk about it, can we just remove it entirely? I feel like that part of the document is on the fence.

But, rather than discuss the document here, this is approximately what the subject list will be in the document and there will be a new draft very, very soon based on the feedback that's been received already. We encourage everyone who is interested to participate and review it, and then at a later date, we'll have a conference call and talk our way through it.

DON HOLLANDER: So, Ajay and others, as you read through it, don't be afraid to include comments either in the document itself or in an e-mail to me or John. If you send it to me, I'll make sure that John sees it. We'd like to get

---

comments by the 20<sup>th</sup> of the month I think so that he can make the appropriate changes and put it through the copy editing process between then and the end of the month, so that we have something that we can say is our first ready for review draft. Thank you, Mark.

AJAY DATA: One more thing, Mark, I want to know your view on. How do we deal [inaudible] on the clients? Do we need to also mention that?

MARK SVANCAREK: Please clarify.

AJAY DATA: On MUS.

MARK SVANCAREK: No, I mean specifically, what is the use case?

AJAY DATA: Right now, what you are talking about is downgrading on server. So, when you send an e-mail, you sign an alias. When creating a mailbox, you create an IDN mailbox and an ASCII mailbox attached to it.

MARK SVANCAREK: I get what you mean. So, we should define some best practices. A user is going to have to deal with two aliases. So, ensuring all that mail

---

goes to one mailbox. If there's any ambiguities in there, we should clarify what the best practice is.

AJAY DATA: And how do we deal with that on the client?

MARK SVANCAREK: Well, that's what I mean is on the client.

AJAY DATA: On the webmail is much more easier than on the client.

MARK SVANCAREK: Depending on the client. It could be equivalently easy, but we should look at all the cases and make sure there's nothing that's ambiguous. If it's just as simple as here's a list of ... Like on Office 365, you just literally go to the admin portal and add in a bunch of aliases if you're your own admin. If you're a user, you go to a different place in Outlook and do it.

AJAY DATA: But, Outlook has to show all the aliasing and [inaudible] default [inaudible] select one. All those things will come into action. This [inaudible]. So, maybe doing [inaudible] this detail or we just leave it on ... This is the best practice and [inaudible] how do you implement it is up to you.

---

MARK SVANCAREK: I would just write something down and submit it into the review process for this document and we'll talk about it all at the same time.

AJAY DATA: Okay. Yeah.

MARK SVANCAREK: Yeah. We're at the stage now where we don't have to have side comments. Just everything goes into the flow and we'll figure out does it belong in, yes or no. What section does it belong in, this one or that one? What's the final text? We're close enough now that we could just do it.

AJAY DATA: Yeah, great. I am with you.

MARK SVANCAREK: And this is a very bounded topic. That would be my opinion.

AJAY DATA: And one thing which we have never talked about is searching capability on mail server. So, technically, you can have mail local part of any script and domain part is often a script.

UNIDENTIFIED MALE: But, [inaudible] should be the same script.

---

AJAY DATA: And it is not [inaudible]. It does not [inaudible]. It is not disallowed. And today when we are testing, we are also testing mixing with ASCII already.

MARK SVANCAREK: I'm not sure I'm following what the task is here.

AJAY DATA: So, UASG.tech in ASCII at [inaudible] in Hindi. This test we are already doing. Now, instead of uasg.tech in ASCII it can be Arabic. It can be Chinese and it is not disallowed. Mailbox can be in any script.

DON HOLLANDER: And it can be mixed scripts.

AJAY DATA: And it can be mixed scripts on a local part.

MARK SVANCAREK: But, I don't understand what the action is that you're ...

AJAY DATA: It's a problem to deal with, right?

MARK SVANCAREK: Why is it a problem?

---

AJAY DATA: How do you search admin research [inaudible]? We need to offer the best practice. Then somebody has to ...

MARK SVANCAREK: I see.

AJAY DATA: Somebody can deal ... Even if you create mailbox with Arabic, Hindi, Chinese, [inaudible] and create a mailbox, then no customer ...

MARK SVANCAREK: I had just automatically assumed that this was a problem that had been solved elsewhere. So, let's figure out if it is or not. I'm just thinking if you have a database of text which is Unicode text, there are probably rules of alphabetization that exists today. I don't know that for a fact, but that had been my assumption. Again, if that's an ambiguous thing, we should declare a best practice.

AJAY DATA: It looks like to me right now because we faced [inaudible] this challenge and I've yet to figure out how the CRM and the agent is going to deal with that.

---

MARK SVANCAREK: Okay. It's something I could definitely ask my engineers what is the algorithm used for this.

AJAY DATA: And what [inaudible] mixed script local part. [inaudible]. Do we say no? Do we say yes?

UNIDENTIFIED MALE: No. If we mix the scripts for both parts, we open the door for phishing. How could we handle the variants in two scripts? [inaudible] issues.

MARK SVANCAREK: I would vote that as a UASG preferred practice that script mixing be very narrowly defined in the local part. But, it's up to the mailbox provider. We can say this is a better practice and we could show examples like if you type into Gmail or Outlook a mixed script local part, it's going to put up what we call a tool tip, which is a warning that says, "This doesn't look right. Are you sure you want to send it to this?" or, "This e-mail was received from a person like that. Are you sure you trust this or not?"

So, if you want to avoid scaring users, you don't allow them to create those mailboxes in the first place. It's a bad practice and we can, as UASG, declare why we think it's a bad practice.

---

UNIDENTIFIED MALE: [inaudible] is a variant in one script. Could you handle the variant in two scripts or mixed scripts?

MARK SVANCAREK: Yeah. That actually came up during [inaudible] discussion is we want to address that as well as that you should be aware when you're assigning mailbox names of the issues of variants. You should be aware of label generation rules. If you're aware of the label generation rules when you're creating the mailboxes, then you're less likely to create name collisions and confusions.

AJAY DATA: So, Mark, we are saying ASCII at IDN should not be allowed?

MARK SVANCAREK: I'm not saying that. I'm saying that within a—

AJAY DATA: As per our best practice.

MARK SVANCAREK: I thought it was just within a label, within a single – actually, within a label of the local part.

AJAY DATA: So, I'm saying very simple. Hindi domain name, [inaudible] local part. Is this okay or not okay? Where do we stand?



---

MARK SVANCAREK: That seems okay to me because each label has its own script.

AJAY DATA: Right, each level has – we allow mixed script in e-mail address, but it should be [inaudible] with the local [partner] domain name. Right?

MARK SVANCAREK: It seems like a good practice, but I'm [inaudible] to make a recommendation at this moment, but yeah, that seems like a good ...

DON HOLLANDER: I'm aware of the time. Can we just raise in the ...

AJAY DATA: Mailing list? [inaudible]. Okay.

DON HOLLANDER: They could be added [inaudible].

AJAY DATA; But, [inaudible] on this. How do we [inaudible] document?

DON HOLLANDER: So, if you have comments to make, include them either in the comment or an e-mail to John who is the writer and he will address them. If he doesn't have a view one way or the other, he will include a

---

marker in the text that says this needs to be resolved as a UASG recommended practice in the document.

MARK SVANCAREK: Yeah. I request that you not e-mail – if you e-mail it directly to John that you cc the UAEAI discussion list so that we can all weigh in on it. It'll just be much more official.

AJAY DATA: John is there on the UAEAI list, right? Let me just send it to UAEAI list.

DON HOLLANDER: That would be my preference.

AJAY DATA: That is better, so anybody can comment on that and we can work on part of it. Two issues I should sign on to a mailing list. One is this local and [inaudible] multiple scripts and [XM] issue so that we document that.

MARK SVANCAREK: Yes. But, you're not limited to two issues. If you come up with three more ...

AJAY DATA: At least these two. Yeah, I can [inaudible] more. But at least these two issues.

---

MARK SVANCAREK: Yeah. Anything that goes into this document, there's a chance that it'll be reflected into an update of the quick guide as well. Okay, now I think we're done.

DON HOLLANDER: So, the big hand is on the four. I'd like to suggest we take a five or ten-minute break until the big hand is on the six. Then we'll come back and address issues like the local initiatives. I think we've addressed senior IT executives and government. There was generally support to do that. I want to talk about partnerships, and particularly I want to talk about the W3C potential partnership. Dennis is here. I'm keen for him to be involved in that because he understands that group.

AJAY DATA: For the record, actually, [inaudible] doesn't allow registry operators to sell mixed scripts within the domain name. This is a very interesting development.

DON HOLLANDER: What? Now, this is longstanding that registries, contracted parties to the ICANN are not able to run mixed scripts at the second, cannot provide mixed scripts at the second level, except for CJK ...

AJAY DATA: And dot-com.

---

DON HOLLANDER: No, no, dot-com only allows a single script at the second level except CJK.

AJAY DATA: No, dot-com you can have mixed script. That is how [inaudible] becomes available, right?

DON HOLLANDER: I think Dennis ... I've asked this question of Dennis about 100 times and I think the answer is in today's world you cannot mix scripts in dot-com or dot-net or dot-anything other than a ccTLD, except in the case of Chinese, Korean, and Japanese, which have some shared characters and ASCII numbers.

AJAY DATA: So, we always get [inaudible] as an example, where ASCII and Cyrillic is mixed dot-com. That example comes every time when we talk about mixed scripts.

DON HOLLANDER: About [epic]? So, those are the three Cyrillic characters.

AJAY DATA: No, there are four. One is ASCII and three are Cyrillic.

---

DON HOLLANDER: I don't think so.

AJAY DATA: Yeah. This is what [Seun], at least in one of the workshops we had.

MARK SVANCAREK: The issue that was brought up in the previous section was not about mixing within a particular label. It was about what if the local part is in one script and then the domain part is ... If the local part is in Hindi, but the domain part is in Bengala, is that going to trip up a spam filter or not? That was the question.

AJAY DATA: Mark, that was [over]. I just read this [inaudible] comment on TLD on domain registration and I think it's a good thing that Rich, Dennis also can confirm that mixing a script on dot-com is not allowed.

DON HOLLANDER: For those of you online, which is Elaine somewhere who is multitasking, we're going to come back when the big hand is on the six. Thanks.

Alright, we're going to start again. Just out of curiosity, have we got anybody else still online? Elaine, you are somewhere. Who is LY? A very small group now.

The next topic I want to go through is local initiatives. This is more an update than anything else. With India, we have a commitment to

---

contract for the running of eleven local events to help promote the Indic language and programming languages and the UASG has agreed to fund about 25% of their expected costs as long as we have reasonable coverage of the IDN and AI issues in their presentations. So, it's not exclusively a ... Sorry. As long as we cover universal acceptance issues as well as EAI, it's not just universal acceptance events but they will incorporate universal acceptance into the topics.

UNIDENTIFIED MALE: May I make a comment, please?

DON HOLLANDER: Yes.

RICH MERDINGER: I've kind of observed throughout the day. I feel like I've noticed that we're transitioning from our earliest efforts that focused on new strings when they're delegated, making sure that people even know that they're there and the length of the string. We were very ASCII centric, but we also included the discussion of IDN. We didn't even talk about EAI to begin with, not very much. It seems like we've flipped a little bit and I just want to stress that it's very important, of course, that we deal with IDN acceptance and EAI and all the things we're doing, but let's not forget that general acceptance ...

When Crystal Ondo was here, she was here because Donuts wants to make sure that their new strings are accepted. It's still a very real

---

thing. I [inaudible] the idea that we're going to be doing this local initiative in a place that is in a non-ASCII realm generally speaking, but that we mandate that it includes the full breadth of UA as part of the discussion.

AJAY DATA: [inaudible] domain, all those things [inaudible] I think in [IMA] presentation. That was their ... I think we missed you in Hong Kong, so it was there in a presentation.

UNIDENTIFIED MALE: Yes. I recognize your point and second it.

JEN GAGER: I recognize Richard's point as well, but I was just wondering when these were I guess assessed by UASG, were there requirements that we did say, hey, we want these things in, like what Rich said? Did we say we're going to take your proposal and we're okay with it, and if it doesn't include it, we can't just go back and say do you want this back in?

DON HOLLANDER: No. Certainly, I'm very conscious that the universal acceptance is quite a broad space and EAI itself is very narrow. IDNs are slightly broader. But, we do see that the new gTLDs also just don't work. When we did our evaluation of the top 1,000 websites of the world, only 7% accepted all our domain names including the short and the long. The

---

longer the TLD got, the lower the rate of acceptance was. Then once they started getting out of ASCII, it dropped further. I think the worst were the Arabic at Arabic.arabic but Thai at thai.thai didn't fare particularly well either. But, the dot ... I forget what the TLD was, maybe dot-link or dot-technology, those also had issues.

We see as many complaints in our complaint line for [inaudible]. We see more in the ASCII space than we do in the IDN space.

So, that's what's happening with India. China, we had a meeting in Guangzhou in January. That was interesting. [inaudible] after hearing that Microsoft had some ... [inaudible] told us that they had looked at it some time ago. Their systems are very complex and they didn't see there was very much demand and Mark spoke about Microsoft having perhaps equally complex systems. Perhaps even less demand in America, but they were still actively pursuing it. So, [ten cent] has agreed. The sense I got was that [ten cent] has, "Well maybe we will look into it."

MARK SVANCAREK:

Yeah. At that moment, they were sufficiently abashed that they had to say that they would go off and look at it. Whether they actually will or not, I don't know. But, they did recognize that they are not alone in that case and that we had overcome those problems.

DON HOLLANDER:

There was a representative, Mr. [Jao] from [MIIT]. He was both at the EAI workshop and also at the visit at [ten cent] and Ram met with him



---

subsequent in February when he was in Bei Jing. The sense that Ram gets is that they are very keen to see EAI happening in China and they would like to work with us to help move things along. We're going to work to do that.

There's actually a meeting with the ICANN GSE team that are China focused and seeing how we can leverage that. That's happening this week.

In terms of New Zealand, I have a vested interest there. We did address the issue at the [Net Hui] which is the New Zealand equivalent of the IGF. We've also written letters to the top 100 CIOs in New Zealand. We got an equally poor response from them as we did with the CIO. But, we're continuing to try to reach out to the New Zealand community, including members of parliament.

We have a local engagement model, UASG008. We think that's still good. So, the question we have for people who aren't here is how do we get more local engagement? Because the UASG itself can't really do anything. Thank you very much. But, how do we find partners locally? Any suggestions? Lars?

LARS STEFFEN:

From my perspective, we can't force anybody. I think that via our ambassadors, we may have more potential to get also local initiatives, getting them started to run them because it's also finding resources to run them.

---

Of course, we've got a few initiatives and I think this is something [inaudible] where most of the work will be done by the organization who is applying, but I think it would be good to have a nice mixture of collaborations like that and to have local initiatives that are based on a closer collaboration within ambassador, for example, or one of the core members of the UASG where we have a little bit more influence on what is happening and what is going on, what's being put on the agenda.

I like both approaches, but I think we should have a good mixture out of it. And for the ones that we have more control of, this is always a question of time and resources. And from that perspective, my hope is that the ambassadors could be one key to go one step further in that direction.

AJAY DATA:

Actually, I second what you are saying. I was thinking since morning how do we really ... We have given a position of ambassador and they are representing us as a brand. Then, what is the minimum duty they're supposed to perform at least once in a month or twice in a month? That activity may be writing a letter, going and meeting, talking to somebody, writing a blog. I don't know. We need to I think do something, at least one activity per month. We need to see what's going on from that ambassador so that we are not just having it for the namesake. We have [inaudible] position and we have no result. So, we need to also push that there.

---

And I think we need to give them some budgets [inaudible] not to have approval of everything. A few hundred dollars if they need to expand. I'm not talking about \$1,000 or \$5,000. If we have to spend a few hundred dollars and write a letter, for example, to everybody in [inaudible], for example. So, it'll cost you, like I said, \$20, \$30. [inaudible] expand it.

Maybe we can just, whatever budget we have, we can reduce that budget. We need to increase that budget. So, we can say \$500 [inaudible] you can spend the way you want to. No [inaudible]. They can just continue doing that and keep sending the update to the mailing list or the coordination group to us. But, we need to really, really engage them and [inaudible] the results from them.

DON HOLLANDER:

The current regime is I'll work with each of them, look at what are the opportunities the next six to twelve weeks. It takes ICANN some time to process approvals. We're not going to do, "Here's some money. Do with it what you want." We're not quite there yet. The program is to fund travel accommodations and registration fees. That's pretty well-defined. And I think until we have some experience with it, we're not going to shift that.

They currently have a requirement for quarterly reporting as to what they're doing and that's my goal is to reach out to each of them and develop a program and how we can leverage them.

---

I've been encouraging Dennis, for example, to become a UA ambassador because I'm looking for somebody in the Washington DC area who can engage with government CIOs.

AJAY DATA: Let's approve him today.

DON HOLLANDER: There's a process.

AJAY DATA: Yeah, you can get approval from the chair.

DON HOLLANDER: In different regions. We have three who are appointed now and that's my goal is to work with them.

AJAY DATA: Don, I agree with you 100%, the [current structure]. But maybe, like I said, [inaudible] we see and then come back.

DON HOLLANDER: That's right. We'd need to get some ...

---

AJAY DATA: Because some [inaudible] we need to motivate somebody. If he needs to write a letter, he will no spend from his pocket. I'm just trying to say that.

DON HOLLANDER: I understand that.

AJAY DATA: And need to have a coffee somebody, he's not going to do that out of his pocket. So, maybe, if we do that and allow him to spend that money, that may be incidentals kind of thing. So, he can do that. [inaudible] increase the budget. I'm not in favor of increasing the budget. Within their budget only we can give that.

DON HOLLANDER: Let's see how we go and find out what we're not doing right.

LARS STEFFEN: Going back to the local initiative, I was just thinking off the top of my head, has the UASG reached out to Giovanni Sepia who is the PR guy from EURID? This idea of local initiative on UASG might resonate with him and his effort, too, and you have scope of all the [inaudible].

DON HOLLANDER: We've talked to Giovanni who is [inaudible] for a while.

---

UNIDENTIFIED MALE: You mean Sebastien? He's no longer with EURID.

DON HOLLANDER: Yeah, but we had talked to them last year. I've made a note to try to see Giovanni while we're both here. I think he's a good channel.

LARS STEFFEN: I think it's one of the reasons why Bulgaria is on our list.

DON HOLLANDER: Actually, maybe, but he's [inaudible].

LARS STEFFEN: Yeah, but they also have an interest in Bulgaria due to the Cyrillic dot-eu.

DON HOLLANDER: So, where else can we go?

AJAY DATA: We had somebody from Bulgaria on our mailing list.

LARS STEFFEN: That's maybe [Yrjo] from Bulgaria. He's also always the right person if you want to set up something in Bulgaria.



---

stuff, so it's not public, no secrets. And we hope that will be kicking off first of April, first of May.

AJAY DATA: If I may ask a question, Don. What would make UASG great, not okay?

DON HOLLANDER: So, this is not again. It's for the first time. I think getting the mail stuff evaluation done is a big deal. I think getting the opensource programming language libraries done. I'd like to get 10-15 of those done and nailed and out of the way. Then, all we have left to do really is raise awareness, raise awareness, and raise awareness.

By the time we're at that point, all the sticking points for getting UA ready should be gone. We will have a list of mail products that we tested, independently tested, and we can say here are some choices.

So, right now we have people who say they are EAI ready, for example, but how do we know? How can we give somebody an assurance that they are? We can start doing more and more outreach.

The idea that came up earlier today, which is testing some websites and then taking the next step, which is reaching out to them and saying, "Hey, your website is broken." We did not do that the first time around. Maybe that's the thing to do is to do that the next time around. I think it's just accelerating.

But, I think there's light at the end of the tunnel.



AJAY DATA:

It would be a good idea to list them down as our benchmark for evaluating ourselves that we will consider ourselves okay, good, we are doing very well, and evaluate ourselves with some benchmarks that we need to reach out to 50 people and tests, whatever we set up, so that all the coordination group leaders have some responsibility towards that. I think we miss that as a responsibility. All of us, we work on [SOS]. Somebody thinks an idea, it reaches to the mailing list and everybody [inaudible]. But, there is no dedicated task which we work in UA. If there's no e-mail, there is no task.

I think if we can have one responsibility among leaders that this is something which Ajay owns or Mark owns or Rich owns. We are continuously thinking and working on this, then we will have some results round. Then, we will [inaudible] ourselves after six months where we have reached in that initiative. Otherwise, there is no evaluation who is working, who is contributing, not contributing, and who is thinking for what.

[JEN GAGER]:

It's a little bit of a backtrack because the conference moved a little bit, but since Don did mention that, I guess we can kind of reveal that dot-asia was talking to a lot of – part of our network to be interested in local initiatives. There is a lot of good response.

I guess, bringing back to this morning when Rich said, “Hey, what about the schools? What about the future [inaudible]?” That's the kind

---

of network that we were talking to because we have a pretty strong connection there because we have our youth program. So, there's interest from Malaysia. There's interest from Armenia. That's something that we can work on in a different kind of format once that relationship starts. That should be more interesting as well.

In addition to having the UASG ambassadors, in addition to going through I guess this kind of thing, there's also the network of the NRIs. I'm not sure if you're aware of it. It's the National and Regional Initiative. They each have their own ... I guess [Net Hui] could be considered one of them. The National and Regional IGFs of each country, locality. They are interested in this, too. It's like they talk about it, but then it becomes a different kind of conversation. It's kind of policy, but then they bring it into how to implement it in a national way. That's something we can think about.

AJAY DATA:

For dot-asia, I think before you go out, you need to be also probably look at becoming EAI ready or IDN ready on your portal and [inaudible] accepting that. Otherwise, it might boomerang on you itself, that you yourself is not practicing and you're preaching only. This is not an easy task.

This actually brings one topic, which I have [inaudible] all the time to put on our mailing list. Can I register a domain name with my e-mail EAI address? What about the WHOIS with my EAI address? That's something which we have never addressed before and we need to communicate.

---

So, this is direct registry, registrar issue where we need to deal with that. This has nothing to do with anything else. The moment we start pushing back, the entire thing will come into the play with the registrar and registry automatically. The moment they start accepting on domain registration because then they have to send an e-mail, [inaudible], do e-mail validation, receiving mail from that ID. Everything will fall in place for the registrars and registries.

DON HOLLANDER: So, are we suggesting that we request a change to the contracts to require that when you register something that you can submit your contact information as EAI.

AJAY DATA: Right now, they [inaudible]. They simply accept it. It's an [inaudible] issue. And the moment they start accepting on domain registration, [inaudible] everything they have to build themselves, they will follow.

UNIDENTIFIED MALE: Just questioning how you drive it. Are you suggesting we drive it [inaudible] contract change?

AJAY DATA: There's no contract change required. [inaudible] contract change required. I go today on GoDaddy and register a domain name. I should be able to submit my Hindi e-mail address as a registrant.

---

UNIDENTIFIED MALE: Let's put it this way. There are commercial drivers that determine where we spend our engineering hours, and if the number of individuals that desire to register domain names have or are in regions where this is important, that driver will work. If it isn't, however, I will not. You will then go to another registrar that does accept it and we will slowly see that this is something that we need to give attention to, but it's the free market concept.

I'm just letting you know, at least at our scale, I know that's how it would work.

AJAY DATA: This is something which is also a UA issue and we need to put on our bucket list.

UNIDENTIFIED MALE: Yeah, that is – within our own community, we should certainly encourage that. I'm just saying that in order to really drive the behavior, either you have strong market forces or you have the blunt hammer of a contract change.

AJAY DATA: One thing [inaudible] ICANN will agree very easily to do a forced contract change. I am not [foreseeing] that [inaudible] when I was speaking that. I was thinking that [inaudible] the way we are pushing

---

UA issue. If GoDaddy's customer care gets 100 requests [inaudible] from India, this will escalate.

UNIDENTIFIED MALE: So, you're going to make 100 requests to GoDaddy [inaudible].

AJAY DATA: [inaudible] 1,000. Don't take it as spam. That's it. I think this is a demand. I don't know which registrar who is low hanging for me who would be happy to look at this change immediately. If we know one small registrar who can do that change and start publicizing, then what Rich just said, that it may be also a trigger point that we are losing this business to this registrar because he is supporting EI and that domains are being registered. [inaudible] are required.

UNIDENTIFIED MALE: One more point to the local initiatives. I am always a little bit cautious to announce things like that. Facing the IGF 2019 taking place in Berlin, we are currently negotiating with all involved parties in Germany about setting up some kind of roadshow going through all German states, that you have one date in each state. So, you have [16] small pre-events then. Of course, if this will happen, I would put universal acceptance on the agenda as well. It's still in the planning phase, but just to let you know that if we make this happen, I will take care of that. Universal Acceptance will be one of the agenda items for all of these pre-events.

---

ECO has been addressed to be involved because as an industry association, we've been asked to get involved because one of the goals for the IGF 2019 is to increase industry attendance and industry involvement at the IGF. This is one of the drivers and one of the topics that I would like to add to get this goal being achieved.

DON HOLLANDER:

Thanks very much. Thanks for the comments on local initiatives. There is stuff happening, as I said, through the GSE. Baher has some initiatives in Egypt and Jordan. Pierre has things happening in Nairobi and South Africa and [Banine] I think is where he is from. In general that is a [inaudible] country. Jean-Jacques is doing Bulgaria and somewhere else and possibly England. [Gerong] is doing Singapore, Thailand, and New Zealand and Asia-Pacific.

So, we have a number of irons in the fire to try to get the message out. I still believe that the message for people to start taking note of it, they need to see it seven times, so that's one of the reasons we're focusing on this social media thing to try to get people to at least see the logo and the term a bunch of times, and hopefully they'll start taking on.

The next item on the agenda is senior IT executives. We talked about this before. This is why we've chosen this as a target audience. They have purpose beyond profits. They can be leaders in their respective professional communities. They might include it in tendering contract documents as we've seen happening in India.

---

UNIDENTIFIED FEMALE: Can you include the other [inaudible].

DON HOLLANDER: I cannot hear.

UNIDENTIFIED FEMALE: Can you include the ALAC also, the ALAC community, ALAC constituency for the outreach? They are doing some good work and capacity building in the regions.

DON HOLLANDER: We've tried to talk to the ALAC several times and we know people there. We're just not getting much resonance from them. We've spoken to a couple of APRALO webinars. We reached out to them to see if we could have actual physical engagement at this meeting because this was a big meeting for us to have one-on-one engagement and never heard back from them. We thought ALAC would be a good channel, but we're not seeing that.

We thought ISOC chapters would be a good channel as well. Now, the ALAC ALSes and the ISOC chapters are often the same groups, but we're not seeing response from them to help us leverage to reach out to their local software community. But, if you know people in the ALAC better than ...

UNIDENTIFIED FEMALE: I was ALAC member for two years.

---

DON HOLLANDER: We think that it should be a good channel, but you need to have the right people in each of the chapters or ALSes who finds this as sort of a groovy topic.

UNIDENTIFIED FEMALE: Yes. I promise I will speak with them. I also remember when we had the [inaudible] DNS forum. You spoke about the GSE. When we had the [inaudible] we had a panel, a whole panel about universal acceptance. It's interesting not to include this ...

DON HOLLANDER: When was this?

UNIDENTIFIED FEMALE: It was 2016 in Tunisia for the Middle East DNS forum. We had a whole panel about universal acceptance and IDNs. You already mentioned the GSE [inaudible]. They can help also on this issue for outreach on this topic. That's all I wanted to say.

UNIDENTIFIED MALE: I was thinking about local engagement again. I know you moved off to senior IT, but one of the things that I've found when I come to these ICANN meetings is ICANN has done a lot of advanced work to engage with the local communities and they'll be people who come and represent the country that we're in or the region that we're in, etc. Is



---

there an opportunity for us to help get our message into the local ICANN event arenas along that path?

DON HOLLANDER:

ICANN has effectively a speaker's bureau through their senior executive team, their GSE team, VPN and others. They have a standard set of topics that they try to get included in every presentation that they do. They usually have two or three or four slides on universal acceptance depending on who their audience is. That will continue, but that's just ticking the box. Yes, I used the word universal acceptance.

But, yes, trying to get the local initiative. Trying to find somebody in each community that gets it and is happy to go out and be the advocate. That's what we're really looking for in the local initiatives. And we have. If we can find that person, we actually have a document here called UASG008, which is basically a how-to create a local community, what sort of people to include in media and all that sort of [inaudible].

So, senior IT executives. That's why we're there. Partnerships. So, this is the ISOC, the ALSes, the MOG, W3C.

What I'd like to do is talk about the W3C. We had a presentation from them when the UASG Coordination Group met in Hong Kong. The UASG Coordination Group was pretty hot to trot and to provide financial support to the W3C. They are keen to get the financial support.

---

I'm having a hard time clicking exactly what we want it exchange for the financial support. Does anybody else have a good engagement with the W3C besides Dennis? So, Dennis, nobody else knows what you're talking about, so you can make it up. But, Dennis and I actually went to a W3C meeting together and he actually stayed for the interesting bit and I stayed for the boring bit. Dennis?

DENNIS TAM:

Sure. My engagement with the W3C dates back a few years now, and because of priorities, I had to stop. It really comes down to someone really dedicated to push forward a topic.

In the W3C, you have these [inaudible] working group which mainly is head by [Richard] [inaudible].

UNIDENTIFIED MALE:

He's on their staff.

DENNIS TAM:

Correct. He is W3C staff. And [Addison Phillip] who is the chair of the Internationalization Working Group. He's volunteer. He works for I think Amazon.

UNIDENTIFIED MALE:

[inaudible] name?

---

DENNIS TAM:

Addison Phillip or Phillips, one them, AA or AP. So, these are the two [guides] that mainly drive whatever is in the agenda, but really if you want to drive something forward, you really need to be the [guide] to move that topic. So, when I was there, I was assigned all IDN and EAI topics. I started working on things and low-hanging fruit was to update the documentation that they had because many things they referenced IDNA 2003. So, low-hanging fruit. Okay, let's update all this stuff at least IDN 2008 and then move along. But, in the process, I had to step out from that process and nobody is filling the void right now.

So, not sure. [inaudible] the UASG is willing to provide some funding, I'm not sure exactly how that funding would work because it's not that they are going to hire another staff or maybe they may. This is assigned staff for UASG and they will have to do [inaudible] and that's it. That's how you will get things done at the W3C.

Things that you can do is documentation, so that developers that go to the W3C will find the right information as far as reference, languages, tools, whatever you want to have. Frankly, we have all the documentation here, so it's just mainly a link to the uasg.tech piece. That's my run-down on W3C.

DON HOLLANDER:

I think the things that we can ask for them is to get their e-mail. There's a utility or something that browsers or web developers can call and say, "Is this an e-mail address?" It's like a programming language library only. It's something in the browser that you have a field and you define it as e-mail and it's wrong. We use WordPress as

---

our platform and I think WordPress uses the HTML standards. You define your field as an e-mail and it knows that it can only be in English and it knows it can't be a particularly long e-mail address and so forth.

We think that's something that clearly we want to get fixed, but I think that's already in the program.

DENNIS TAM: That's correct. Yeah.

DON HOLLANDER: I'm still struggling to find out, to understand what we get for our money and then who we get to actually engage on behalf of the UASG with the W3C because I think it somebody who knows what they're talking about.

DENNIS TAM: My suggestion as to how to approach W3C, first you need Richard to be involved in the conversation, so that he will help you shape your approach because it's not that you're going to reach out to Rich and say, "What can you do for me?" He will [inaudible] say, "Okay, so what do you want? And we will see how what you want fits within the W3C remit." They are more on the content or how you develop HTML, so one thing is the HTML validation of the e-mail type. Right now you have e-mail type, I think it's e-mail [inaudible] something along those lines so that you can evaluate it appropriately.

---

One thing maybe that we want and I know that we've discussed in the mailing list is how you create these [inaudible] to validate internationalized e-mail. It's not something that we can suggest and put forward in the W3C library so that they know. There's a go-to place to do that.

So, at least for those two things and maybe also documentation, those are the three items that you want to bring forward to Richard and say, "I need this stuff. How can W3C help us put this out there for your community?"

DON HOLLANDER:

I think they would also want some test suites. I think when they ask for if we can populate test suites, then people who are developing browsers or browser-based applications can just run their application through this suite of cases that they already have, but aren't as inclusive as we would want. Does that sound right?

DENNIS TAM:

Yeah. They will be open to have this type of tester. Today I think they have an internationalization tester, but it's only HTML. Whether they lay out its [inaudible] the right way, etc. Maybe the UA crawler could be something that they could use or at least recommend to use as far as UASG.

---

DON HOLLANDER: So, generally, for people who were in Hong Kong, is there still a desire to pursue this?

UNIDENTIFIED MALE: I'm still in favor of it because it's still a resource that is used to determine how to property – by the masses on how to properly implement a web presence and having our information infused in that somehow, however it has to be done, can only be good.

UNIDENTIFIED MALE: After Hong Kong, I neglected to poll my contacts at Microsoft who work with W3C or html.org and things like that, so I'm pinging them again right now. But, I'm generally still encouraging this. The two examples that Dennis came up with, the e-mail input type, the fact that it was defined wrong was astonishing. Then of course [inaudible]. We could also push that through MOG, but W3C it seems like we need some traction there as well. There's probably two other things there that we're not even thinking about. I still think it's worth investigating.

DON HOLLANDER: Okay, thanks. I will continue to investigate it. I actually lost the plot – my fault – in February. [Wendy] and I did talk pretty much as soon as we got back and I forgot. I just couldn't figure out what it was I was asking because I had already seen a mail from Charles that says, "Actually, it's already in the spec, so why do I need to be there?" So, that's fine.

---

I know Ram is skeptical, but I'm okay I think. I just have to be very clear on what the benefits are going to be. So, Dennis, if you could just be a backup for me when I lose the plot next time. Dennis is very good to me. I ask him the same question five times. He gives me the same answer five times. But, I think this time I was able to give the right answer myself. Is that right? For a slow learner, he's a good teacher. So, thank you very much.

Succession planning. This is just really a head's up. We are into our third year. We have the UASG charter. I don't know how often everybody reads that. I don't know if you do it weekly like I do, but it's an interesting document.

The term limits are there are two terms. The next election is set for the first quarter of 2019. The current positions are Ram Mohan is the chair. He's halfway into his second term. What Ram brings to the group I think is he's on the ICANN board and very influential there. He's got strong spears in the IDN space and he's a highly regarded and awarded CIO for a reasonable size company. Would they be considered a medium-size company in America? They'd be a very large company in New Zealand, but a medium-sized company in this part of the world.

Rich Merdinger is now also in his second term. Rich also brings a technical background as well as a perspective of registrars and former IT guy. He's also been involved in the DNA and other industry associations. So, he knows the industry well. He know technology

---

well. And he knows the end game well. He's halfway through his second term as well and is term limited.

Edmund Chung is in the same sort of position. Edmund is good value when you can get his attention. And when you can't, he's hopeless.

UNIDENTIFIED MALE: [inaudible] proxies.

DON HOLLANDER: That's correct. Mark is in his first term as a vice chair and Mark brings experience as a geek and also from a very large technology company.

So, the question is what sort of person are we looking for in our chairs and vice chairs for next year? I don't need an answer now, but I do need people to start thinking about it so that certainly by the ..

UNIDENTIFIED MALE: [inaudible].

DON HOLLANDER: I understand that. He just needs to think that through. You could always change the charter. I think the president of China has just done that.

We have ICANN IT. We've covered that. So, this is what we thought we were going to aim for. I think Ram reminded us again why we're here. UA is more than just IDNs. It's more than just EAI [if the] long ASCII's



---

don't work either. The long ASCIIs are easier to fix and we heard that from Sigmund. But, they still have to be fixed as well.

IDN variants. The answer was I don't have to worry about it I think. So, I was grateful for that.

Communications update. Did we get all the questions answered sufficiently well?

So, we have these two coordination groups within the UASG. One is the EAI Coordination Group and the other is the coms group.

The EAI group, there's two coordinators, Ajay and [Jao]. There's a mailing list. [Enmark] is still actively involved. There is some activity in that e-mail list, but not too much.

One of the concerns I have about both groups is that they're not groups anymore. They're just two people, or in the EAI case, three people who are actively involved. I don't think that's healthy for anybody. In the coms side, it's definitely just the two people. I'd like to know whether maybe that works for everybody. It's certainly simpler.

Do you think that the community would like to have occasional just coms focused discussions?

UNIDENTIFIED MALE:

Previously, the coms discussions that we would have in these meetings every couple months were suitable for me. Now that we're actually going to be planning an EAI day, I would be more involved in it. I don't know that I would necessarily want to be more involved in

---

the day-to-day flow on that mailing list, though. It seems like it's working fine right now, but that's because I don't have to pay attention to it.

LARS STEFFEN:

I'm subscribed to both mailing lists, and I have to admit that on the EAI I go through all the e-mails, but I don't read every one that close. Filtering still makes sense to run both mailing lists.

DON HOLLANDER:

I was not suggesting that we not run them. I'm just wondering if people – and we have such a small group here, really. Whether there's a desire to rekindle the coms working group as a group or just leave it as related just to the two people, Christian and Lars. That's my question.

AJAY DATA:

I think what Don is suggesting, essentially, is that two people in EAI coordination or coms, whatever it is, just because you are coordinator you are constantly active and working and [inaudible] everybody is kind of only seeing it or looking it, not participating.

So, this coordination group idea, is it deflecting people to participate or they have nothing to participate or we need to include more people to coordinate and contribute in fact?

---

MARK SVANCAREK: So, for me, I'm on several of these mailing lists and I send them all to the same folder and read them all at once, so I'm not really paying attention to what the origin of them was unless I want to – I think that my response should be amplified to a bigger list. So, if something on the coordination list, maybe I would forward it to the larger list. That doesn't happen very often, though.

So, generally speaking, I think the way it is organized right now, for my purposes, it works fine. I think that there's some e-mails that don't need to go to the overall community. Maybe I'm just looking at this too narrowly.

AJAY DATA: But, this is not the question. The question is we need more participation on the mailing list. That's the question.

MARK SVANCAREK: I thought the question was that because some of the mails are segregated that inherently you can't get activity on the mailing list. I think that's happening within the communications mailing list. It isn't exposed to everybody else, so the only people who can participate in it are the two people who are active, whereas if it was sent to the general discussion list, more people would see it and participate.

AJAY DATA: So, what he said is on [inaudible] group, [inaudible] people are subscribed to it, those who are interested in [inaudible]. But only two

---

or three people exchange e-mail on that group. Same thing with the com group. Only two or three people who are interested in a coordination group, communications. This could get discussed between two people, him and Christian, they discuss about the communication.

So, what he is saying is that is there something which is not – what will make people participate?

MARK SVANCAREK:

Well, unfortunately, there are multiple Microsoft people on these mailing lists, and with the exception of Sean Steel, none of them ever reply to the mailing list. When they see something interesting, they'll e-mail fork of a conversation and just have an internal only conversation. Every once in a while I'll bring that back onto the discussion list, but mostly it goes off into a little Microsoft world.

The mailing lists are more interesting than you would see if you were just on the mailing list within Microsoft, but that level of give back to the community is not necessarily happening. People become aware of things and talk about them, but maybe not give back to the community as much as they might. That doesn't really answer your question. It's just an observation based on what I'm seeing at Microsoft.

AJAY DATA:

[inaudible] engage people more on mailing lists than only a few people. And actually, in EAI, this is right that only you and me end up

---

exchanging comments and whatever [inaudible] we do. Otherwise, there is none there. We should encourage that. We have been talking about it that we need more participation. Otherwise, it is disappointing because you don't get the entire view. It is very important.

UNIDENTIFIED MALE:

Well, one thing you could do, since you do know some of the other people in the topic, you could call them out for input and start a process of soliciting feedback and try to go from [inaudible] some momentum. Then, when Andrew Sullivan chimes in, because he's so shy and he's great at getting involved with things, you can say, "Asmus, what are you thinking?" Try to solicit some of that. It doesn't take long to do that. If that doesn't work, then maybe there is a real problem. But, maybe it just needs a nudge and that can go for all of it.

AJAY DATA:

To nudge within the mailing list itself on a personalized basis.

UNIDENTIFIED MALE:

Don had to step out. I don't know if his throat is bothering him or what. First of all, we've only got about six minutes. I could pretend to Don that I went over this list of things and we could all just leave. That is the list, the last of the items that I had. Actually, I didn't even start. I was about to. I was going to give him six minutes back.

---

Really, we finished up. And as far as more action, we're going to take a proactive view of the mailing list, those of us that are on them, actually just friendly and with enthusiasm reach out to people and say, "So, Asmus, what do you think about this topic?" People that you know that are knowledgeable in the area that may be quiet for a while just need a little nudge to get noticed and get brought back in, maybe get more active and maybe that can grow. We'll see. It's easy to do. It doesn't cost anything.

AJAY DATA: So, we are done with the entire agenda? Any thank you?

DON HOLLANDER: So, we will be ending with beer, actually. A number of us are going to go out for dinner. If anybody but Rich would like to join us, just let Lars know and we'll organize some event.

AJAY DATA: And if anybody wants to have Indian breads and [inaudible], then he can join me.

SIGMUND FIDYKE: Well, for the rest of you, I'll go have lunch.

AJAY DATA: Who said that?

---

UNIDENTIFIED MALE: That was Sigmund.

AJAY DATA: You are still up there?

SIGMUND FIDYKE: I'm here, man. I've been here the whole time. It's 12:40, so you guys have dinner. I'll have lunch.

AJAY DATA: Enjoy your lunch.

SIGMUND FIDYKE: Oh, thank you. Somebody have a beer for me. Thank you.

UNIDENTIFIED MALE: Well, Gwen has already had your chocolate.

SIGMUND FIDKYKE: Yeah, so somebody else have the beer. Thanks.

AJAY DATA: Sigmund, we are going to have a picture, so can you send your picture? We can Photoshop.

---

SIGMUND FIDYKE: Sure.

DON HOLLANDER: We'll just go around the room, if it's okay. Jen?

JEN GAGER: Don, what did you want from around the room?

DON HOLLANDER: Just thoughts or missing bits or bits we shouldn't have included.

JEN GAGER: None from me.

DON HOLLANDER: Mark?

MARK SVANCAREK: [inaudible].

DON HOLLANDER: Lars?

LARS STEFFEN: We still have time at the dinner.



---

DON HOLLANDER: Thanks very much. Dennis? [inaudible]? I don't know your name.

Wafa DAHMANI: Wafa. Nothing to say. I enjoyed the discussion with you.

DON HOLLANDER: Ajay?

AJAY DATA: Great. Thank you very much.

DON HOLLANDER: Okay. [inaudible]?

UNIDENTIFIED MALE: [inaudible] to say something after [inaudible].

DON HOLLANDER: Okay. Rich?

RICH MERDINGER: No. If you need a sticker for your laptop...

DON HOLLANDER: Thank you very much. The next UASG event that I can think of is we have a public forum tomorrow during the day.

---

RICH MERDINGER: I'll look it up real quick. 3:15.

DON HOLLANDER: 3:15 and I think here as well.

RICH MERDINGER: I think so, yes.

DON HOLLANDER: Or next door. Elaine, have you got anything that you want to say? Very good.

[ELAINE]: I was not prepared to say something. I was just going to attend. I was just caught in another meeting and I wasn't prepared to say anything. But, anyway, the Domain System Entrepreneurship Center is embarking on a universal acceptance program.

UNIDENTIFIED MALE: [inaudible].

[ELAINE]: So, we actually started our first session just before we came here. It was for the governmental entities. And when we go back, we'll target the other communities. That's about it. Thank you.

One more thing. So, I'll say it quickly. We had a project with [inaudible] university that third-year students of computer science at [inaudible]

---

university. There was a networking course and the professor had a project that had to be assigned to the students. Actually, the center suggested the ideas for the projects and the three suggested ideas, one of them was registry monitoring system, but the other two were universal acceptance related projects.

One of them was a web browser evaluation system and the other was related to e-mail addresses. So, at least even though the students only, through the universal acceptance related projects only took snapshots of how browsers display Arabic domain names and there's maybe one group that tackled other IDNs.

But still, they were aware that there's something called universal acceptance. They got to know that people are working on this and this is actually an issue.

So, I believe that these kinds of projects were a good start and I hope we continue.

UNIDENTIFIED MALE: [inaudible].

[ELAINE]: We had 30 students.

UNIDENTIFIED MALE: [inaudible].

---

[ELAINE]: No, not really. We had three groups for the registry monitoring system. So, I guess we had about around 14 for the universal acceptance or 15, something around that. So, that was not bad. And we will continue of course this next year again with them.

UNIDENTIFIED MALE: So, this was ICANN GDD UASG workshop at ICANN 61, San Juan, Puerto Rico on March 10, 2018 Meeting Room 209 A. Ending session now.

**[END OF TRANSCRIPTION]**