

ICANN 75
ANNUAL GENERAL
KUALA LUMPUR



Universal Acceptance Collaboration

ICANN75 | September 2022

Universal Acceptance Steering Group (UASG)



Universal Acceptance

Session Overview

- * Universal Acceptance (UA) Overview
- * UASG Working Groups and Reports
- * Why Does UA Matter?
- * UA Day
- * ICANN75 UA Meetings
- * Questions and Answers (Q&A)

Universal Acceptance (UA)

UA Vision

All domain names and email addresses work in all software applications.

Impact

UA provides the gateway to the next billion Internet users.
UA promotes consumer choice, improve competition, and provides broader access to end users.

The Universal Acceptance Steering Group (UASG) was formed in 2015 as a community initiative to address UA, and advocate and engage with relevant stakeholders to make their applications UA-ready.

UA Scope and Categories Impacted

1) Domain Names (including Internationalized Domain Names):

- New short top-level ASCII domain names: example.sky
- New long top-level ASCII domain names: example.engineering
- Internationalized Domain Names (IDNs): คน.ไทย

2) Email Addresses (including internationalized email):

- ASCII@ASCII (new and long TLD): ekrem@misal.istanbul
- ASCII@IDN: marc@société.org
- Unicode@ASCII: 测试@example.com
- Unicode@IDN: अजय@डाटा.भारत
- Unicode@IDN; right-to-left scripts: ای-میل@مثال.موقع



Accept



Validate



Process

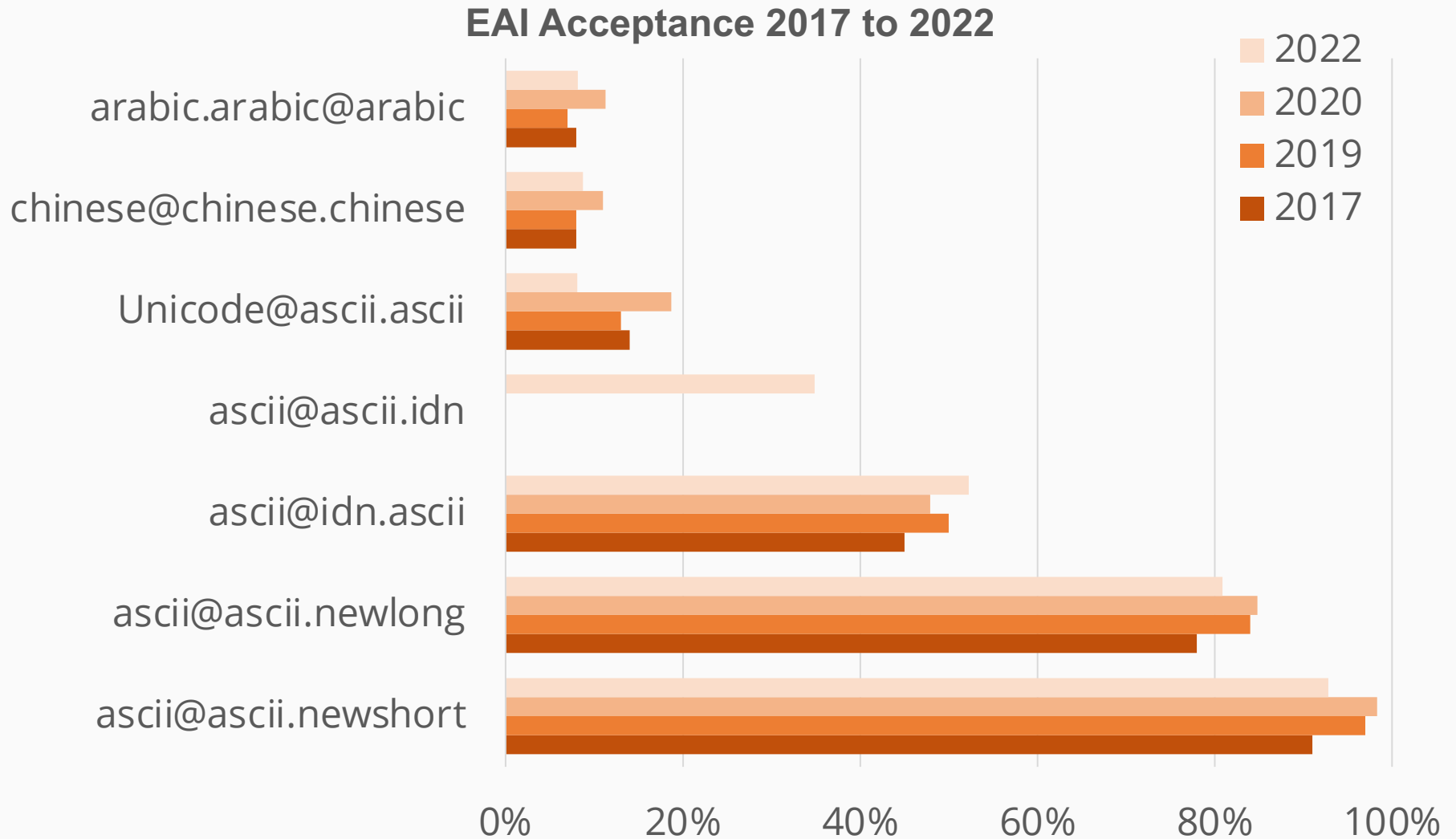


Store



Display

Email Acceptance of Top Websites Globally



UASG Leaders



UASG Chair
Ajay Data



EAI WG Chair
Mark Svancarek



Communications WG Chair
Anil Kumar Jain



UASG Vice-Chair
Ambassadors WG Chair
Abdalmonem Galila



Technology WG Chair
Satish Babu



Measurement WG Chair
Nabil Benamar



UASG Vice-Chair
U.B. Pavanaja

UA Local Initiatives Leaders



Chair, UA Local Initiative – CIS-EE
Maria Kolesnikova



Chair, UA Local Initiative –Thailand
Anawin Pongsaboripat



Chair, UA Local Initiative – China
Wei Pei



Chair, UA Local Initiative – India
Sarika Gulyani

UASG Structure

UASG Working Groups (WG)

1. Technology WG
2. Email Address Internationalization (EAI) WG
3. Measurement WG
4. Communications WG
5. Local Initiatives WG
6. UA Ambassadors

Honorary UASG Ambassador

Göran Marby

UASG Liaisons / Points of Contact

1. Christian Dawson from GNSO
2. Satish Babu from ALAC
3. Qing Cai from ccNSO

Details available at <https://uasg.tech/about/people/>

Annual UASG Reports

FY22 UA-Readiness Report provides state of practice of UA in FY22.

FY23 UASG Action Plan provides the operating plan for the UASG for FY23.

Why Does UA Matter? – UASG038

Social Relevancy: Consumer Choice and Multilingualism

- New TLDs represent cultures, brands, geographies, and special interests (e.g., .ไทย, .AFRICA, .SPORT).
- The Internet population is made up of over 4.5 billion active users, and at least one billion more are expected to come online by 2023.

Business Opportunities: Competitive Advantage

- A UASG study in 2017, found that the Universal Acceptance of domain names is a \$9.8+ billion opportunity, which is a conservative estimate.

Career Opportunities: Competitive Differentiator

- A strong understanding of UA is the new competitive differentiator every developer should have in their skill set, which does not require learning a new category of coding.

UA Day - 16 February 2023

- * **Objective:** In order to mobilize the technical community to become UA-ready, UA Day aims to rally multiple organizations to create a “buzz” around adopting UA.
- * **When?** To be organized on **16 February** every year starting in 2023.
- * **How?** UA Day will be a unique brand, planned at three levels (local / regional / global) to conduct outreach to industry bodies, regional organizations, and academia, run hackathons, etc.
 - * UA Day organization will be supported and funded by ICANN org.
- * **What's next?** In developing plans, the UASG seeks support, commitments or proposals for UA Day events from you.

Be Part of UA Day

Contribute to UA Day events globally!

Please send your proposals for organizing a local UA Day event to info@uasg.tech.

A UA Day Proposal Template will be published on uasg.tech with further details on how to organize UA Day events.



ICANN75 Universal Acceptance Meetings

1. Sun, 18 Sep. - Fellows and NextGen with GAC and UASG
2. Mon, 19 Sep. - Tech Day – UA Roadmap for Registries and Registrars
3. Tue, 20 Sep. - Driving Local Change for UA Adoption Globally
4. Wed, 21 Sep. – UASG meeting with GNSO (during Council Meeting)
5. Wed, 21 Sep. - ccNSO and Universal Acceptance
6. Thu, 22 Sep. - Planning for UA Day

Get Involved!

For more information, visit <https://uasg.tech> or email info@uasg.tech.

Join the UA Discuss email alias: <https://uasg.tech/subscribe>

Register to participate in UA working groups <https://uasg.tech/join/>.

Follow, share, like, and engage with the UASG on social media.

Use the UASG hashtag in relevant posts: [#Internet4All](#)



Twitter: [@UASGTech](#)



LinkedIn: <https://www.linkedin.com/company/uasgtech/>



Facebook: <https://www.facebook.com/uasgtech/>

Report a problem if you find an application or webpage that is not UA-ready: <https://uasg.tech/global-support-center/>

спасибо 谢谢
GRACIAS 谢谢

THANK YOU

ありがとうございました MERCI

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