An Introduction to Universal Acceptance for ICANN Technology Partners
Agenda

◉ Problem Overview
◉ Universal Acceptance Benefits
◉ Internet Evolution & Growth
◉ Business Opportunity
◉ ICANN’s Role in UA
◉ Strategic Focus
◉ ICANN’s UA Approach
◉ Progress and Next Steps
◉ Universal Acceptance Steering Group
◉ Summary
The Internet and Domain Name System (DNS) have transformed, and some websites and applications have not kept up with the changes.

Many systems cannot process all domain names or email addresses and the continued growth of Internet users is dependent on this.

Universal Acceptance (UA) enables vendors to address the problem.

Solutions are already available from Industry-leading companies, but all systems in the data path must be UA-compliant.

Support for UA is becoming a factor in purchasing decisions for ICANN, as well as other organizations and governments.
Universal Acceptance Benefits

- Universal Acceptance (UA) provides greater access options for all Internet users, which broadens your target customer base.
  - UA also allows customers to expand their customer base.

- UA improves the user experience (UX), so users are more likely to engage with vendors that support their local needs.

- UA promotes standards and best practices so that buyers have confidence when choosing solutions for a mixed-vendor environment.

- Key industry organizations have added UA to their development roadmap, with some solutions already available.

- UA promotes global competition and user choice, and support for it will become expected over time.
The Internet landscape has changed dramatically over the last decade with the expansion and evolution of available top-level domains (TLDs) and the internationalization of domain names and email addresses.

Since 2010, the industry has seen the introduction of:

- Internationalized Domain Names (IDNs)
  - IDNs are based on different languages and scripts.
- Over 1,200 new generic top-level domains (new gTLDs)
  - A greater variety of top-level domains.
  - Top-level domains no longer limited to 3 characters.
- Email Address Internationalization (EAI)
Internet Evolution

- Newer top-level domain names: `universal-acceptance-test.icu`
- Longer top-level domain names: `ua-test.example`
- Internationalized Domain Names (IDNs): `ยูเอทดสอบ.ไทย (Thai)`
  `تجربة-القبول-الشامل.موريتانيا (Arabic)`
  `普遍適用測試.組織.澳門 (Chinese)`

- Email Addresses Internationalization (EAI):
  `email-test@universal-acceptance-test.ไทย`
  `อีเมลทดสอบ@ยูเอทดสอบ.ไทย`
  `تجربة-بريد-الكتروني@تجربة-القبول-الشامل.موريتانيا`
  `電子郵件測試@普遍適用測試.組織.澳門`
To support the new **top-level domains** and **email addresses**, applications and systems must be capable of these five actions:

- **Accept**
- **Validate**
- **Store**
- **Process**
- **Display**
There are 7,000 languages and dialects used across the globe.*

The next billion Internet users will likely come from non-English speaking countries.*

Providing access for these users will require more than supporting internationalized or multilingual content.
  ○ Localized domain names and email addresses are required.

* Reference slide at end of presentation
There is a combined USD 9.8 billion annual opportunity from software systems working in harmony with the common Internet infrastructure.*

Many of the next billion Internet users are not online because systems that enable their access do not support their language.
  * 50 percent of India’s population is not online.*
  * 14 percent of the U.S. population is not online.

Companies like Google and Microsoft have teams in place to address the next billion Internet users.
  * [https://www.blog.google/technology/next-billion-users/](https://www.blog.google/technology/next-billion-users/)

* Reference slide at end of presentation
Business Opportunity

- Gmail, Outlook, Exchange already support EAI.
  - Many regional email providers support localized accounts.

- Salesforce fully supports EAI starting with their Summer ‘20 release.

- The Government of the State of Rajasthan in India has provided a free Hindi or English email address for all 69 million residents.

- Companies are beginning to ask for UA as a condition of partnership.
  - ICANN org has added a contract clause for technology partners.
  - Commitment to UA is now a consideration for vendor selection.

- Vendors who aren’t UA-ready will see themselves blocked from working with international companies.
ICANN’s Role in Universal Acceptance

- The Internet Corporation for Assigned Names and Numbers (ICANN) is an active supporter of Universal Acceptance (UA).

- ICANN is updating its systems to become UA-ready and is sharing best practices and key learnings.

- ICANN believes that achieving UA:
  - Is key to supporting the next billion Internet users.
  - Promotes competition and customer choice.
  - Benefits both registrants and users.

- ICANN has registered a range of domain names and set up associated email addresses for use by anyone wishing to test their services for UA-readiness.
Strategic Focus

- Universal Acceptance (UA) is a strategic focus for ICANN org.
  - Included in the ICANN FY21-FY25 Strategic Plan.
  - ICANN org IDN-UA Steering Committee (including CEO).
  - ICANN Board IDN-UA Working Group.

- Ensure ICANN org’s custom systems are UA-ready.

- ICANN org Engineering & IT design guidelines include UA-readiness.
  - Vendors are expected to be UA-ready or have established a roadmap for UA-readiness.

- ICANN org procurement process includes UA-readiness provision.

- Vendors that are UA-ready or have shown a commitment to UA-readiness will be selected over vendors that are not UA-ready.

- Work with vendors of purchased solutions to confirm UA-readiness, and educate as needed.
ICANN’s UA Approach

- ICANN’s move to UA is overseen by its:
  - Chief Information Officer & SVP
  - Engineering Front Office Relationship & Delivery team
  - Software Engineering group

- Project Initiation Guidelines
  - Review and map all systems and services.
    - Review and identify impacted systems and determine custom vs. off-the-shelf.
  - Choose systems and services to pilot.
  - Review and begin third-party service assessments.
    - Educate vendors and determine their UA timeline.
    - Project initiation guidelines.
Progress and Next Steps

- ICANN org’s updates are underway and ongoing.

- Systems roadmap includes UA support for all eligible custom internal and off-the-shelf systems.

- Custom internal systems progress:
  - ASCII-based new short and long TLD development complete.
  - IDN / Unicode TLD support complete.
  - EAI support pending; network infrastructure updates underway.

- ICANN org’s next biggest focus for UA is to work with vendors of off-the-shelf and SaaS systems to align UA efforts and obtain roadmap commitments.
Universal Acceptance Steering Group (UASG)

- A community-led initiative founded in February 2015.
- Tasked with undertaking activities to promote the Universal Acceptance of all valid domain names and email addresses.
- Members from more than 120 companies (incl. Apple, GoDaddy, Google, Microsoft, and Verisign), governments, and community groups.
- Receives significant financial and administrative support from ICANN.
- For more information and case studies visit [https://uasg.tech/](https://uasg.tech/) and follow [@UASGTech](https://twitter.com/UASGTech) on Twitter.
Summary

◉ Top-level and internationalized domains have evolved.

◉ A technology shift is needed to bring the next billion+ users online.

◉ Universal Acceptance provides business benefits and opportunities for organizations that engage.

◉ Industry organizations are committed to Universal Acceptance.

◉ ICANN org is in the process of updating all systems to be UA-ready.

◉ ICANN org technology partner reviews are ongoing.

◉ We need your help to achieve our goal of being 100% UA-ready.

◉ We are ready to assist you in testing for UA-readiness.

◉ Next Steps
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One World, One Internet
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