Town Hall #31: Universal Acceptance for Wider Access through Collaboration

Maria Kolesnikova, Coordination Center for TLD .RU/.РФ
IGF 2021
10 December 2021
What is Universal Acceptance?

All domain names and all email addresses work in all software applications.
Main Categories Affected by UA Readiness

**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

**Email Addresses**
- ASCII@ASCII (new and long TLD): ekrem@misal.istanbul
- ASCII@IDN: marc@société.org
- Unicode@ASCII: 测试@example.com
- Unicode@IDN: όνομα@παράδειγμα.eu
- Unicode@IDN; right-to-left scripts: ای-میل@مثال.موقع
Universal Acceptance for Wider Access through Collaboration

Sylvia Herlein, LACRALO
IGF 2021, Town Hall #31
Sylvia Herlein Leite
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Chair LACRALO IDN-Multilingüism and Universal Acceptance Working Group
REGIONAL AT-LARGE ORGANIZATION - RALO-ICANN

AT-LARGE STRUCTURES

AFRALO
APRALO
EURALO
LACRALO
NARALO
what we did

WEBINARS WITH LACRALO’S MEMBERS
61 ORGANIZATIONS

LACRALO UA TRAINING PROGRAM FOR INTERNET PROVIDERS

DNS WOMEN
Connect > Inspire > Thrive

LACRALO UA TRAINING PROGRAM FOR TECHNICAL PEOPLE
COURSE
UNIVERSAL
ACCEPTANCE
Free for Technical Community
Hours: 4 sessions (1h30m)
Are you a Programmer?
Do you know what Universal Acceptance is?
Do not stay out of the Future of Internet!
Start: May 4, 2021

Teachers Dennis Tan, Daniel Fink, Mark Datysged, Champika Wijayatunga and Sarmad Hussain
Consultation and Support: sylvia@internautabrasil.org
MORE WEBINARS WITH LACRALO’S MEMBERS

MORE LACRALO UA TRAINING PROGRAM FOR INTERNET PROVIDERS

LACRALO UA TRAINING PROGRAM FOR ENDER USERS

NARALO UA TRAINING PROGRAM FOR TECHNICAL PEOPLE JANUARY-2022
Universal Acceptance Training Series | 2022
North America

20 Jan: Introduction to Universal Acceptance (UA)
27 Jan: Email Address Internationalization (EAI)
03 Feb: UA for Software and Application Developers
10 Feb: Outreach and Engagement: Life of a UA Ambassador

REGISTER TODAY! [R20.rs6.net]
Universal Acceptance for Wider Access through Collaboration

Cengiz Acarturk, Middle East Technical University
IGF 2021, Town Hall #31
Higher Education Institutions

Research
- Cross-cultural studies
- TAM models of UA
- Trends by longitudinal research
- Dissemination strategies

Teaching
- Computer Sci. & Eng.
- S&T Policy Studies
- CEIT Curricula

Community Services
- UA compatible student services
- Informal UA training for the public

UA as a domain of Technology Acceptance

UA as a part of academic curricula

UA as an application of computing services
Universal Acceptance for Wider Access through Collaboration

Anil Kumar Jain, The National Internet Exchange of India
IGF 2021, Town Hall #31
Universal Acceptance for Wider Access through Collaboration

Ajay Data, Data Xgen Technologies Pvt Ltd
IGF 2021, Town Hall #31
Internet Governance Forum
Universal Acceptance – Technical Community

Dr. Ajay Data
Technical Community - UA
@ajaydata on twitter
अजय@डाटा.भारत
What is your stakeholder role in the UA implementation process? What can be done in your role?

• As a technical community, we need to Oversees remediation work on standards, programming languages, tools, and development platforms.

• Built platforms / software's which are UA ready.

• I have lead many projects which made **UA ready** websites ( videomeet.in ) , mobile apps ( DataMail ) and Email Server softwares ( XgenPlus.com )
Experience IDN based Email

Install DataMail app on your phone and get FREE Hindi email addresses.

Host your own IDN on xgenplus and get FREE email addresses to try it out
Our Role

Help companies see benefits of UA
Help implement UA practices in organisation
Demonstrate solutions to technical community and make them UA ready developers
Train the trainers for building more awareness about UA.
Universal Acceptance for Wider Access through Collaboration

Mark Svancarek, Microsoft
IGF 2021, Town Hall #31
Universal Acceptance is a Team Sport

Let’s discuss the ongoing remediation of email-related Universal Acceptance issues...

... a multi-year effort involving ICANN, cloud service corporations, standards experts and a community of passionate volunteers...

... which started by convincing some engineers and managers
Convince the Engineers and Managers

<table>
<thead>
<tr>
<th>Their Arguments</th>
<th>Counter-arguments</th>
</tr>
</thead>
<tbody>
<tr>
<td>It’s too new</td>
<td>It’s not new, it’s based on existing standards</td>
</tr>
<tr>
<td>Phones and messaging apps are replacing email</td>
<td>Not true, they all co-exist</td>
</tr>
<tr>
<td>communication</td>
<td></td>
</tr>
<tr>
<td>SIMs are replacing email addresses as identities</td>
<td>Nope</td>
</tr>
<tr>
<td>People don’t really need this</td>
<td>Check out this cool Thai video about a farmer who wants to sell eggs</td>
</tr>
<tr>
<td></td>
<td><a href="https://www.youtube.com/watch?v=39MbIb2P1S4">https://www.youtube.com/watch?v=39MbIb2P1S4</a></td>
</tr>
<tr>
<td>How will people who use the legacy Latin character</td>
<td>You don’t understand it because it’s not a feature for you</td>
</tr>
<tr>
<td>set email with people using Unicode?</td>
<td></td>
</tr>
<tr>
<td>Not much demand in our major markets</td>
<td>Microsoft’s Mission: Empower every person and every organization to achieve more</td>
</tr>
</tbody>
</table>

* This was enough to convince Microsoft to support EAI in all email apps and email services
  * But still not enough for full support in all use cases where email addresses are used as identities
  * For the rest, we have to solve the “chicken and egg problem”
Solving the EAI Chicken & Egg Problem

Technical effort
* Create a comprehensive technical document
* Create a test methodology
* Create inventory of email apps, services and libraries
* Test with the methodology, share results

Email Industry outreach
* Use the inventory from above
* Create a self certification process for buyers and suppliers

Leverage ICANN and UASG Resources
* Messaging, local initiatives, academic outreach and training materials
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Yangyi Wu (Walter Wu), Registry of Internet DotTrademark Organisation Limited
IGF 2021, Town Hall #31
Show case of IDN promotion from registrants
Visiting Tencent

Visiting Netease

Visiting Baidu

Visiting Sogou