

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

Maria Kolesnikova, Coordination Center for TLD .RU/.PФ

IGF 2021

10 December 2021



Universal Acceptance

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



Universal Acceptance



Sylvia Herlein Leite

sylvia@internautabrasil.org

Chair LACRALO IDN-Multilingüism and
Universal Acceptance Working Group



REGIONAL AT-LARGE ORGANIZATION - RALO- ICANN



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what we did

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TRAINING
PROGRAM
FOR
INTERNET
PROVIDERS**



DNS WOMEN

— Est. 2009 —

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





what's next

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TECHNICAL
PEOPLE
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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



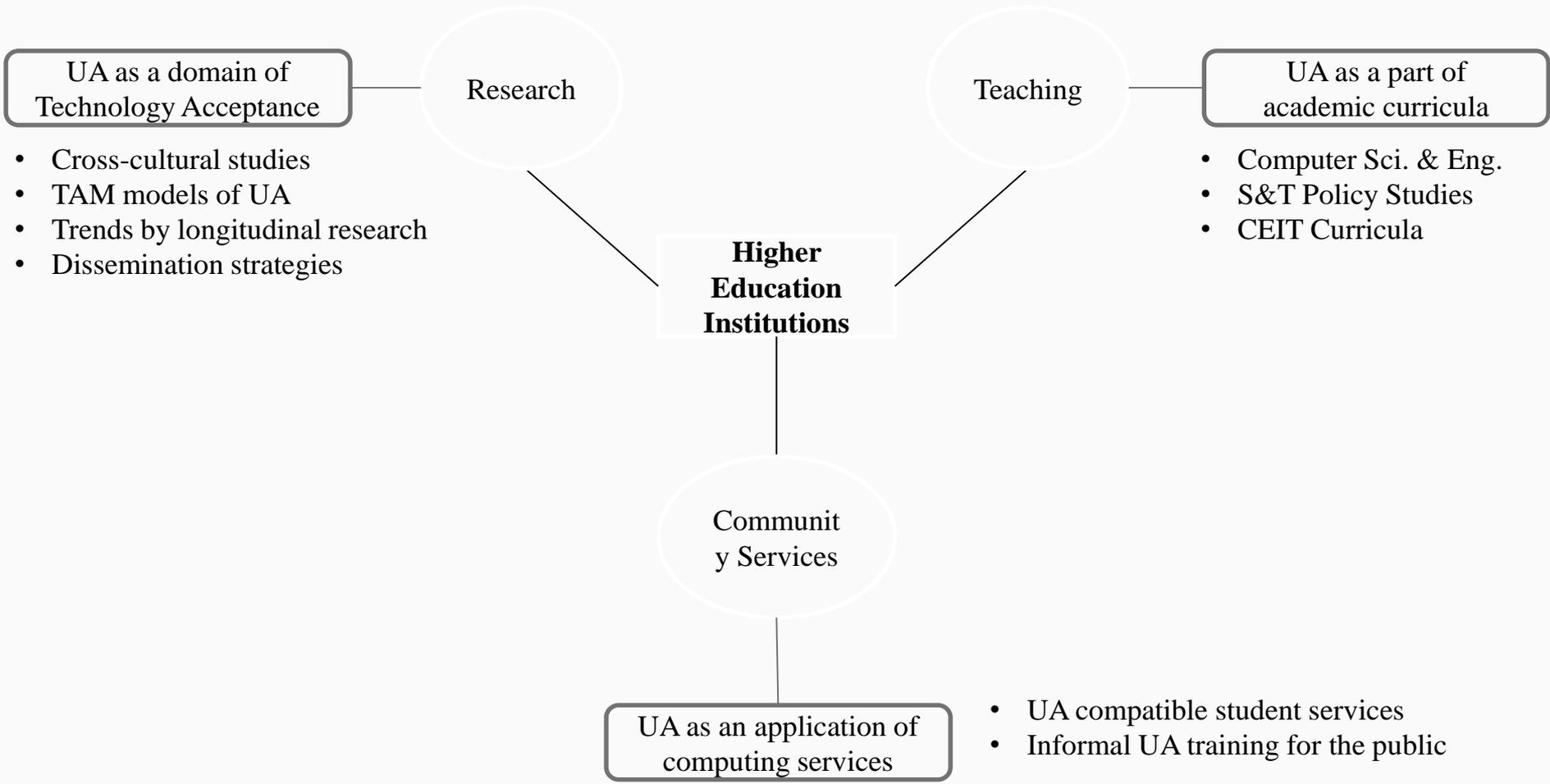
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Cengiz Acarturk, Middle East Technical University
IGF 2021, Town Hall #31



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Universal Acceptance for Wider Access through Collaboration

Anil Kumar Jain, The National Internet Exchange of India
IGF 2021, Town Hall #31



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Ajay Data, Data Xgen Technologies Pvt Ltd
IGF 2021, Town Hall #31



Universal Acceptance

Internet Governance Forum Universal Acceptance – Technical Community

Dr. Ajay Data

Technical Community - UA

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[अजय@डाटा.भारत](mailto:ajay@data.bharat)



Universal Acceptance

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

Email Address Internationalization, or Universal Acceptance is a Team Sport

Mark Svancarek / IGF 2021 / 10 December 2021



Universal Acceptance

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

Their Arguments	Counter-arguments
It's too new	It's not new, it's based on existing standards
Phones and messaging apps are replacing email communication	Not true, they all co-exist
SIMs are replacing email addresses as identities	Nope
People don't really need this	Check out this cool Thai video about a farmer who wants to sell eggs https://www.youtube.com/watch?v=39MbIb2PIS4
How will people who use the legacy Latin character set email with people using Unicode?	You don't understand it because it's not a feature for you
Not much demand in our major markets	Microsoft's Mission: Empower every person and every organization to achieve more

- * 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

Universal Acceptance for Wider Access through Collaboration

Yangyi Wu (Walter Wu), Registry of 商标, Internet DotTrademark
Organisation Limited
IGF 2021, Town Hall #31



Show case of IDN promotion from registrants

HECOM 軒琴居
軒琴居品牌是海馬牌床褥 專貴版
慶祝勞動節
全線軒琴居貨品
59折
Tel: 2403 6378
Tel: 2891 1575
虎舖 Tel: 2325 9031
n.hk 軒琴居.商標

新華.商標

新華
HECOM 軒琴居

海馬牌 SEA HORSE
慶祝海馬門市開張誌慶
五間新店全線貨品
79折 發售
HECOM 軒琴居
軒琴居品牌是海馬牌床褥 專貴版
慶祝軒琴居20週年紀念
三間軒琴居門市全線貨品
79折 發售
海馬牌.商標
軒琴居.商標

海馬牌 SEA HORSE
HECOM 軒琴居
軒琴居品牌是海馬牌床褥 專貴版
由即日起,凡購海馬牌床褥,即可獲贈
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Visiting Sogou