
ICANN71 | Prep Week – Universal Acceptance Community Update
Thursday, June 3, 2021 – 15:00 to 16:00 CEST

SARMAD HUSSAIN: Thank you all for joining the session on universal acceptance community update. We'll get the session started to help take us through the session. I would invite Maria Kolesnikova who's the chair of Universal Acceptance Steering Group's communications working group, she will take us through this session. Over to you, Maria.

MARIA KOLESNIKOVA: Hello to everyone. Thank you, Sarmad, for introduction. Yes, today we have our session universal acceptance community update which is organized by Universal Acceptance Steering Group, and I would like to invite Dr. Ajay Data, chair of our group who will say some welcome words. So, Dr. Ajay Data, please, take your microphone.

SARMAD HUSSAIN: Thank you, Sarmad, thank you, Maria, for giving me this opportunity to again come back with the most important topic of universal acceptance for all of us.

This is an opportunity I could not ignore to introduce all of you the new team of UASG which is appointed this year March. I welcome vice chair Abdalmonem Galila as the vice chair, Mr. U.B. Pavanaja, and Dessalegn Yehuala.

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.

You can see this is a very diverse new leadership representing the world here which are volunteering to do the task and the heavy lifting at the central level.

I also wanted to just welcome everyone to see that this is a very important topic, and in this difficult time, I also wish that you're all safe, healthy, and we are getting away from the pandemic very soon.

With these words, I will hand over the mic to Maria again. Thank you very much, Maria.

MARIA KOLESNIKOVA:

Thank you, Ajay, very much. So now you can see our agenda. Today, we have quite important, I think, and busy agenda. So I believe that all of you know that universal acceptance is a global task, and of course, it can't be sold by just one organization or structure, so that's why today, we will have the discussion with respect to supporting organizations and advisory committees within ICANN community, so to see and probably define how we can work together like a community to help further promote and adopt universal acceptance in reality.

And I'm really excited to see so many members, and of course, our great speakers and representatives, supporting organizations and advisory committee.

So at the first part of our session, we will have some slides and our speakers will present what they're doing, and planning or implementing in their respective communities. At the second part, we will have open discussion with our speakers and with participants.

To start with, I would like also to invite our first speaker. This is Akinori Maemura, he's a member of ICANN Board, IDN and Universal Acceptance Working Group. First of all, to start the session, he will introduce us how ICANN like an organization contributes and supports the universal acceptance [schematic.] So Akinori, please, the floor is yours.

AKINORI MAEMURA:

Thank you very much, Maria. Thank you very much, everyone. My name is Akinori Maemura. I am serving for the ICANN Board of Directors. Particularly, I am a chair of the ICANN Board's IDN and Universal Acceptance Working Group. I am at the ICANN Board take the responsibility to take some care on IDN and universal acceptance program by the ICANN Org to serve for the unique identifier system of the Internet. Next slide, please.

So in the universal acceptance, today, we have this session with a lot of experts working for universal acceptance in the steering group, and then those who are interested in IDN and the UA program within ICANN. So I don't think there is a big need for the explanation for the universal acceptance. But I would do that quite briefly.

ICANN is responsible for the Internet's unique identifier systems which includes the domain names, IP addresses and protocol parameters, and many of them are actually quite taken good care of by our fellow organizations like regional Internet registries for the IP numbers and the protocol parameters by the IETF, and the domain names by ICANN and ccTLD managers.

ICANN is responsible for this unique identifier system, and universal acceptance is the one with the issue and the core working item for us to advance for the global Internet community. Why? Because ICANN has been working for expanding the namespace at the top-level domain names. Generic TLDs no longer only .com, .net, .org, but we have over 1000 new generic top-level domains contributing the advancing the competition and increasing the customer choice for the Internet's top-level domains.

So these new generic top-level domains should be well recognized by the entire global Internet consumers, and it will add and increase the customer choice for their own domain names. Especially within the new generic top-level domains, we have the great addition of the choices with internationalized domain names, IDNs, for the options to the TLDs. Right now, not only the ASCII characters, but also the ASCII characters which are used by the English and other western languages, but we have the IDNs for the various local language script. So it dramatically expands the choices for the TLD names.

So for the Internet community to really make full use of this expansion of the TLD, universal acceptance is quite a key element for the Internet community, because we at ICANN, the organization, Board and community, has been full swing to expand the namespace in the TLD area, but if these expanded spaces are not recognized by the Internet users, it is simply useless for the domain name. So the expanded TLD spaces must be recognized and fully usable at the end user side. In this context, universal acceptance is quite important for the Internet. Next slide, please.

MARIA KOLESNIKOVA: Akinori, you have just one minute, please.

AKINORI MAEMURA: Oh, wow, really? Okay.

MARIA KOLESNIKOVA: Yes.

AKINORI MAEMURA: Then I'll be quick. With this context, ICANN Board set out of the ICANN strategic plan for 2021 to 2025 with a consultation of the community that universal acceptance—one of the strategic item for the ICANN Board. So one of the strategic goals relating to promoting the unique identifier systems is to foster competition, customer choice and innovation in the Internet space by increasing the awareness and encouraging readiness for the universal acceptance, IDN implementation and the IPv6. So the universal acceptance is one of the key elements for the innovation of the Internet's unique identifier system among IPv6 and other new technologies for identifiers. Next slide, please.

And then ICANN Board, in order for overseeing the universal acceptance work and the IDN work by the ICANN organization set up the working group for the IDN and the universal acceptance. So we have the Board members [who have] expertise with IDN and UA within ICANN Board, and we periodically meet and have the update from ICANN

Organization's IDN program, and then sometimes offer advice for the UA program and the IDN programs. So this is one of the key points, that ICANN Board is fully cognizant the importance of the UA and IDN. Next slide, please.

So UA commitment and collaboration. The universal acceptance is one of the unique programs within ICANN community which is actually advanced by the community-driven group which is called Universal Acceptance Steering Group, and then the UASG which consists of a lot of experts from the ICANN community all over the world to take actions in various aspects to get universal acceptance ready for the Internet community. I'm really grateful for the UASG's dedication for its own activity, and especially Ajay Data, the chair of the UASG, has been quite passionate to take his activity into the advancement of the universal acceptance. Next slide, please.

So with that, thank you very much—it's been too short for me to express my gratitude for the Universal Acceptance Steering Group, and I'm really happy to pass my microphone to Ajay Data, the chair of the UASG. Thank you very much.

MARIA KOLESNIKOVA:

Thank you, Akinori, so much. I'm really impressed to see so great universal acceptance enthusiast in ICANN Board. Thank you very much. So yes, the next speaker will be Dr. Ajay Data, so I invite him to take the microphone, and he will provide the overview of what's exactly UASG as a unique and really focused structure within ICANN community do for the promotion of universal acceptance and its adoption, and he will

also suggest how our community see the need and possibilities for further collaboration inside with all other entities. Ajay, please.

AJAY DATA:

Thank you very much, Maria. Thank you, Akinori, for kind words and always showing us the [path] from the Board and the leadership and allowing us to do our small bit to make a little difference.

Before I come back to the presentation, we have a very unique opportunity today. When we have experienced from 2015 to 2021, we realized that we need to engage more SOs and ACs, and that is kickstart now. We are likely to work with all of them together more aggressively, more collaboratively, and see, how do we engage with every part of ICANN and engage with them to take further our initiatives. And that's today's—as an example, that we have many representatives from SOs and ACs, we are going to listen to them, and we have a clear ask in my presentation what we expect from them. So it's a new start and a very big initiative which we have taken up in UA to work with all of you together. Thank you, Maria, thank you, Akinori, for helping us around, and thank you, everyone, every speaker, including Cheryl, Alejandra, and everybody else who has accepted our invitation to join this session today.

So this is universal acceptance, very important slide. This is the entire problem statement, if I may say. So if you see these three examples of the domain names and then five examples of the e-mail addresses, what we want is, in a simple word, these kind of domain names and e-mail addresses must be accepted in all softwares and websites. It's a

very simple thing if you look at it that way, very small scope. Can you imagine? We have concluded this entire problem of UA in one slide. That's it. These kinds of domain names and these kinds of e-mail addresses must be accepted in all domain names and e-mail addresses. If this is accepted, you are UA-ready. It's as simple as that.

It sounds very simple. It is very simple. But if we take baby steps, we will be able to achieve and take billions of people online. Believe me, it's just one single step away. We just don't take those steps. So we'll encourage everyone to please look at the slide very importantly, go back and check your own websites, check your own software, check your own applications and see these examples are available to you and you are able to accept those e-mail addresses and also accept domain names in that fashion in your applications. If you want samples from us, we will be happy to provide you with working domain names and e-mail addresses from UASG as an example and you can use them for trying it out, and we'll be happy to take it further.

So let me just explain in one more minute this entire thing. The top-level domain .sky—so we know .com, .net, .org, everybody knows that. Now there are new domain names which are going to be very simple, then three characters. Instead of .com, it could be .sky. So if the programmer has programmed his website that I will accept only .com, .net, .org, .int, those famous first seven top-level domains, obviously, the application will fail, and that's exactly what the universal acceptance problem is.

If the top-level domain name is more than three characters and the programmer thought that it can't be anything more than .com or .net,

then it is also a UA problem. So we have to solve that. It's a very simple thing.

And now obviously we know that domain names are now possible in other than ASCII, other than English characters. So if the programmer has designed that it will accept only English characters, it's also a UA problem. And in a similar fashion, the e-mail addresses in various formations, the e-mail server must accept all those characters, all those formats which e-mail addresses in front of you. Next slide, please.

UASG was formed in 2015 led by Ram Mohan at that time. He gave a very big foundation, and then this new leadership, new time, new volunteers come in like me and we try to further step. No doubt, this work has gone to very large extent and it requires a lot more. It has two major areas: technical and outreach. Next slide, please.

We work through working groups. So you have measurement working group, technology working group, EAI working group, we have local initiatives and we have ambassadors working group, we have communication working group. These are the working groups through which this organization has started working. This, we started two years before, very successfully executed working groups, we have dedicated chairs for each working group and a dedicated membership in each working group. Of course, Maria who is moderating the session is our chair of communications working group and very actively, very responsible for furthering the message of UA worldwide. Next slide, please.

We outreach through technical papers, case studies, blogs, documents. You have these documents available to you which not only provide you how to change your e-mail system to make UA-ready, but also which programming tool is UA-ready, which content management system is UA-ready, which open-source tools are UA-ready so that whatever you are using, most probably, you will need that help how to convert your system to make UA-ready. And Universal Acceptance Steering Group has invested dollars into it, which is supported by ICANN, supported by community as a volunteer, and we have come out with these documents which could be really helpful to make your systems UA-ready. And there are of course case studies and training programs which you can accept and see. That UASG.tech website is the one source to go where you can get that information. Next slide, please.

What we want from SOs and ACs—and this is a very important thing. Maria, excuse me if I take one more minute extra. So this is GAC, which we are asking to advise UASG [for effective] messaging. We want government—because government is the biggest role to further UA initiatives because there are softwares which are used by citizens, government deploy them. If they are UA-ready, then only the people who work in their own languages will be able to accept those domain names and e-mail addresses. So we want government to adopt UA and change their procurement policies, and also, GAC should advise UA, see what we can do to convince the government in each state, in each country and see that UA is further accepted and start making the softwares which are UA-ready.

ccNSO. I was part of the ccNSO Council by NASSCOM for two years. I saw very closely this is one group which can actually make the entire UA truly a dream come true, because these are the people who operate registries, this is where the domain names are, and this is where the business opportunity is. If the top-level domain providers who provide registries can go through registrars and work on IDN acceptance, if every registrar and every registry take one mission to become UA-ready, we will have a lot of job done, because this is where the breakpoint is. If we have our WHOIS, if we have our website, if we have our registry completely UA-ready, if I could register a domain name with my Hindi e-mail address as my registrant contact details, will also help me. If I could search my WHOIS with my e-mail address, it will help me.

The key here is, how do we work with all the registry operators? How do we work with ccNSO? This is one starting point [inaudible] we would expect that if something comes to us as a guidance, as an effort which we can work with ccNSO and every registry in the world, that would be very helpful. Next slide, please.

GNSO and ALAC. Obviously, ALAC, Satish Babu is our technical chair, he's there in ALAC, so I will not speak much around it. This goes for [the end user,] so he's going to [address that in his speech,] but Generic Names Supporting Organization is very important thing; how do we make our systems UA-ready? If we can have a UA working group and each of the [SOs and ACs,] that will be very helpful, and we need guidance. Today, the idea is to hear from you and get guidance here. What do we do in UA so that we can empower you back and we can go to the last mile and have the entire world UA-ready? Next slide, please.

Thank you, Maria. Thank you, everyone, for listening to me. Thank you.

MARIA KOLESNIKOVA: Yes. Thank you. You can show the slide, please. Thank you very much. I hope that you have managed to read it once all the messages to [SOs and ACs] that were in Ajay's slides. So now I just want to invite the representatives from GNSO, Cheryl Langdon-Orr, and Jeffrey Neuman. They will represent the work that is going on inside GNSO community and especially inside SubPro working group, because this group is connected with the universal acceptance issues in recent times, as I understand.

So please, our dear colleauges, take your microphone and explain what GNSO is doing in universal acceptance fields.

JEFFREY NEUMAN: Thank you very much.

CHERYL LANGDON-ORR: Do you want me to start off, Jeff? And then I'll kick it to you.

JEFFREY NEUMAN: I was just going to ask you. That's great.

CHERYL LANGDON-ORR: Perfect. You obviously didn't read the private chat I sent you. Cheryl Langdon-Orr, and thank you very much, Ajay and everyone in the

UA [inaudible] some very important aspects that we recognized in the subsequent procedures for new gTLDs working group. I just want to do a little bit of framing, and then we'll move on to the couple of slides that [I picked, Jeff,] because my voice might hold out that long, Jeff will take the lion's share of that.

Subsequent procedures PDP working group said this is what is to be put in place to ensure a better rollout, outcome, potential, etc. for any new gTLD program in the future. Jeff and I were co-chairs, and before me, Avri and Jeff were co-chairs of this very important working group within the gamut of GNSO, generic top-level names.

I also had the honor, along with Rubens Kuhl, to co-lead on one of the five Work Tracks that we ran, and the Work Track 4 which was all the technical stuff, was inclusive, of course, of not only internationalized domain names but also of the universal acceptance.

Their approach in that Work Track, which means it's run right throughout the now completed and report gone through the GNSO Council and to the ICANN Board and out for public comment, through all that development of consensus opinions and recommendations, etc., the approach we took in Work Track 4 and what we recommended to the wider working group with regards to universal acceptance—which is a lynchpin, is an essential, as you've heard from Akinori, as you've heard from Ajay, as you've noted from Maarten in chat, we know how important it is. I'd have to pitch that to this audience.

Recognizing that, we felt that rather than have our Work Track with whatever expertise we may or may not have had, do stuff ourselves, we

would rely on the UASG and the great work they do. So what we did was work closely with in our Work Track work UASG at the time.

So what is reflected in what we then moved as a Work Track into the discussions at the full PDP was very much a product of partnership and collaboration with UASG. And Jeff, save me. I knew this was going to happen.

JEFFREY NEUMAN:

Absolutely, Cheryl. If we want to go to the first slide, then we can actually get into some of the details of the work that we did. And Cheryl's absolutely correct that you'll notice that much of it is centered around encouraging continued work and participation in the UASG.

So taking us back to the 2000 new gTLD round, which was the largest expansion of new top-level domains in our brief Internet history, there were really three different things that touched on in some way universal acceptance. The first one was a section in the applicant guidebook, kind of the document that was to guide applicants on what was required for the process—and not just applicants but the community as well. It was really kind of a short notice that said essentially that if you are proposing, as Ajay was talking about at the beginning, a domain that was longer than three characters or proposing an internationalized domain name top-level domain, that you may experience technical acceptance issues, meaning that your TLD may not work with every application and especially at that time, which was before the UASG, as you heard earlier, there were lots of issues with e-mail. And things are looking up on that, but we still have a lot of work to do.

And then there was a question, 16, in the application itself that asked each applicant to describe their efforts to ensure that there were no known operational or rendering problems concerning the applied for gTLD string. Very vague question which indirectly covers universal acceptance, but in theory could have covered other topics such as name collision or other types of potential issues.

And then finally, the registry agreement has a clause in it, had it in 2012 and still has it today, which states that while ICANN encourages universal acceptance, they can't guarantee it and they're not responsible for any difficulties that a registry operator should have. Next slide, please.

Cheryl described to you the work that we did, and essentially, because of the great work of the Universal Acceptance Steering Group, and because of all the reasons that Cheryl mentioned, we really only had three recommendations, and you can summarize them essentially as affirming what's already been done in the community or what's being done, and awareness of the issues that might be faced by new TLD registry operators.

And so the first recommendation was to encourage the continued work of the universal acceptance initiative and the UASG. The second was to affirm the notice that was given in the applicant guidebook in 2012 and the registry agreement, and then finally to also, in addition to that notice that was provided in the guidebook, is to really provide new registry operators with a comprehensive guide to what those technical issues might be, and of course, all of the solutions and

recommendations of the UASG to actually include that as materials to be given to applicants along with the applicant guidebook.

Now, if we go to the next slide, you'll see that there were a number of other topics that were discussed in Cheryl and Rubens' Work Track 4, but they didn't rise to the level of becoming recommendations for a variety of reasons. One of them was a proposal to require registries and registrars that are owned by the same entity to be universal acceptance ready as part of their application for a new gTLD, which means that the entity could accept IDN registrations of course, that they can handle IDN and non-IDN new gTLDs on their nameservers and other machines that they use for their applications, and then also as discussed, one of the most difficult issues, but that they really should be able to manage any internationalized e-mail and to send or receive e-mails from these types of addresses.

Basically, if you're going to offer registrations in multiple languages, you really should be able to support those languages both with your applications and customer support as well.

The second recommendation, which is similar, was that—

MARIA KOLESNIKOVA: Jeff, please finish shortly.

JEFFREY NEUMAN: Yes, I'm just about to finish. This is the last sentence. That ICANN should require registries and registrars to make sure that their suppliers of

software and hardware are UA-ready. And with that, I will turn it back over. Sorry for going a little bit over.

MARIA KOLESNIKOVA:

Yes. Thank you so much, and you're almost in time, so it's okay. And I can say that I'm really glad to see that GNSO is also involved in all these issues, because usually, more focus on IDN ccTLDs, but we shouldn't forget that universal acceptance is also about ASCII new gTLDs and of course IDN gTLDs. So this is really important, guys, that you are doing this.

Our next speaker will be the representative of At-Large community, Satish Babu, the chair of At-Large IDN working group and chair of APRALO. Satish, please tell us what At-Large community [doing in universal acceptance group.]

SATISH BABU:

Thank you, Maria. Next slide, please. I know that we are short on time, so I'll go quickly. The slides are [inaudible] so I won't go point to point. So this is an overview. Next slide, please.

IDN is a very important topic for the At-Large community. Earlier, it was mentioned that it does provide consumer choice, but for us in the end user community, it is actually more than that. For several of the communities, the script and the language is very close to their heart. It is an aspirational goal for many of these communities to have their own domains in their own languages. So it's actually something very emotional for many communities.

And also, we had been working on policies related to universal acceptance. We have issued some statements on this. In fact, just last week, APRALO has put out a statement where IDNs and universal acceptance features as part of the SubPro response wherein we asked that there should be a bit more affirmative action from the side of the ICANN Org in order to ensure that everything goes smoothly ahead. And the At-Large community has been a part of or a supporter of UASG, and we will continue to be that. Next slide, please.

Right, so some of the work that we've done, ICANN 68, we had two fairly well-attended sessions. For AFRALO, Africa, in 2021, universal acceptance is one of the key topics that they're trying to build capacity. Currently, our members are also actively holding positions of responsibility in the UASG. We have Lilian who's part of the UA communications working group, we have Abdulkarim who's a UA ambassador, and I also wear the hat of the chair of the UA technology working group. Next slide, please.

So LACRALO, the Latin America and Caribbean. That region has been in the forefront of universal acceptance related work. In 2019, they created a working group and also released a report on the status of IDNs in the LAC region, particularly what is the current status, what are the reasons for use or non-use, and what was the level of IDN implement in the Latin American region? Next slide, please.

Interestingly, LACRALO has just kind of launched a new program, which is a UA training program which has been going on from 4th through 25th of May, last month. 150 participants from 14 LAC

countries volunteered in the training, and the key topics that were discussed were e-mail address internationalization, UA for Java developers, and how to engage in the broader UA activities. Next slide, please.

So here, the next steps as far as we're concerned, Ajay has asked for how we can help, how ACs and SOs can help. So two points, and two points that I've not put here, very quickly, the RALOs will continue supporting the UA initiative by organizing several programs, including webinars to educate the broader audience that we have and to raise issues of IDNs and UA so as to enable us to achieve this whole gap filling aspect of IDNs, and finally, we are an ever vigilant presence in the activities of ICANN. We bring from our side the language and technical expertise, and we would like to ensure that the users' perspectives are highlighted in the policy discussions. And also, we'd like to bridge the gap between UA initiatives and end users.

Two other initiatives that might come forward—I've not put it down as points because they're not concrete. One is that EURALO, the European At-Large organization, has expressed interest in continuing their work on universal acceptance. And from the Asia Pacific side, we have a new ALS, the ISOC India Hyderabad chapter who's also taken on these initiatives.

So this is some of the work that we're doing, and we promise our support to the ongoing activities of universal acceptance and IDNs. Back to you, Maria. Thank you.

MARIA KOLESNIKOVA:

Thank you, Satish, so much. Very impressive work as well, and regionally diverse, and that is really nice and important. I would like to mention just a little bit universal acceptance is usually, we are talking about its promotion, but we as ICANN community members are really keen on some technical aspects, and this is very important because for ordinary people, for end users, it's probably quite difficult to understand the issue because it has big technical part which is like an iceberg which is not seen at the first sight. So that is why it's really nice that our ICANN communities work on this issue, because almost all of us have technical background and we can explain it in simple words.

So, thank you, and our next speaker will be Alejandra Reynoso, so the chair of ccNSO, and she will represent the ccNSO work. I think this is the most interesting—not most interesting, not to offend anyone, but this is quite diverse also part because ccNSO has lots of ccTLDs as members and they do absolutely different work sometimes. So Alejandra, the microphone is yours, so please tell us your experience.

ALEJANDRA REYNOSO:

Thank you very much, Maria, and thank you, everyone, for the opportunity. As Maria and Ajay said, the ccNSO is a place to make UA awareness, and here I'm going to show you some examples of what ccTLDs are doing. Next slide, please.

So these are some examples that we have in Asia. We have .tw, .hk, .mo and .cn. They all are founding members of CDNC, that's the Chinese Domain Name Consortium. They implemented the Chinese variant table and the variant management mechanism, and they're doing huge

efforts to be in contact with local e-mail service providers so they can follow the RFC enterprise application integration standards, and they have several stakeholders involved, like government, the registries, registrars, ISPs, etc. and also, besides promoting, they do some technical courses. Next slide, please.

Also, we have .in, India, they are doing huge efforts too offering IDNs in all 22 Indian languages. They have a taskforce initiative, not only with NIXI but also with the government of India and the Indian community to promote UA. Here, they get in touch with key participants as web designers, e-mail providers, mobile app developers, software developers, content generators. As you can see, very technical people who are the ones that can make things happen. Also, they give training, workshops, and create awareness campaigns.

Besides that, other efforts are local language website contests, they provide financial help to small website developers, and they do have a helpdesk to assist e-mail providers and all the stakeholders that we mentioned earlier, so they're doing a great job. Next slide, please.

And now some examples of what it's done in Europe. One example is the ccTLD .ru, the Russian one. Here, they have a very nice project to promote UA readiness for software developers and, well, Maria, you're leading that project, and also other local and regional developments with Cyrillic. So thank you for that.

They do some trainings and hackathons targeted to software developers. Again, the key participants on these initiatives. And they do have some partnerships with the Council of the European national top-

level domain operations—that’s CENTR—and the Asia Pacific top-level domain organization, APTLD.

Now, EURid has this very nice project that is the IDN world report. They're supported by the regional ccTLDs of organizations, not only the European one but also the Asia Pacific one and the Latin America and the Caribbean one, and also by individual ccTLDs who share their data and other IDN experiences. EURid provides customer support and documentation in European Union’s 24 official languages. They support internationalized domain names in Latin, Greek and Cyrillic scripts under the second level of .eu, and they also apply for the Greek and Cyrillic equivalents of .eu top-level domains, and they are assessing the IDN e-mail solutions offered by some vendors, their effectiveness. Unfortunately, it’s very limited according to their findings, but the work is being done. Next slide, please.

Now, regarding the ccNSO and IDNs, as you all know, the fast track process enables IDN ccTLDs and now we are in the phase of making IDN ccTLDs able to join the ccNSO as members. the bylaw change is still ongoing. And I would like to take this opportunity to let you know about the session that will take place on policy which involves the ccPDP 4 on the selection of internationalized domain name ccTLD strings. They will be seeking feedback from the broader community at ICANN 71, and it will take place on Wednesday at 10:30 UTC.

Thank you very much.

MARIA KOLESNIKOVA: Thank you, Alejandra. I would like to mention that this is a really nice job, lots of activities, and I would say that we already have at least one mechanism of collaboration with UASG, the local initiative chapter of UASG, because many ccTLD members are there and they work with support of two organizations of ccNSO and UASG already, so that is why we have so great results, I think. And [inaudible] because I'm part of the ccNSO also community and .rf and .ru projects.

AJAY DATA: Maria, just before we move, I would like to take 30 seconds [inaudible] agenda from final word from you what we can do to work more closely to further UA with ccNSO.

ALEJANDRA REYNOSO: Well, the ccNSO is a place for sharing experiences and collaboration, and create capacity building. So we can always organize sessions together to make these spaces so that all ccTLDs involved can learn from these experiences.

AJAY DATA: Thank you very much, Alejandra. We will take this offer and come back to you. Thank you very much.

ALEJANDRA REYNOSO: Thank you.

MARIA KOLESNIKOVA:

Thank you, Alejandra. Next slide, please. Okay, so as we are quite out of time, unfortunately, I just want to once again mention that Ajay has suggested us what we need as UASG community for collaboration and how we want to develop it and what possible ways of this development we see. So I hope that today's speakers will look at this more careful, and we of course are ready to return to them and discuss all these initiatives more closely with them. Next slide, please.

So these two slides are just to remind what we were talking about. Next slide, please. Here are two questions. As we don't have too much time as we planned, but anyway, I just want to ask today's speakers to very shortly answer to this question. And you can answer above, you can provide one answer to both questions. First question is, do you think that the UASG suggestions are reasonable for supporting organizations and advisory committees to adopt and contribute towards the common universal acceptance readiness goals? There are suggestions made by Ajay, so you can say just agree or not agree, or may provide some comments. And the more important question is the second one, so what support can UASG provide to enhance collaboration with SOs or ACs to promote and achieve UA readiness? So you can say right now what you want from UASG, how we can better help you in this approach that you are providing inside your community. Cheryl, you want to lead this discussion? Okay. Please take the mic.

CHERYL LANGDON-ORR:

I do, while I can still talk. I'm going to have a go at this one. Thank you, Maria. I appreciate it. And remember, whilst I was talking about

subsequent procedures PDP which was in the GNSO realm, I started in the ccNSO—well, I started before ccNSO with ICANN, but that’s another story. I started in current world in ccNSO, and of course, have spent a great deal of my years in the At-Large community. So I feel like I've got some of the bases covered here.

the SOs and ACs need to, I think, find more ways of working in partnership, as we’re clearly starting to do. It depends on the SO and the AC as to how we do that, but in the case of the At-Large community which is the one I'm still predominantly associated with in the ICANN world, I think the opportunity for on-the-ground to business and end user outreach and engagement, that’s a perfect [inaudible], so as we are already doing, UASG and the At-Large community via the ALAC and the regional At-Large organizations can work hand in glove in that.

In terms of the enhanced collaborations though, I think it would be good—and I do lurk in the working groups—to have more off-the-shelf material for our end user community that are doing other outreach to perhaps use and make sure the message from the UASG is from the right page and [set the right pitch.] Thanks.

MARIA KOLESNIKOVA: Okay. Thank you, Cheryl, so much. So Jeff, would you like to add something?

JEFFREY NEUMAN: I think what's going to be important, especially for the next round, is a lot of the materials now on the UASG site are either very basic on why

UASG is important, or on the other hand, are very technical as to the coding. I think what would really help us as we get towards that next round is to develop sort of a guide for new registries that come into the business and things that they can do as a registry to help promote universal acceptance and anything that—other than redirecting to the UASG.tech site, but if there's any practical, real things that they can do with their top-level domain to promote UA readiness.

MARIA KOLESNIKOVA: So, okay, you're talking about some marketing materials that can be used by gTLD registries, right?

JEFFREY NEUMAN: Yeah, marketing, but also just a simple kind of how-to guide for the business community that may not be as technically well versed as those that would read the technical documentation on the site. So whether you call that marketing or just a plain and simple universal acceptance, what we call in a series of books here something like universal acceptance for dummies, that's a whole series of books called "for dummies," and it's meant to just put in plain language what all this means and how to do that.

MARIA KOLESNIKOVA: Okay.

AJAY DATA: Yes, this is very interesting to hear you. and if I can speak up, that you are targeting [inaudible] for registries, is that correct?

JEFFREY NEUMAN: Yeah, for the next round, it would be for new registry operators.

AJAY DATA: And like .in, I just read in the chat, that they have become UA-ready. So I guess [inaudible] how they have become UA ready will help you.

JEFFREY NEUMAN: Absolutely. Anything that would, in basic, clear language, whether—in all languages, but someone who doesn't have to be a technical expert but maybe on the business side could understand how to accomplish universal acceptance readiness.

AJAY DATA: Understood. Thank you very much for your advice, Jeff. We shall definitely come back to this. Thank you very much.

MARIA KOLESNIKOVA: Yes. Absolutely. Ajay's absolutely right, because the UASG regularly publish some case studies with some success stories, and there will be published one more, and for example, we have Indian registry which is UA-ready. I believe that some other registries are UA-ready as well, but not so many of them, according to the statistics. Anyhow, maybe this is quite difficult because you know that all registries have quite different

systems and so we need to think about some probably general recommendations, because all components of all registry systems can be slightly different. But anyhow, there can be some general, probably, overview.

Okay, so Alejandra, please take the microphone and provide your comments.

ALEJANDRA REYNOSO:

Thank you, Maria. What I want to add is that there are lots of local and regional initiatives going on already within the ccTLDs and the communities, and what would be a good way of making this forward is, again, sharing the experiences and provide the spaces so people can see how others do it. And since, again, universal acceptance is very localized sometimes because it depends on the scripts that they're using and everything, putting them together will help them do that. And again, definitely, UA readiness will help everyone to make a better Internet. So, that's it. Thank you.

MARIA KOLESNIKOVA:

Okay, so I want to mention that there is the initiative, the IDN survey that is provided for exactly—mostly for ccTLD registries, especially for IDN registries. This is provided through different ccTLD communities. So at least, Alejandra, we have some statistics so we can move forward with this. And this is supported also by the IDN [inaudible] project of course, and probably, we can be more focused within the ccNSO community on the differences in different regions. So this can be very

helpful, because UASG is a global group, but there are some geographical differences which should be taken into account. And also, of course, training programs, materials for registries, again, case studies. This is very helpful for our colleagues, I think.

[But for example, we wanted to see that] probably ccNSO will make more focus on this topic, for example during the sessions and other activities.

ALEJANDRA REYNOSO: May I add something else?

MARIA KOLESNIKOVA: Yes, of course.

ALEJANDRA REYNOSO: Well, and evidently, when IDN ccTLDs can officially be members of the ccNSO, I expect to have more of these discussions within the ccNSO, so that's definitely something we're looking forward to. Thank you.

MARIA KOLESNIKOVA: Great. Satish, please, your one-minute ...

SATISH BABU: Thanks, Maria. Very quickly, now wearing the hat as the UA tech chair, one of the difficulties that we face when we go to companies asking for fixing of this whole UA gap, they want to know what are the numbers of

the users who would be using [inaudible]. Now, if there's any way that the ACs, SOs, particularly the At-Large can help us to mobilize the popular opinion saying that we want universal acceptance for our script or language, that'll help us to kind of argue or negotiate, or at least engage with the technical service providers. Thank you.

MARIA KOLESNIKOVA: Thank you, and the last word for Akinori, if you want to add something, and then we will wrap up the session because we're out of time.

AKINORI MAEMURA: Thank you very much, Maria. Thank you very much, everyone, for the input. I think I was impressed by Jeff Neuman's input that maybe Universal Acceptance Steering Group has been doing a great job but still have some area of the enhancement of the activity, like marketing and more handy guide for the registries to get ready for the universal acceptance. So this kind of input should be really helpful for the steering group and for ICANN overall to advance universal acceptance. Thank you very much for the input, and really, I enjoyed really much about this session. Thank you very much.

MARIA KOLESNIKOVA: Yes. Thank you, Akinori. Yes, this is what we are talking inside UASG as well, so we see this problem, but I would like to mention that UASG was especially focused on technical audience before this, because there are lots of jobs made for technical audience because we have to push them first of all and to provide some recommendations for them how to solve

this problem first, and then we can go to other audience, like business, like end users and so on, when we have all the technical decisions. This was the plan. But probably, now as it's more or less ready or at least there is continuing work on this issue, so technical issues, we can move forward to more general outreach. And this is why we need all your input, because you understand better all audiences and other communities. So Ajay, please.

AJAY DATA:

Before we end, Maria, I wanted to leave everyone with one task, if I may, because we all [love UA to further ...] You are definitely attached to at least one website, whether you own or you run an organization for. Could you go back and see whether it is UA ready or how do we make it UA ready? If you take this only one step, that would be a big support for furthering the entire UA, and we are committed, if you get stuck in making this website UA ready, we as the UA community will support you to ensure that your website is UA ready. Just one website for everyone who's listening to us. Nothing more, nothing less, just one website. Whether it is just your personal website or organization website, just make it UA ready. We can take this mission from this program to back home. That would be a great commitment towards UA. Thank you from my side.

MARIA KOLESNIKOVA:

Thank you very much for all. Apologies probably for our audience, we haven't managed to take [inaudible], but you are always welcome inside ICANN UASG community, and you can follow our activities in

social media, on our website. And please, if you have any suggestions, comments, we are open. Please write to us. You see our contacts on the screen. So we would be glad to have all your inputs. And thank you, one more time, for our speakers. So this is a great session from my experience because we have provided some approach how we can be engaged and work together as a community. Thank you, one more time.

AJAY DATA: Thank you very much. Thank you, everyone, for joining in.

ALEJANDRA REYNOSO: Thank you. Bye.

SARMAD HUSSAIN: Thank you.

[END OF TRANSCRIPTION]