Universal Acceptance

ICANN 52 | 9 February 2015

Agenda

- ❑ Introduction to Universal Acceptance
- ❑ High priority issues
- ❑ Marketing and communications approach
- ❑ Call for a global community initiative
- ❑ Next steps
- ❑ Community feedback

Introduction to Universal Acceptance

High Priority Issues

New types of domains and email addresses break stuff.

実例.みんな

example.photography

Борис@почта.пример.рф

We are asking for
Universal Acceptance

実例.みんな
example.photography
Борис@почта.пример.рф

Internet Engineering Task Force (IETF)   J. Klensin
Request for Comments: 5890   August 2010
Ob
Ca
IS
Internet Engineering Task Force (IETF)   J. Klensin
Request for Comments: 5891   August 2010
Ob
Up
Cat
IS
Internet Engineering Task Force (IETF)   P. Faltstrom, Ed.
Request for Comments: 5892   Cisco
Cat
ISS
Internet Engineering Task Force (IETF)   H. Alvestrand, Ed.
Request for Comments: 5893   Google
Cat
ISS
Internet Engineering Task Force (IETF)   J. Klensin
Request for Comments: 5894   August 2010
Cat
ISS
Independent Submission   P. Resnick
Request for Comments: 5895   Qualcomm Incorporated
Cat
ISS
Internet Engineering Task Force (IETF)   J. Klensin
Request for Comments: 6530   Y. Ko
Obs
Cat
ISS
Internet Engineering Task Force (IETF)   J. Yao
Request for Comments: 6531   W. Mao
Obs
Cat
ISS
Internet Engineering Task Force (IETF)   A. Yang
Request for Comments: 6532   TWNIC
Obs
Upd
Cate
ISS
Internet Engineering Task Force (IETF)   T. Hansen, Ed.
Request for Comments: 6533   AT&T Laboratories
Obs
Upd
Cat
ISS
Internet Engineering Task Force (IETF)   P. Resnick, Ed.
Request for Comments: 6855   Qualcomm Incorporated
Obs
Cat
ISS
Internet Engineering Task Force (IETF)   R. Gellens
Request for Comments: 6856   QUALCOMM Incorporated
Obs
Cat
ISS
Internet Engineering Task Force (IETF)   K. Fujiwara
Request for Comments: 6857   JPRS
Cat
ISS
Internet Engineering Task Force (IETF)   A. Gulbrandsen
Request for Comments: 6858   March 2013
Updates: 3501
Category: Standards Track
ISSN: 2070-1721

                Simplified POP and IMAP Downgrading for Internationalized Email

```java
public static boolean isValid(String email)
    { boolean result = true;
    try {
        InternetAddress emailAddr = new InternetAddress(email);
emailAddr.validate();
      }  catch (AddressException ex) {
        result = false;
      }
    return result;
}
```

```
isValid("address@example.com"): true              // Correct
isValid("address@example.network"): true          // Correct
isValid("address@xn--5nqv22n.xn--lhr59c"): true   // Correct
isValid("address@example.isnotarealtld"): true    // Not really
isValid("伊昭傑@郵件.商務"): false                    // Definitely incorrect
```

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Search

validate email address   search

7,345 results   <u>relevance</u>   newest   votes   active

1102
votes

37
answers

Q: Validate email address in JavaScript?

How can an **email address** be validated in JavaScript? …

javascript   regex   validation   email   email-validation

asked sep 5 '08 by pix0r

1538
votes

64
answers

Q: Using a regular expression to validate an email address

Over the years I have slowly developed a regular expression that validates MOST **email addresses**
correctly, assuming they don't use an IP **address** as the server part. Currently the expression is: I … some
adjustment (most recently I realized that I wasn't allowing 4-character TLDs). What's the best regular
expression you have or have seen for validating **emails**? I've seen several solutions that use …

php   regex   email   email-validation

asked oct 14 '08 by acrosman

77
votes

21
answers

Q: C# code to validate email address

What is the most elegant code to validate that a string is a valid **email address**? …

c#   email   email-validation

asked sep 2 '09 by leora

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validate email address

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What's the problem again?

Universal Acceptance

@

Operating systems
Mail servers
Routers
Mail service providers
Security software
Mail clients
    iPad
    Android phone
    Windows laptop

Universal Acceptance
Repository

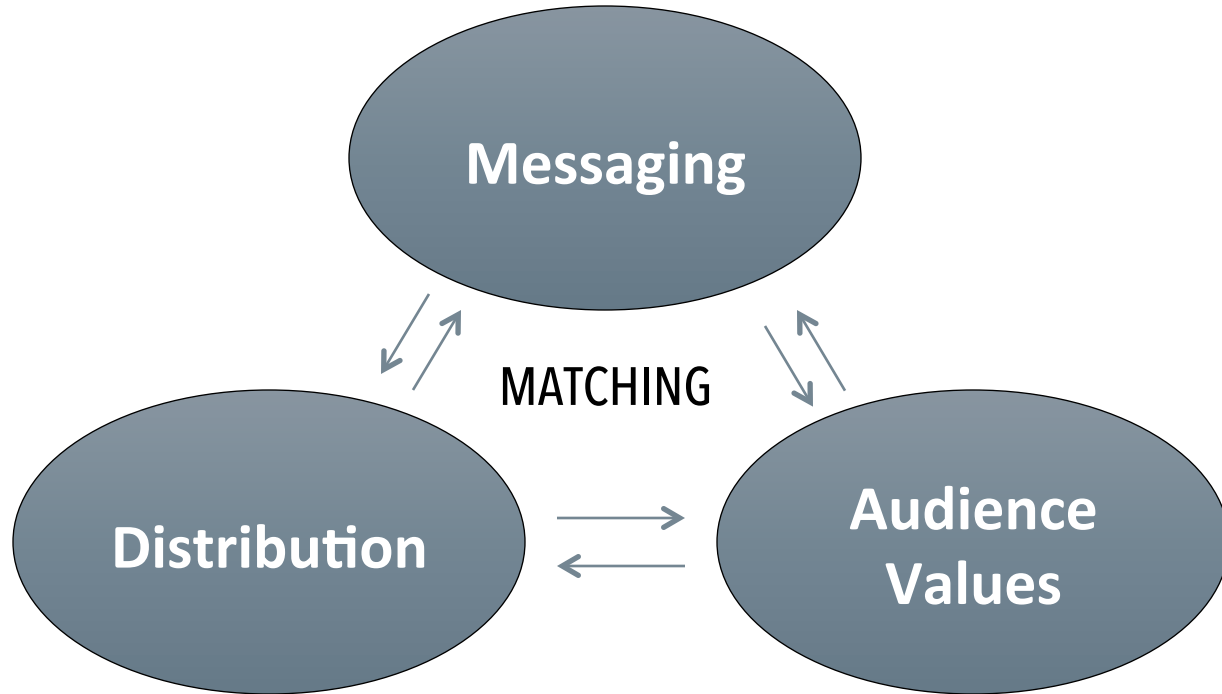English explanations
Code samples
Case studies

In progress at
ua.thedna.org

Marketing And Communications Approach

Universal Acceptance: Communications / Outreach

Classic Communications Plan Elements:

a complicated proposition

The communication goal is to generate:

awareness → **understanding** → **action**

… multiplied through thousands of applications, online services, systems
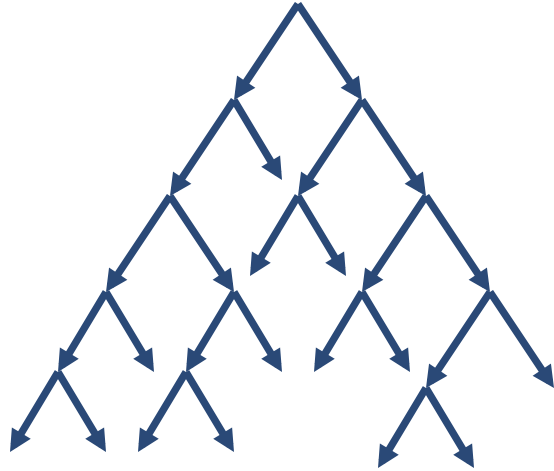
For example, sending a single email requires engaging an entire support community

Operating Systems

Email Server Software

Routers

Security Providers

ISPs

Mail Clients

One solution

UA Repository

- Information
- Resources
- Solutions

Getting people to look at it; trust it
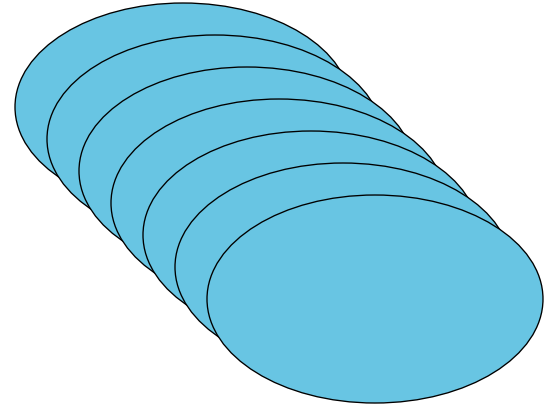
each target audience has different interests

- Business: effect on income & expenses

- Ability to innovate

- Looking for new opportunities

- Reputation

- In-house vs outsource practices in IT

- Customer service

- Cultural

Message

↕

Value

each will respond to distribution channels

- Social media

- News

- Individual corporate contacts

- Formal public relations efforts

- Trade Associations

- Industry events

Road blocks to success

- Who owns the problem?
  - Business owners
  - Hosting companies
  - Cloud service providers

- What's the incentive to fix it?
  - There could be significant expense
  - Return on investment is not readily apparent
  - Unclear ownership

- Outreach and communications
  - Same issue as with new TLD availability
  - Most who have the problem are unaware

crafting communications solutions

Find the intersection of:

URGENT   SIMPLE

NOT A CAUSE
FOR ALARM
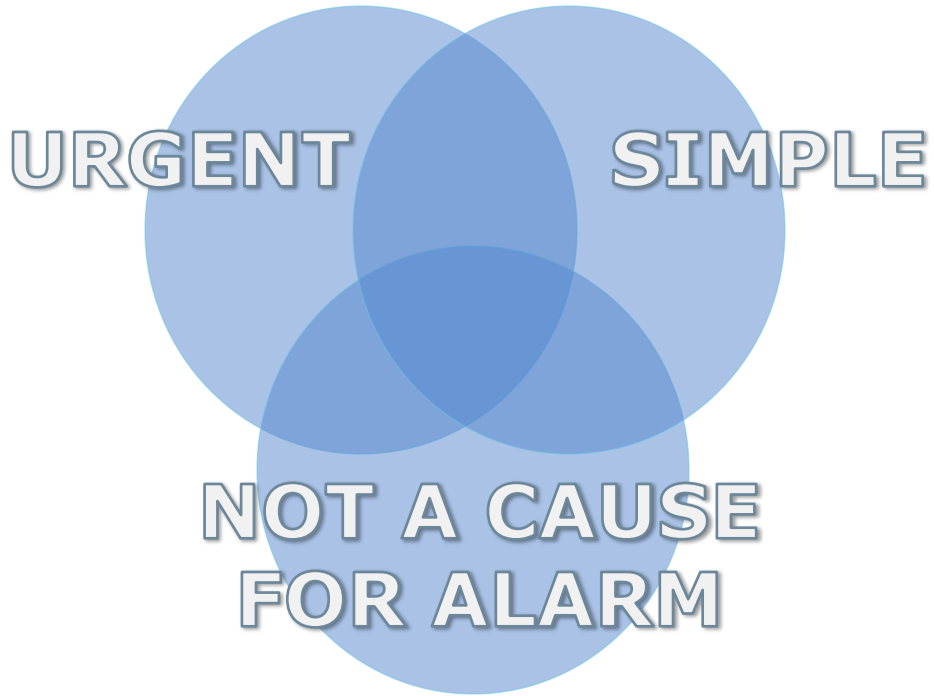
Crafted by the industry to find the right

- Message
- Channel

- o ISPs
- o Browsers
- o Application Writers
- o Companies doing business on the Internet

Mobilising distribution channels

- Social media: using the domain name industry and ICANN community to multiply messages through their own networks.

- News stories: use contacts within global organizations and the ICANN community

- Individual corporate contacts: using high-level contacts to get proper management attention

- Hackathons

- Offer to arrange meetings of PR firms

COMMUNICATIONS PLANNING

Develop Messaging

Industry experts needed to:

- Craft targeted messages
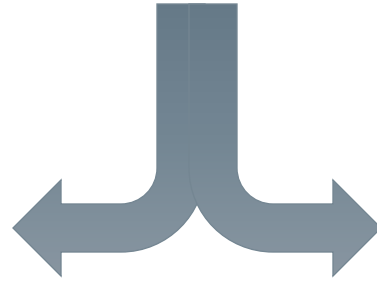
- Match to audience

Deliver Messaging

Communications experts need to:

- Develop distribution plan

- Support & fund as necessary

HELP WANTED

BRING A BUDDY

There's room for EVERYONE on the NICE list

https://mm.icann.org/mailman/listinfo/ua-discuss

Thank You

Call For A Global Community Initiative

Recommendation to ICANN Community on formation of Universal Acceptance Steering Group (UASG)

- A letter has been drafted by workshop participants to call on the ICANN community to join us on the creation of a **Universal Acceptance Steering Group (UASG)**

- We are making the letter available to the community today. Central are the following three points:

1) The ICANN community should support the creation of a Steering Group to guide the identification of topline issues and proposed solutions, as well as the creation and dissemination of best practices and general outreach information about Universal Acceptance.

1)(continued) As this is a project that will take years to make progress on, the Steering Group would be a standing group whose membership may fluctuate over the years. ICANN should be prepared for the Steering Group to drive action over the course of the next 10 years, though group leadership terms and structure should be re-evaluated every two years.

2) ICANN staff should be the key coordinator in a formalized community effort on Universal Acceptance, and provide resources to the community in order to address this important issue.

3) A call for general membership to the Steering Group will be announced at the ICANN Universal Acceptance meeting at ICANN52 in Singapore, pending community acceptance of our proposals. In short order following this meeting calls for Steering Group Chairs or Co-Chairs will then be made. The leadership chosen will be tasked to drive a further process to invite volunteers to join the group.

Role of community:
The Universal Acceptance Steering Group (UASG) should be made up of ICANN community members as well as non-ICANN community experts. The UASG will provide guidance to the ICANN team as well as work alongside the ICANN team throughout the project. Active participation as volunteers is expected from the community.

The UASG will aim to include participation as a multistakeholder group. The UASG and the UA Initiative is envisioned to be an advocacy group rather than a policy oriented group. As a result, weighted representation is not expected and participation from various stakeholder groups are expected to change over time and depending on the activities and priorities appropriate at various stages of the project.

Role of ICANN Staff:
ICANN staff role is that of coordinator, catalyst and supporter and manager of the work streams. They are there to project manage and publish outcomes, and to provide budget to support the initiative. They should also act as a Secretariat for the UA Initiative. Though travel support to meetings should not be required for Steering Group members, future research and outreach efforts may require financial support.

Work Streams

- Universal Acceptance is a multi-faceted issue, and the work of the UASG will be required to be broken into at least two work streams. Initial work stream recommendations are:

  - High-priority issues
  - Communications

Next Steps

- Quick UASG next-steps meet-up 1-1:30PM Thursday February 12th SGT (UTC +8) outside of Padang

- UASG Kickoff call 11AM Wednesday February 18th EST (UTC -5)

- Sign up for UA-discuss@icann.org for details at https://mm.icann.org/mailman/listinfo/ua-discuss

Next Steps

Community Feedback