**Executive Briefing Note: Universal Acceptance**

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| What is it? | **Universal Acceptance** is the term used to identify shortcomings in software that does not recognise or support:   * IDNs * new TLDs * the continuing release of new TLDs * Internationalized email addressess * IRL’s (URL’s in non-ASCII scripts)   Support means being able to Accept, Store, Process and properly Display all domain names and e-mail addresses in their native script.  Solutions are almost exclusively outside the ICANN Community.  Examples:   * You cannot create a Facebook account with an Internationalized email address. * You may not be able to subscribe to a conference call service with an .email address, or a .photography address (not 2, 3, 4 or 6 characters long) * Browsers may misinterpret an entry into the address bar as a search term instead of a domain name. * IDNs may be displayed in its ASCII compatible form (e.g. xn—fsq. xn--fsq) rather than its native form (e.g. 例. 例) * You can’t send an e-mail to a Internationalized email address.   Many applications continue to base their operations and validation on the tradition two and three character TLDs. They have not recognized the enhanced domain name space that allows domain names, including Top Level Domain names, in multiple scripts or lengths. |
| Who’s doing stuff | The **Universal Acceptance Steering Group** has been established by the community to identify issues, develop communication materials and tools, and advocate the modifications of software to support the expanding name space. ICANN is supporting the UASG. |
| Target Audience | People who can determine the work priority of their respective IT departments – including government leaders.  Leaders in software companies.  CIOs, Systems Architects, developers |
| What can ICANN Do | ICANN needs to make sure that its own IT systems are UA ready, but otherwise ICANN is an advocate to the many, many other parties who need to alter their own systems.  Registries and Registrars within the ICANN community should make sure that their own systems are UA Ready.  ICANN is supporting a community wide Universal Acceptance Steering Group. |
| What can Audience Do | Reach into their own organisations to make sure that the resolution of this is on the list of activities for their respective IT and procurement departments.    Share the issue with their respective communities  Get involved with the Universal Acceptance Steering Group.  Ask third party suppliers to address the issues within their products. |
| Key Messages: | * The Internet naming system changed markedly in 2010 and 2013 and consumer-facing systems need to adapt. * Many of the next billion Internet users will come from non-ASCII script based communities. These are large markets. * Many new names will be adopted to better reflect the identity of the registrants. Plumbers will adopt .plumbing; Clubs will adopt .club; Software applications need to be able to accommodate this diversity. * The changes needed are everywhere:   + Applications (client, server and web).   + Desktop, mobile devices and hosts.   + Systems embedded in routers, printers and any other devices that accept, store, display or evaluate domain names. |