

**Kick-off presentation**

# White paper regarding Universal Acceptance

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## Introduction and purpose of the paper

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- We are producing a white paper for ICANN regarding Universal Acceptance (UA) of new generic top level domains (gTLDs), including Internationalised Domain Names (IDNs)
  
- The purpose of this paper is to raise awareness of the benefits of UA, showing the value of the new names, in order to encourage UA
  - The paper will be pitched at a senior-level commercial, policy, and cultural audience
  - It will be short, clear, and non-technical, with an executive summary and infographics
  
- In this presentation, we set out our plan for the production of this paper, including:
  - a potential structure for the paper
  - our plan for data gathering
  - our plan for stakeholder interviews, from which we will develop five case studies
  - what we need from this forum
  - overview of the project timeline

# Our paper will be high-level and clearly structured, to appeal to a senior commercial audience

Section		Key messages
1. The current situation: take up and acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ Growth in the registration of gTLDs and IDNs has been strong, however UA has not kept up</li><li>▪ UA would likely result in a leap in the registration of the new domains</li></ul>
2. Benefits of the universal acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ There are commercial benefits of UA to website owners, driven by potential to increase traffic and transactions</li><li>▪ There are social and cultural benefits of UA (especially of IDNs), driven by the extension of the Internet into underserved groups</li></ul>
3. Barriers to the universal acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ Key barriers to UA include cost, awareness of the new domains amongst website owners and consumers, and the “chicken and egg” problem where UA is needed to drive registrations, and registrations are needed to drive UA</li></ul>

We will share a more detailed outline with ICANN prior to drafting

## We will use a combination of publicly available statistics, interviews with industry stakeholders, and case studies to inform our white paper

Section		Approach and key data sources
1. The current situation: take up and acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ Research and analysis of registration and usage data for the new domains</li><li>▪ Forecasting based on registration and usage rates, informed by our interviews</li></ul>
2. Benefits of the universal acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ Driven primarily by interviews with registries and enterprises</li><li>▪ We are also reviewing existing literature on the topic</li></ul>
3. Barriers to the universal acceptance of gTLDs and IDNs	➔	<ul style="list-style-type: none"><li>▪ Driven primarily by interviews with registries and enterprises</li><li>▪ We are also reviewing existing literature on the topic</li></ul>

We have begun data gathering and our interview programme

## We have begun our interview programme, with two interviews already completed, 5 interviewees contacted, and 5 more suggested

### Suggested registries

- Donuts (interviewed, further interview under discussion)
- goDaddy (contacted)
- fTLD (interviewed)
- **Amazon** (we will speak to Amazon as a registry, although they are also an enterprise which has implemented UA; interview scheduled)
- **Google** (we will speak to Google as a registry, although they are also an enterprise which has implemented UA; interview scheduled)
- Does this forum suggest any others?

### Suggested organisations

- **Apple**
- **Sears**
- **Target**
- **Sony**
- **British Airways**
- **Hilton**
- British Museum
- London School of Economics and Political Science
- Does this forum suggest any others (e.g. Museums, educational institutions)?

We suggest the above organisations would be interesting interviewees; however, we are also working with interviewees and ICANN to solicit further suggestions and introductions

## We have a number of questions we would like to ask

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- We would like to obtain the reaction of this forum to the proposed structure and messaging of the white paper
- Does this forum have further suggestions for literature or data sources on the topic?
- Does this forum have further suggestions for interviewees?

## Our overall project timeline is eight to ten weeks, with the aim to deliver a completed draft paper by 9<sup>th</sup> December

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- Today is the formal kick-off call for this project
  
- We have begun the interview programme and expect this to last approximately 4 to 5 weeks, depending on diary availability
  - This would be complete in the week of 14<sup>th</sup> November
  
- We have begun secondary data gathering and forecasting, and expect this to take approximately two weeks
  - This would be complete in the week of 24<sup>th</sup> October
  
- We expect to deliver an outline of the paper during the week of 24<sup>th</sup> October
  
- We understand that ICAN has a significant meeting from 3<sup>rd</sup> to 9<sup>th</sup> November in India; we are happy to provide an interim summary presentation for this forum if this is of interest
  
- We expect to deliver a draft final report by 9<sup>th</sup> December

## Contact details

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