



Report to the ICANN & UASG Community on Recent Activities.

Core messages at ICANN61

The UASG has several core messages that we're working on during ICANN61:

- The first is working through our workshop agendas on Communications and EAI
- The second is to reach out to Governments to engage with senior IT Executives who work in Governments.
- The third is to encourage IDN registries and registrars who serve IDN relevant communities to make sure that they have an EAI Strategy because without a viable email solution, IDNs don't renew as well as when they do.

EAI

Email Address Internationalisation (EAI) is a set of IETF standards that allows email addresses to contain IDN's in the domain name and non-ASCII characters in the mailbox name.

The UASG sees EAI in two parts: Phase 1 is where the email software or services can send to and receive from any email address, including those with non-ASCII characters in the mailbox and/or the domain name. Phase 2 is when the email software or service can host non-ASCII characters in the mailbox name. There are a growing number of solutions able to pass Phase 1, but few who are Phase 2 ready.

EAI Documentation

The UASG is developing documentation for use by email software and service providers that will provide them guidance on how to bring their systems up to date. Once that's complete, we'll review our existing Quick Guide to EAI to make sure they are aligned.

EAI Review

The UASG will start an evaluation of Email software and service providers to see how EAI ready they are. We'll take this in three parts. The first will develop a clear set of Use Cases and the criteria for evaluation and success, as well as the criteria for evaluation. The second will be to the exercise these against a single email ecosystem and adjust, if necessary, to the evaluation criteria. And the third is to exercise the selected email software and service solutions. This is expected to be completed before the end of the financial year.

Encountering Legacy Systems

When an EAI system with a non-ASCII mailbox tries to send mail to a legacy email system that does not have EAI support, the results can be 'unexpected'. At its meeting in Guangzhou in January, the UASG EAI working group determined the best approach would be for the sending system to replace the non-ASCII address with a pre-determine ASCII alias. While this is 'sub-optimal', it's necessary until all the world's email software and services become EAI Ready – at least Phase 1 EAI Ready.

Engaging with Email Software and Service Providers

We're working to reach out to the major email software and service providers who are NOT engaged with the UASG EAI Working group to get them to participate.



EAI Day

We're expecting to announce an EAI – Phase 1 day in 2019, like the IPv6 day. We expect that there will be several billion email addresses that can send to and receive from EAI addresses certified by then.

Linkification

Linkification is the idea that software will automatically create a link to a website or a link to an email based on what's typed into an application.

The UASG has completed the testing of linkification in large social media applications and expects the final report to be issued in the 2nd quarter. Preliminary results show that some applications are more consistent than others with how they treat a variety of domain names and email addresses.

Marketing Focus

The UASG knows that its target audience is software developers and their bosses. But this is still a very large number of people. We are narrowing our target audience to Senior IT Executives within government agencies – national, regional and local. ICANN's GSE Vice Presidents have all agreed to work with the UASG to develop some regional pilot communications programs, exercise, review, revise and repeat. If you're a senior IT Executive in a government department, or know someone who is, please get in touch through info@uasg.tech.

The USAG is also working with local partners in India and China to raise awareness.

The UASG is also starting a Social Media campaign using Twitter, [LinkedIn](#) and [Facebook](#). We'll be producing material regularly – all targeted at our core audiences.

We've also established a [YouTube](#) channel

And we continue to use the [UA-Discuss](#) mailing list for active participation.

Also, during the period under review, we ran a pilot to engage with the CIOs at the Fortune 400 companies. We sent each a physical letter and a copy of the Quick Guide to Universal Acceptance. We also followed up by phone and email. It was not particularly successful, with just a 1 percent engagement rate, though we did see a blip in access to our website.

UA Ambassadors

The UASG has appointed its first three UA Ambassadors: Ashish Modi, Elaine Pruis, and Dusan Stojicevic. These are people outside the UA Coordination Group that we can call on to provide knowledgeable and passionate engagement.

Material

Earlier in the quarter, the UASG published two slide decks that University Professors (and others) can use to introduce UA and EAI to their students as [UASG019A](#) and [UASG019B](#).

We added [Swahili](#) to our Quick Guides to Universal Acceptance and updated the Arabic version. A Thai version is in the works.

ICANN IT published a draft code for an automated UA crawler that aims to determine how UA Ready a website is – the more technical members of the community are reviewing the code and identifying if it could be improved.

Local Engagement

The UASG Coordination group agreed to provide support to efforts in China, India and Hong Kong.



Adjacent to a UASG Coordination Group meeting in Hong Kong, we support the ISOC HK group in their discussions about Universal Acceptance.

And, while in Hong Kong, we met with several journalists and the President of the HK Computer Society. We publish media that mentions the UASG on our [website](#).

We participated in an ICANN Africa outreach effort to raise awareness of UA and EAI.

And we remain available to provide support to other initiatives elsewhere. This, in part, is what the UA Ambassador program is for.

Partnerships

Besides the local initiatives, the UASG is actively looking at partnerships with the M3WAAG who have some very interesting and potent email software and service operators. For many, EAI was a new idea.

We're also looking to determine if there's a good opportunity to work with the W3C and we continue to try to engage with ISOC and their chapters as well as the ALSs.

UASG@ICANN61

The UASG will be holding a full-day [workshop](#) during the ICANN61 meeting in Puerto Rico on Saturday, the 10th of March.

Core topics include:

- Reviewing the Communications Strategy
- A detailed look at EAI
- Reviewing local initiatives and partnerships
- Getting an update from ICANN-IT
- Looking at succession planning as several of our executive are entering their final

year of participation due to term limits in our charter.

We'll also have a [public update](#) where a panel will talk about what we've done and why they're involved

And we have sessions with the GAC, ccNSO, RyRgs, TheDNA and others.

Going Forward...

Social Media Linkification Report

We're expecting this to be published early in the first quarter of 2018

EAI Evaluation

We expect the first phase of the EAI Evaluation effort to also be completed early in the 2nd quarter. There will be community consultation on the criteria for evaluation and success as well as the criteria for inclusion in the evaluation.

Programming Language Library Evaluation, Remediation and Publishing.

This has been a difficult project to address because there's so much uncertainty. We expect to have the first efforts underway early in the second quarter. That will provide us with a clearer idea of just how big an issue it is.

IAMAI – India Workshops

We're working with IAMAI in India to support some regional workshops in each language community to encourage development in Indic languages, taking into account the issues around UA and EAI.

CNNIC and MIIT in China

The UASG is actively working to grow awareness of UA and EAI in China. These will



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result in UA and EAI being part of regional roadshows throughout China.

UASG Administration

We expect to increase our dedicated marketing resources early in the 2nd quarter and we'll do something for some committed software skills too.

We've also set up our mail service, @uasg.tech, with an operator who can support EAI, something our website developer and hosting provider didn't offer.