**What is Universal Acceptance?**

Universal Acceptance (UA) is a best practice that ensures all domain names and email addresses work with all applications. Right now, all domains are not treated equally because many organizations have not updated their systems to keep pace with the evolving domain name and email addresses.

Systems that are not updated will not be able to accept the new domain names and associated email addresses, which can now be in Internet users’ native languages (.संगठन,. онлайн, .شبكة, .世界, etc.) or better reflect their sense of identity (.PHOTOGRAPHY, .PARIS, etc.).

UA provides a gateway to the next billion Internet users, helps organizations better serve their audiences and increases revenue potential for businesses.

**Why is lack of UA a problem?**

Since its inception, the Domain Name System (DNS) has expanded to include more than 1,500 top-level domain names (TLDs), with varying character length and scripts available to choose from; however, many applications are using rules created decades ago which don’t recognize these newer TLDs. This means Internet users who want to use an email address in their native language or one with a TLD that’s longer than two or three ASCII characters to match their identity will risk experiencing a denial of service. This denial can happen for everything, from online retail to travel to banking to social media communities and everything in between. Denials of service create frustration for users who can’t gain access with their viable email address, and they prevent organizations from reaching their full audience.

UA is the key to making the Internet accessible and inclusive of the next billion users, most of whom likely won’t speak or understand English. Beyond non-English speakers, UA is vital to giving all Internet users freedom to choose their online identities without restrictions of traditional domain names.

**What is the impact?**

There are cultural, social and economic implications to achieving UA. Internet end users benefit from experiencing the full Internet in whatever online identity they’ve chosen; domain name and website owners benefit from being able to express unique brand, national and cultural identities; companies benefit from being able to reach their full, potential customer base.

[By 2022 an additional 1.4 billion people](https://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/white-paper-c11-741490.html) will come online expecting to use the Internet with domains in their local language and appropriate to their identity. Without UA, every user who wants to use a top-level domain name or associated email address that’s longer than the standard two or three ASCII characters will not have complete access to the Internet. For companies who do business online, lack of UA has the potential to prevent them from realizing [$9.8 billion USD](https://uasg.tech/whitepaper/), which is a conservative estimate of total market potential revenue per year.

This is such an important issue that the world’s leading technology companies, such as Apple, GoDaddy, Google, ICANN, CNNIC, THNIC, XgenPlus, Microsoft and Verisign, are devoting time, resources and technical expertise to helping companies become UA-ready.

**What are the benefits of becoming UA ready?**

Universal Acceptance is essential for the continued expansion of the Internet. We see three core benefits of UA-readiness:

1. **Enablement for culture, society and economics:** UA provides a gateway to the next billion Internet users, as it enables government and societies to better serve their populations through the use of an increasing number of new Internet domains and non-Latin based, language-specific domain names (.संगठन,. онлайн, .شبكة, .世界, etc.) . In addition, with over a thousand new top-level domain names in use, people are choosing domain names that better reflect their identities – photographers may choose a name in .photography, lawyers in .lawyer., or pharmacies in .pharmacy, etc.
2. **Better user experience:** UA-ready websites, applications and services lead to better user experiences. Email addresses in any language, on any top-level domain are more likely to reach their destination and not bounce. It also allows customers with any TLD to more successfully use sites and forms.
3. **Future-proofed Internet systems**: To excel in the long run, businesses need to ensure their systems work with the common infrastructure of the Internet – the Domain Name System. When businesses are UA-ready, it means that their systems and services will work harmoniously with the continuously expanding domain name space, which will help set those organizations up for future opportunities and success by supporting their customers to use their own chosen identities.

**Will non-UA-readiness result in websites, apps, etc. not working for some users?**

Yes, websites, apps, etc. that are not UA-ready will not work for people who want to use the new domain names and email addresses. When companies analyze why people fail to convert on a website or application when they enter in their personal details, UA-compliance issues could be the reason. For people using domain names in their native languages and/or some of the new TLDs, many websites are not recognizing them as valid addresses and people cannot complete their transactions.

**How can companies get started to make their systems UA-ready?**

Many forward-thinking companies see the benefits of becoming UA-ready and already have efforts underway. It is important to note that becoming UA-ready does not need to be a separate or lengthy project; this “bug fix” can be integrated into normal, ongoing maintenance that companies undertake to ensure their systems are current. We’ve created various UA-ready guides and insights to help CIOs and developers understand the basic tenets of UA and learn practical tips, which can be found at [www.uasg.tech/documents](http://www.uasg.tech/documents).

**Which companies are working towards becoming UA-ready?**

In the past few years, we’ve seen many companies take steps to one day become UA-ready, such as Apple, Google and Microsoft.

**What is the UASG?**

The UASG is the Universal Acceptance Steering Group. It was founded in February 2015 and tasked with undertaking activities that will effectively promote the Universal Acceptance of all valid domain names and email addresses. The group is made up of representatives from more than 120 companies (including Afilias, Apple, CNNIC, Eco, i2 Coalition, ICANN, Google, Microsoft, NIXI, THNIC, XgenPlus, Verisign and Yandex), governments and community groups.

**Has the UASG developed test cases?**

We have created test domains, built landing pages and developed a list of email addresses that companies can use with their systems to see if they are accepted. These include ASCII Local Part (Info1@ua-test.link, info2@ua-test.technology, info4@ua-test.世界 , ار-القبواللعالمي.top, etc.) and Unicode Local Part (测试5@普遍接受-测试.世界, 测试4@ua-test.世界, etc.). Full test materials are available in “Use Cases for UA Readiness Evaluation,” which can be downloaded at [www.uasg.tech/documents](http://www.uasg.tech/documents).

**What can I do if I find an application or webpage that is not UA-ready?**

Make us aware by submitting a ticket to our Global Support Centre. A Global Support Analyst will follow-up with a ticket number and resolution steps. We can’t promise resolution of all instances, but we will pursue them and keep track of them <https://uasg.tech/global-support-centre/>.

**How can I become part of the UASG and be kept apprised of new developments?**

We welcome your support and engagement. Get in touch with us, here: <https://uasg.tech/contact/>, and connect with us on social media, including [Twitter](https://twitter.com/uasgtech?lang=en), [LinkedIn](https://www.linkedin.com/company/uasgtech) and [Facebook](https://www.facebook.com/uasgtech/).