



Work Item: Explainer videos - Content for communications channels

Ver.: 2022-12-08

Purpose

The work item is to develop and produce videos to explain Universal Acceptance issues in a short, meaningful, educational and engaging way and should be based on [UASG training materials](#). These videos will be used for UA promotion and awareness raising activities of UASG.

- Group proposing the work item: UA Communications Working Group
- Reference to the Action plan: FY22
- Reference to work item(s): C2

Description of Work

This work aims to produce three short videos, with a mix of recorded and animated format, each 3-5 minutes in length, in English with subtitles in six UN official languages. The videos should use the same template and branding. The videos will be on the following topics:

- 1. Introduction to UA** (what is UA, why it is important and how does it serve as a public good)
Audience: Policymakers, Business, Digital transformation leads, General public.
- 2. Configuring email systems to support EAI.**
Audience: decision makers about organizations' external communication, Email and system administrators; Email service providers; Software developers; Marketing professionals.
- 3. How to make UA-ready applications.**
Audience: Software analysts, Applications (incl. mobile and web) developers; Technology enablers; Standards organizations (W3c, etc); Open source communities; Business management (decision makers who task developers).

General approach for all three videos:

ONE clear message in one video.

NO repeating, this is a series of videos. Each video must focus on its own topic in order to deliver a clear message.

BE sensitive to translation in all the videos and using Acronyms (IDN, EAI, gTLDs, etc.).

Some videos can be more than 5 minutes. For instance, showing the EAI story in scenario 2 may take more than 5 minutes. This could be extended to 10-minute video, or could be done in two parts of 5 minutes each. It's important to keep a time limit, but it should be ensured that the video provides a good explainer script for images and voice over.



For technical videos (scenarios 2 and 3), the video must clearly state what the audience will be able to do after watching the video. Although it should break it down to all ease of learning and not to put too many things/details in one video.

Each video should include information on some resources that can be used by the audience after watching the video, to visit and learn more on UA aspects (e.g. different programming languages, platforms and libraries, etc.) mentioned in the video.

When published on the UASG communication channels, it should be given room for feedback on the videos.

Here is the detailed list of topics to be covered in each video.

Scenario 1. Introduction to UA (including EAI), and why it is important.

(EAI term will be anonymized or used without over-explaining.)

Tentative time	Description	Resource materials	References
	KEY AUDIENCE - non-technical: policymakers, business, digital transformation leads, general public - to touch them and encourage them to implement UA.		
10-15 sec	I. INTRODUCTION Short general introduction on UA concept all domains all emails all applications Definition - Universal Acceptance is the state in which all valid domain names and email addresses work in all software applications. (Repeating at the beginning of each video but not 100% identical)		https://uasg.tech/download/uasg-005-ua-quick-guide-en/ UASG038 UA Messaging for Social Relevancy, Business Opportunities and Career Opportunities



<p>3 min</p> <p>100-200 words per 1 min</p>	<p>II. MAIN MESSAGE</p> <p><u>1. The Internet has evolved</u>, with billions of users from around the world currently using it. The digital transformation process is ongoing and now getting online is essential.</p> <p>The Internet has become a part of people's lives and evolved from being based on English (ASCII) characters and becoming multilingual (Unicode).</p> <p>As of 2022, there are 26 unique scripts covering more than 386 languages that are supported in the DNS.</p> <p>While only about 5% of the world's population speaks English as a first language*, the next billion Internet users are expected to come from non-English speaking regions. [show numbers on the map] https://www.visualcapitalist.com/the-next-billion-internet-users-worldwide/</p> <p>(Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages and can send and receive emails with internationalized email addresses.)</p> <p><u>2. More people, more interests and more languages on the Internet*</u> - <u>since 2009 domain name landscape has changed:</u></p> <ul style="list-style-type: none"> - IDN ccTLDs were implemented first. - New gTLDs: ASCII short and long and IDNs; emails addresses based on these domain names also emerged. (e.g. .africa, .capetown, .durban, as an example to cover geographies and governments.) <p>Domain names and email addresses categories required to be recognized by software applications for UA compliance:</p> <ul style="list-style-type: none"> -short TLD -long TLD -IDNs 	<p>*https://www.babbel.com/en/magazine/how-many-people-speak-english-and-where-is-it-spoken</p>	<p>Thai videos - https://www.youtube.com/watch?v=39Mb1b2PIS4</p> <p>https://www.youtube.com/watch?v=c_oICbSfLA8&ab_channel=EUregistry</p> <p>CENTR DNS https://www.youtube.com/watch?v=kVwKDq-qUwY&t=48s&ab_channel=CENTRDNS</p> <p>All these videos, including Any related ccNSO and gNSO videos, can be configured as a next video after three scenarios are shown.</p>
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	<p>-email address examples incorporating these domain names = Internationalized Email Addresses (known as EAI) (e.g., Unicode in mailbox, IDNs, RTL and LTR scripts)</p> <p><i>3. Show several <u>examples of positive user experience in using local language on the Internet and what UA problem is connected with it</u> (UA possibilities vs UA challenges):</i></p> <ol style="list-style-type: none">1. Digital transformation projects in different regions and industries.2. More people are getting online and are connected to more services, including e-government, so UA is a necessary aspect of such online services and projects.3. Pandemic-related information addressed in English and with English content only (related to: governments, local citizens or academia).4. Websites with no local content and no local script in their URL.5. Enabling easier and meaningful access to local-content with domain names in local languages on the Internet: government, e-commerce and education websites.<ol style="list-style-type: none">a. Issue: Web content in non-English characters is using ASCII domain names. (e.g. Arabic domain name for Arabic content.)b. Issue: A user is searching for local content and has problems connecting via ASCII URL.c. Issue: A user is looking for local news or local content and cannot find the appropriate link in their language.d. Issue: A user wants to send an email to another user using an internationalized email address, e.g., in Arabic.6. Any online service builds communication with its customers, but it may lose customers if it isn't presented in local language and doesn't accept EAI local script email addresses.		
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	<ul style="list-style-type: none"> a. Issue: <i>a user cannot type their email on a website in registration or subscription forms and the owners are losing their clients.</i> b. <i>Global companies should have websites/services/applications in different languages (checked by local IP address) + IDNs in different languages.</i> <p>7. IDNs are not supported well in some software.</p> <ul style="list-style-type: none"> a. Issue: <i>A business issues ads in social media with an IDN address, but can't make a post or comment with IDNs on that website, as it will be displayed in punycode; the same in browsers.</i> <p>8. Messengers and office software may not recognize IDNs and EAI to make linkification (to check with legal)</p> <p>9. Emails can be created in native languages: writing the subject and text in the local language, but not email addresses themselves. Users face problems with creating/sending/receiving EAI emails.</p> <ul style="list-style-type: none"> a. Issue: <i>a user is trying to create an EAI email account to send-receive messages using EAI address; choosing Recipient EAI address.</i> <p><i>In addition to email addresses in UASG004, the vendor can still come up with catchy domain name and email address examples. (Some real email examples from the industry may also be provided to the vendor if needed.)</i></p> <p>Show the language diversity (without making a mess using several example emails).</p> <p>Following Chinese Domain Names and Emails are recommended to be used in the video: 腾讯. 中国”, ” 社会科学网. 网络”, ” 汉唐集团. 公司”, and email addresses: 中文邮@互联网. 公司, 中文邮@互联网. 中国.</p>		
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	As for email address, “中文邮@互联网. 公司”, “中文邮@互联网. 中国”		
30-45 sec	III. MAIN MESSAGE SUMMARY <ol style="list-style-type: none">1. UA is a part of digital Inclusion.2. UA is one of the keys to a multilingual Internet.3. People still can't express themselves in their native languages on the Internet during their entire experience.4. There is Lack of UA support.) Message: We are looking for a truly multilingual Internet, where everyone in this global Internet can		Ref4#: (UA Readiness Report 2021, https://uasg.tech/wp-content/uploads/2021/09/UA-Readiness-Report-FY21.pdf)



<p>find themselves with their own identity, language and script for their chosen domain name and e-mail address. Our vision is having all the software infrastructure ready for the next billion users.</p> <p>Call to action(s): Universal Acceptance can only be achieved with the joint work, efforts and contributions of all stakeholders, so we should all be involved.</p> <p>The UASG is working on these issues and we invite you to join the UASG community and make your contribution to this global effort!</p> <p>If you are a government policy maker -></p> <ul style="list-style-type: none">→ You can work on drafting policies to support UA requirements, enabling the usage of your official language on the Internet and better reaching your citizens;→ You can include UA requirements in procurement policies and lead by example, to motivate local suppliers and developers to code e-government services which are UA-Ready. <p>If you are from business community -></p> <ul style="list-style-type: none">→ You can make your own systems UA-Ready to reach more customers using their local languages.→ Become ready to serve the next billion Internet users, your new customers. <p>If you are a developer or a DevOps engineer -></p> <ul style="list-style-type: none">→ You can make your software product UA-Ready and globally competitive.→ You can acquire new skills.→ You can learn more from our other videos on how to fix gaps in the technology stack and make your software products UA-Ready. <p>If you are from language community - ></p> <ul style="list-style-type: none">- You can help share UA awareness among your language community.		
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	<ul style="list-style-type: none"> - You can reach out to your software providers to motivate them to implement UA for the benefit of your language community. <p>(UA Messaging for formulating the call for action:</p> <ul style="list-style-type: none"> • Social Relevance • Career Opportunity • Business Opportunity) <p>If you just want to be a part of the process to make the future truly multilingual Internet -> Everyone should care - Join the UA global initiative!</p> <p>One slide: How to start engaging with us?</p> <ul style="list-style-type: none"> - Learn more by following the UASG social media, our website, joining the UA discussion lists. - Contribute to the UASG global work by joining its Working Groups. 		
3-4 sec	<p>IV. FINAL SCREEN</p> <p>Some catchy slogan at the end of each video (one repeating or three different slogans)</p> <p>Examples (TBD with poducers):</p> <p>ACHIEVE UNIVERSAL ACCEPTANCE - MAKE INTERNET INCLUSIVE FOR ALL</p> <p>LOOKING FOR THE FUTURE INTERNET!</p> <p>Multilingual Internet - the key to cultural Inclusion and confidence.</p> <p>UA is a bridge of the future Internet.</p> <p>(connected with global relevance, UASG hashtags, future when UA is achieved)</p> <p>#Internet4All #UASGTech</p>		



	Glossary Link Generic FAQ Link		
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Scenario 2. Configuring email systems to support EAI.

Tentative time	Description	Resource materials	References
	<p>KEY AUDIENCE - Technical: Email and System Administrators/DevOps; Email service providers; Software developers.</p>		
10 sec	<p>I. INTRODUCTION UA and EAI concept introduction (10 sec.)</p> <p>Definition: Universal Acceptance is the state in which all valid domain names and email addresses are accepted, validated, stored, processed, and displayed correctly and consistently by all Internet-enabled applications, devices and systems.</p> <p>(Definition: Universal Acceptance is a foundational requirement for a truly multilingual Internet, one in which users around the world can navigate entirely in local languages and can send and receive emails with internationalized email addresses.)</p> <p>The introduction is repeating/similar but not identical in all three videos: this one has an EAI focus.</p>		
5-10 min	<p>II. MAIN MESSAGE</p> <p><u>1. Explaining the importance of EAI readiness (30 sec)</u> <u>About Email and its popularity:</u></p> <ul style="list-style-type: none"> - Emails are the most used applications worldwide. - [Number of emails sent and received daily/hourly around the world.] <p>(https://www.radicati.com/wp/wp-content/uploads/2021/Email_Statistics_Report_2021-2025_Executive_Summary.pdf)</p>	<p>https://uasg.tech/download/uasg-019b-email-address-internationalization-technical-perspective-en/?wpdmdl=3664&refresh</p>	



	<ul style="list-style-type: none"> - Digital transformation processes around the world have increased, and many online applications with registration and subscription forms exist now. (Email is a tool for identification of users online.) - Now there are users with modern email addresses which include both Unicode and ASCII addresses and they should be well supported. These addresses, and the modern systems which support them, are called “EAI”. - Present stats about English speaking users vs non-english speaking users on the Internet. (https://www.statista.com/statistics/262946/share-of-the-most-common-languages-on-the-internet/) - Web content is currently 50% English and 50% non-English, but tends towards becoming 75% non-English and 25% English. (https://lemongrad.com/english-language-statistics/) - <i>in a short way, not to repeat the Scenario 1</i> <p>However, we have a lack of EAI support at the moment. [Short statistics about lack of EAI support currently.] (https://uasg.tech/wp-content/uploads/2021/09/UA-Readiness-Report-FY21.pdf)</p> <p>Impact of lack of EAI support and how it affects the end user.</p> <p>Show bad user experience examples:</p> <ul style="list-style-type: none"> - Issue: A user wants to send an email to another user using an internationalized email address, e.g., in Arabic. - Issue: A user receives invalid email messages when filling registration/subscription forms on a website; this makes the user leave the website which doesn’t support EAI. <p><u>What is EAI (30 sec):</u> EAI is the protocol that allows the usage of email addresses with IDNs in the domain part and/or Unicode (non-ASCII) characters in the Local part of the Mailbox name.</p>	<p>=61a764094eab81638360073</p> <p>https://uasg.tech/download/uasg-014-quick-guide-to-email-address-internationalization-eai-en/?wpdmdl=3645&refresh=61a764233b11b1638360099</p>	
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	<p>https://uasg.tech/download/uasg-014-quick-guide-to-email-address-internationalization-eai-en/?wpdmdl=3645&refresh=61a764233b11b1638360099</p> <p>In simple words, EAI means using a local script for email addresses to be able to communicate with other global users.</p> <p>User experience with EAI should be the same as with ASCII mailboxes:</p> <ul style="list-style-type: none">- Step 1 - a user can create their mailbox in Unicode- Step 2 - a user can send to EAI email address- Step 3 - a user can receive email messages from EAI email address <p>All email addresses (showing different categories of email addresses) should be treated equally.</p> <p>EAI emails are in circulation and may be used by customers of your system.</p> <p><u>2. Showing how to make your mail system EAI-Ready and improve the user experience (3 min)</u></p> <p>In short: Explain a mail system structure: MTA, MDA, MSA, MUA [provide a visualization of a mail system structure].</p> <p>All components mentioned above should be interoperable and support UTF8/SMTPUTF8.</p> <p>There is software available that already supports EAI.</p> <p>https://uasg.tech/download/uasg-030a-eai-software-test-results-en/?wpdmdl=3701&refresh=61a763d14020c1638360017</p> <p>:</p> <p>List of open source mail software that is UA-Ready, e.g. Exim, Postfix, Roundcube, Courier, Throughwave</p> <p>List of proprietary mail software that is UA-Ready - e.g. Microsoft, Gmail, Apple, Xgen, Coremail</p> <p>(show on the screen without logos, just names)</p> <p><u>EAI Readiness in practice (show examples):</u></p> <p><u>Give examples:</u> Show how it works in reality with 2-3 well-known mail softwares (proprietary/open source). (See UASG030A).</p>		
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	<p>Pick from the following 15-45 second "scenes" to show user experience of email with various levels of EAI-readiness:</p> <p>EAI Readiness Levels are categorized as Silver, Gold and Platinum.</p> <p><i>(Silver: Email tool or system enables its users to process email messages from EAI mailboxes but does not host such mailboxes.</i></p> <p><i>Platinum: able to create and host EAI mailboxes, as well as send and receive with these email addresses by default.)</i></p> <p>Scene 1. non-EAI email. Show a user in a clearly non-ASCII culture and part of the world, e.g. Arabic. They want to use email, but ASCII email address (and domain name) is hard for them to read and type.</p> <p>Scene 2. the user uses an email address in their own language, and communicates with others in their own language.</p> <p>Scene 3. the user wants to communicate with company A, which does not support EAI. Company cannot reply to the email address because it is in the user's language.</p> <p>Scene 4. User wants to communicate with company B, which supports Silver level email. Company B email address is in ASCII, but the company can reply to the user email address in user's language.</p> <p>Scene 5. User wants to communicate with company C, which supports Platinum level email. Company C email address is in the user's own language. It is easy for users to remember and type in Company C's email address.</p> <p><u>UA compliant software examples:</u> Email environments (server or client) - Microsoft Exchange since 2016, Microsoft Outlook since 2016, Xgen, Roundcube, Postfix, etc...</p>		
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	<p>EAI functionality based on "EAI Self Certification guide": (Silver, Gold, Platinum)</p> <p>Display:</p> <ul style="list-style-type: none">- A user can process messages from EAI mailboxes- Mail User Agent (MUA) or Mail Client "displays" messages from EAI mailboxes- The client accepts messages containing UTF8 content from an EAI compatible MDA- Hosting functionality for internationalized mailboxes is enabled [to the user and administrator]- Documentation clearly explains how to set up, use and manage <p><u>3. Learn more about EAI compliance (15 sec):</u></p> <p>Reference documents to be shown:</p> <p>Tech WG code samples - take it and use on your PC (be available in 2022 when the video is being made.</p> <p>Considerations on naming of internationalized email addresses (https://uasg.tech/download/uasg-028-considerations-for-naming-internationalized-email-mailboxes-en/?wpdmdl=3687&refresh=61a763e7ea1bb1638360039) - follow the advice</p> <p>RFCs (https://uasg.tech/download/uasg-006-relevant-rfcs-en/) - be comply with the standards</p> <p>Training materials (https://community.icann.org/download/attachments/132940436/Setting%20up%20Email%20Server%20with%20EAI%20Support%20v1.4.pdf?version=1&modificationDate=1587295691000&api=v2) - learn in detail how to configure EAI mail systems</p> <p>Testing emails (https://uasg.tech/download/uasg-004-use-cases-for-ua-readiness-evaluation-en/) - use for your testing purposes</p> <p>Display:</p>		
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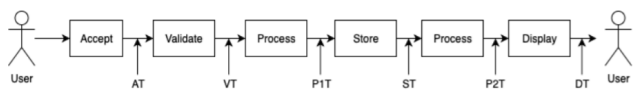
	Visit the UASG website for more - https://uasg.tech		
20-30 sec	<p>III. MAIN MESSAGE SUMMARY</p> <p>All mail services and mail software should be UA-Ready in order to bring benefits for end users from all around the world.</p> <p>So that current users of EAI email addresses and the next billion Internet users can use emails in their native languages for correspondence with work colleagues, friends and to use local digital services.</p> <p>CALL TO ACTION:</p> <ul style="list-style-type: none"> - Check the UA-Readiness of your products - Update existing mail systems - Create new systems as EAI ready <p>Help support Unicode and further develop a truly multilingual and interoperable Internet based on common standards!</p>		
3-4 sec	<p>IV. FINAL SCREEN</p> <p>Some catchy slogans at the end of each video (one repeating or three different slogans).</p> <p>Examples (TBD with producers):</p> <p>MAKE YOUR MAIL SYSTEM CONNECTED TO THE FUTURE</p> <p>(connected with global relevance, UASG hashtags, future when UA is achieved)</p> <p>#Internet4All #UASGTech</p> <p>Glossary Link to be added at the end of the video.</p>		

Scenario 3. How to make UA-ready applications.



Tentative time	Description	Resource materials	References
	<p>KEY AUDIENCE - technical: applications (incl. mobile and web) developers; technology enablers; Standards Organizations (W3C, etc); open source communities; Business managers (decision makers who task developers).</p>		
10 sec	<p>I.INTRODUCTION UA concept introduction</p> <p>(Definition: Universal Acceptance is the state in which all valid domain names and email addresses are accepted, validated, stored, processed, and displayed correctly and consistently by all Internet-enabled applications, devices and systems.)</p> <p>The introduction is repeating/similar but not identical totally in all three videos - this part has an UA-Readiness in applications focus.</p>		
3-4 min	<p>II. MAIN MESSAGE</p> <p><u>1.Introduction to UA issue: (15 sec)</u></p> <p>In short - The domain name landscape has extended to new gTLDs, IDNs, EAI (not to repeat much of Video 1). Not all current APIs are compliant with UA.</p> <p><i>Show bad user experience examples:</i></p> <ul style="list-style-type: none"> - Long New ASCII gTLDs not supported correctly, as well as IDNs - EAI addresses exist but can't be processed correctly. - APIs are not compliant with the IDNA protocol and the UA more broadly. <p><u>UA-Readiness of an application means: (30 sec)</u></p> <p>Software is made up of different components, such as operating systems, languages, libraries and frameworks, databases and utilities .</p>	<p>https://uasg.tech/download/uasg-026-ua-readiness-framework-en</p> <p>https://uasg.tech/document-hub/</p>	



	<p>These software components work on different hardware including mobile phones, tablets and PCs to deliver functionalities that the end-user desires.</p> <p>List categories of software: browsers, databases, etc. (See the list at UASG034 Page 8, and UASG037 and UASG018A documents.)</p> <p>If we have the time, give one example for each, for instance, Windows, Java, ICU, Spring, MySql and Punycode converters.</p> <p>All these applications, as well as all devices and systems, should be able to accept, validate, process, store and display all domain names and email addresses, including those based on IDNs and the new long gTLDs, correctly.</p> <p><i>Explain each of 5 criteria in detail, showing functional and disfunctional processes.:</i></p> <p>Accept, Validate, Process, Store, Display and how they can be checked in different components of a software</p>  <p>Modify the diagram so that: from API to API instead of from user to user as stated in UASG026.</p> <p>All these components should be UA-Ready.</p> <p><u>3. How to fix it - some advice for developers: (2-3 min)</u></p> <p>Many applications use libraries but for mostly historical reasons, the original developers are not ready to develop UA-readiness or switch to newer, UA-compatible components.</p> <p>UASG has minimal viable products (MVPs) - Code snippets at https://github.com/icann/ua-code-samples in several programming languages using some libraries, as example code and best practice for developers to follow in their own work.</p>		
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	<p>If you develop an mail API, it should be able to accept all domain names and emails.</p> <p>APIs should be compliant with IDNA 2008 (RFC 5895). All standards are in place.</p> <p>In every application, all 5 UA criteria should be implemented.</p> <p>Implementation can be done in a phased approach by incorporating it into IT-related schedules and plans. For example, usually the first step is supporting new long and short ASCII-based TLDs, and checking TLDs based on a dynamic list of active TLDs. Supporting IDNs and EAI can come at the next phases. (See ICANN's UA case study)</p> <p><u>UA compliant software examples:</u></p> <p>[This needs to be compiled from existing sources and community experience]</p> <p>Email environments (server or client) - Microsoft Exchange since 2016, Microsoft Outlook since 2016, Xgen, Roundcube, Postfix, etc...</p> <p>(There can be restrictions on Youtube on using logos of some companies/products. <i>Contractor is asked if we can use the logos of well-known UA compliant companies.</i></p> <p><i>Guidelines for using Logo:</i> Microsoft: https://www.microsoft.com/en-us/legal/intellectualproperty/Trademarks/ Apple: https://www.apple.com/legal/intellectual-property/guidelinesfor3rdparties.html Gmail/Google: https://about.google/brand-resource-center/guidance/entertainment/)</p> <p>4. <u>Resources for additional knowledge (10-15 sec)</u></p> <p>Visit the UASG website for more details:</p> <p>Search for documents for application developers with tag #Technical</p>		
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<p>30 sec</p>	<p>III. MAIN MESSAGE SUMMARY</p> <p>Increase your market share through supporting the next billion Internet users so they can use their native language to go online.</p> <p>Increase the base of your customers by supporting existing new gTLD, IDNs and EAI addresses.</p> <p>Internationalization/localization of online products for new geographical regions/local markets.</p> <p>Leading companies in the digital sector are moving forward to support UA, all existing domains and emails.</p> <p>Help develop a truly multilingual and interoperable Internet based on common standards!</p> <p>CALL TO ACTION:</p> <ul style="list-style-type: none"> - Update existing and create new systems as UA-ready, being ready for the future. - Add new features for your products. - Make your products more localized and ready for local markets. - Develop new skills. <p>(UA Messaging for formulating the call for action:</p> <ul style="list-style-type: none"> • Social Relevance • Career Opportunity • Business Opportunity 		
<p>3-4 sec</p>	<p>IV. FINAL SCREEN</p> <p>Some catchy slogans at the end of each video (one repeating or three different slogans).</p> <p>Examples (TBD with producers):</p> <p>MAKE YOUR PRODUCT READY FOR THE FUTURE</p> <p>Future-proof Your Product! #MyInternetMyScript</p> <p>(connected with global relevance, UASG hashtags, future when UA is achieved)</p>		<p>We could also use a quote from UNESCO (https://en.unesco.org/internationalized-domain-names): UNESCO strongly advocates for a multilingual Internet that contributes to</p>



	#Internet4All #UASGTech Glossary Link to be added at the end of the video.		universal access to information and knowledge, as well as cultural diversity in cyberspace.
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Deliverables

Provide an itemized list of the complete set of deliverables expected from this work item. A tentative timeline for deliverables can also be optionally provided. This will be used as part of the contract.

- A. Script with a detailed text, story and storyboards **for the first scenario**, including creative slogans, for review and feedback from the community and ICANN org (on both communications and legal aspects) (within two weeks of executing the contract)
- B. The format of **the first scenario**, using the approved UASG branding and logo style, for input and feedback from (within two weeks of executing the contract).
- C. Script with a detailed text, story and storyboards **for the second and third scenario**, including creative slogans, for review and feedback from the community and ICANN org (on both communications and legal aspects) (within five weeks of executing the contract)
- D. The format of the **second and third scenario**, using the approved UASG branding and logo style, for input and feedback from (within five weeks of executing the contract).
- E. Draft videos for review and feedback by ICANN org on the content of the **three scenarios**. (Within two months of executing the contract.)
- F. Final videos on **three scenarios** focusing on the following topics incorporating all the feedback from the community and ICANN org (on both communications and legal aspects) (within three months of executing the contract):
 - 1. Introduction to UA and why it is important.
 - 2. Configuring email systems to support EAI.
 - 3. How to make UA-ready applications.
- G. Final revisions on three scenarios for ICANN org sign off.
- H. Final distribution-ready video files (for three scenarios) with English sound-track. Video components ready for translation (e.g. a video with music and sound effects but with no English narration, ready to add in narration in other languages.)



Timeline

- Tentative start date: Date of signing of the contract.
- Tentative end date: Three months after contract signing.

History (if any)

There is no reference to any previous work item.

Proposal Submission

The proposal should be submitted to: UAProgram@icann.org before the submission due date.

The proposal should include the relevant expertise and experience of the contractor, the proposed methodology for conducting the work, an overall plan of work with estimated timeline for the intermediate and final deliverables. It is suggested to include examples of the past videos produced where possible.

The proposal should also include the total project cost or at least Not To Exceed (NTE) cost for each video. The contractor shall inform in the proposal on any specifications of work procedures on deliverables that can apply to this scope of work (such as number of revisions of produced videos, expected timelines, etc.).

Conflict of Interest

To help avoid any perceived or actual conflict of interest (COI), UASG leaders, UASG Ambassadors, members holding working group's leadership positions in the UASG, and any organization(s) affiliated with individuals in these UASG roles, are prohibited from participating in the SOW. In addition, ICANN org COI applies.

References and Resources

The contractor should review the UASG published documents inventory available in the UASG website: www.uasg.tech.

Some resources*:

Current World Population: <https://www.worldometers.info/world-population/> (2021)

• Global Internet Users: <https://www.internetlivestats.com/internet-users/> (2021)

• 92% of the internet's web pages are published in just 12 languages:
https://w3techs.com/technologies/overview/content_language (2021)

• English is used by 60.5% of all websites:
https://w3techs.com/technologies/overview/content_language (2021)

• How many languages are there in the world?
<https://www.ethnologue.com/guides/how-many-languages> (2020)

• Where Will the Next Big Wave of Internet Users Come From?



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<https://media.bain.com/next-billion-internet-users/index.html> (2017)

© Universal Acceptance of Internet Domain Names is a USD 9.8 Billion Opportunity:

<https://uasg.tech/2017/04/universal-acceptance-internet-domain-names-usd-9-8-billion-opportunity-new-study-shows/> (2017)

Universal Acceptance Steering Group

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