

ICANN 2022 ccTLD UA readiness survey

Universal Acceptance (UA) is cornerstone to a digitally inclusive and multilingual Internet, ensuring all valid domain names and email addresses – regardless of language, script, or character length

63 ccTLD managers representing 75 ccTLDs, which is 25 percent of the total number of ccTLDs delegated (309)

Definition used in survey: **UA-readiness means** all software applications (including, for example, email and webforms) accept, validate, process, store, and display correctly and consistently for all valid domain names and email addresses (using short or long new TLDs and IDNs).

Definition in UASG Report 2024:

Universal Acceptance (UA) is the state in which all valid domain names and email addresses, including IDNs and long TLDs, are accepted and treated consistently by all software and applications. Achieving UA ensures that Internet users can effectively navigate and communicate online using a chosen domain name and email address that best aligns with their interests, business, culture, language, and script.

Most of the **ccTLD** managers who responded to the survey **are UA-ready (31%) or partially UA-ready (69%)**.

Motivators to become UA-ready were

- more customers -> increased number of registrations
- To get more international customers
- To be more competitive
- Implement UA before next round (SubPro)
- respond to customer needs
- support local language communities
- Role model for local stakeholders
- Stay compatible with recent standards

Barriers for UA readiness

In order of responses

- Other priorities (58%)
- No need to support UA readiness (30%)
- Lack of UA technical expertise (26%)
- Critical 3rd Party supporting services not UA ready, so not started (15%)
- Critical 3rd party vendor is not UA ready, but systems are (11%)
- Other (15%):
 - Lack of demand
 - Political situation in region

- No trust in open sources
- Maintenance of EAI servers more manpower

Promotion and Collaboration

Promotion UA updates with stakeholders, including registrars, resellers, ISPs, web hosting providers, and customers (26%).

The promoting activities includes:

1. Organizing UA training, webinars, hackathons
2. Offer marketing campaigns for IDNs
3. Release advertisements about IDNs and UA

Collaboration with other ccTLDs at regionally or globally to promote UA (19%)

UASG Readiness survey 2024

UASG conducted a survey of UA experts from the DNS industry to obtain their preliminary views towards identifying the main bottlenecks and opportunities to address and close existing UA gaps. The survey was sent to 69 individuals, resulting in a response rate of 50.7%. 35 people completed and returned the survey.

Main benefits of UA are seen as:

1. an inclusive Internet, improved cultural diversity at 83%,
2. user benefit of empowering individuals to use their own language at 46%.
3. Indirect benefits on businesses and products also have a significant impact with 34%.
4. Expanding the reach of online services and businesses globally, UA is seen as an opportunity for companies to engage with a broader audience through UA-supported tools and services and potentially increase global economic opportunities.

impediments to achieving UA,

1. technical limitations,
2. software issues,
3. a lack of awareness and education,
4. resistance from companies,
5. third-party dependencies, and
6. policy-related hurdles.

Motivator for IDNs (2024 IDN World Report)

- 43% of registries consider IDNs to be either ‘important’ or ‘very important’ to **improve internet accessibility for local native language speakers** (sample: 37 registries).
- the **concept of Universal Acceptance to be the most important driver for IDN uptake**. They consider it to be more important than end-user awareness of IDNs. Critical importance of addressing this technical challenge to enable the true potential of IDNs.

IDN registration trends

IDN World Report 2024

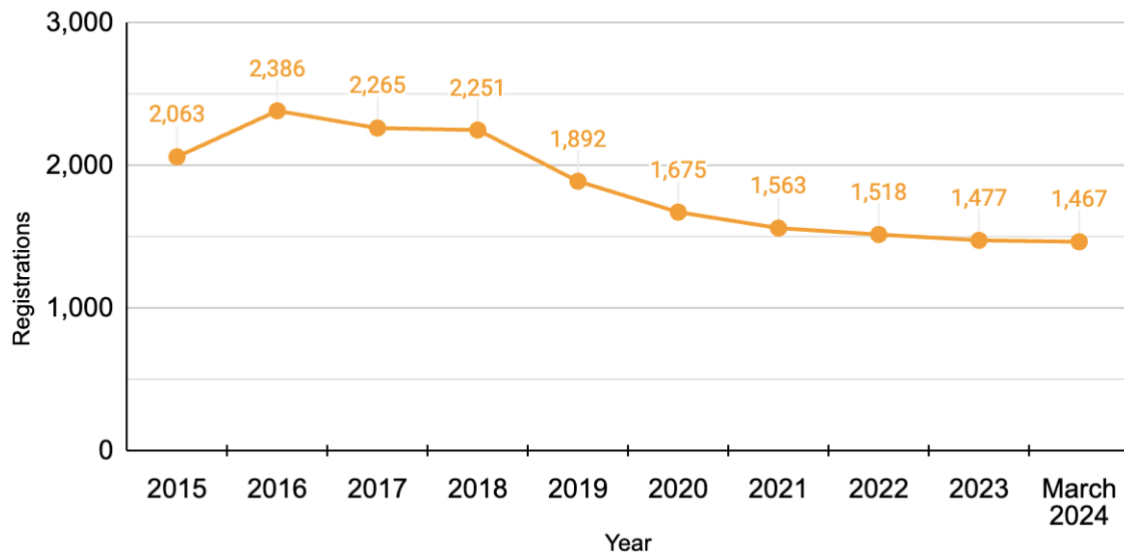
- Based on available data, there are an estimated 4.4 million second level IDNs globally (likely more) , 69% of which are under ccTLDs. IDNs represents around 1.2% of the global domain name market.
- Among ccTLDs, largest holdings are found under .ph (769K), .de (648K), .cn (537K), .中国 (164K) and .jp (85K).
- While several ccTLDs (.ph, .vn, .hk) saw strong growth in IDN registrations over 2023, most barely grew at all. For 19 ccTLDs, total IDN registrations contracted over the year. Median growth over the year was recorded at 0.6% (sample: 41 ccTLDs)
- gTLDs with the largest number of IDN registrations are .com, .net, .top, .在线 (Chinese for .online) and .商标 (Chinese for .trademark)

IDN World Report 2023

- 84% ccTLDs support IDN registration with a further 1 registry in preparation to launch.
- There are an estimated 2.9 million IDN registrations under ccTLDs.
- Over the 12 months to January 2023, the median growth of IDN registrations under national ccTLDs was recorded at -0.1% (sample: 40 ccTLDs) which is a decline from the previous year’s growth of 2.5%.
- With an estimated 1.4 million IDN registrations under gTLDs, over the 12 months to January 2023, the median growth was recorded at 1.91%. (sample: 282 gTLDs)
- Latin is the most common script offered by ccTLDs in the sample set.

ICANN 2024 IDN Annual Report

IDN Registrations Trend Under gTLDs (in thousands)



ICANN 2022 Survey

Many ccTLDs offer **IDNs registration at the second level**: 56 out of 75 ccTLD for whom was responded.

Trends:

Registration Trend	Percentage	Summary of the answer to “What is the cause of the IDN registration trend?”
Growing	14 (25%)	<ul style="list-style-type: none"> ● The overall registration increases for both ASCII and IDNs. ● More information on IDNs becoming available. ● Businesses focus more on online marketing. ● Meeting the local needs
Stable	30 (55%)	<ul style="list-style-type: none"> ● Not sufficient support on application and services. ● Users are accustomed with ASCII domain names. ● Some promotion campaigns create more registrations but the trend is not growing due to low renewal rate and lack of confidence that IDN and EAI can be used universally. ● The market has reached the maturity point.

Decreasing 9 (16%)

- Lack of awareness of IDNs
- Not that useful. It cannot be used universally.
- No demand
- IDNs are not advertisable globally.

Unstable 2 (4%)

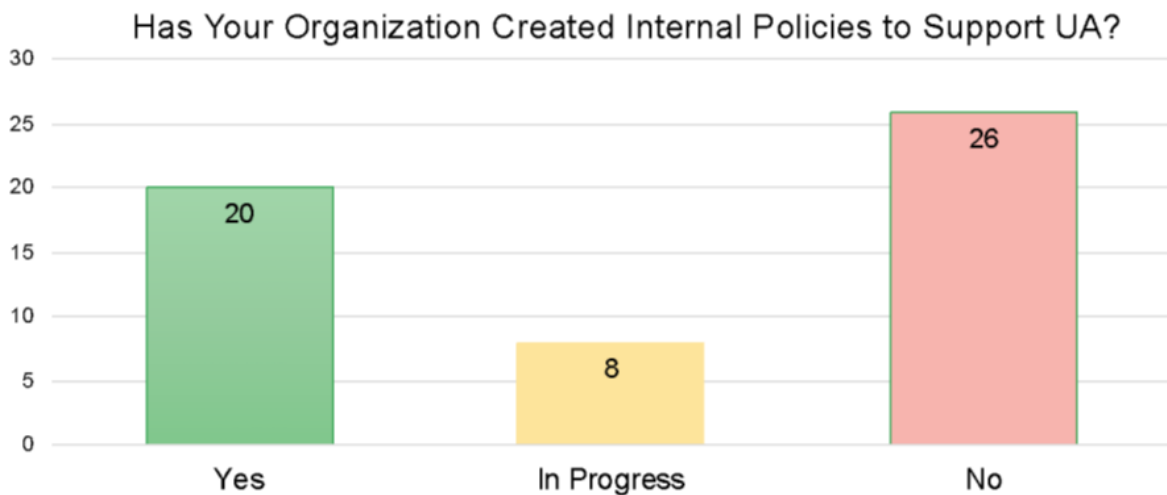
- Local political climate
- Though the use of local language in everyday life. Romanized script is used for official communications and

IDN World Report

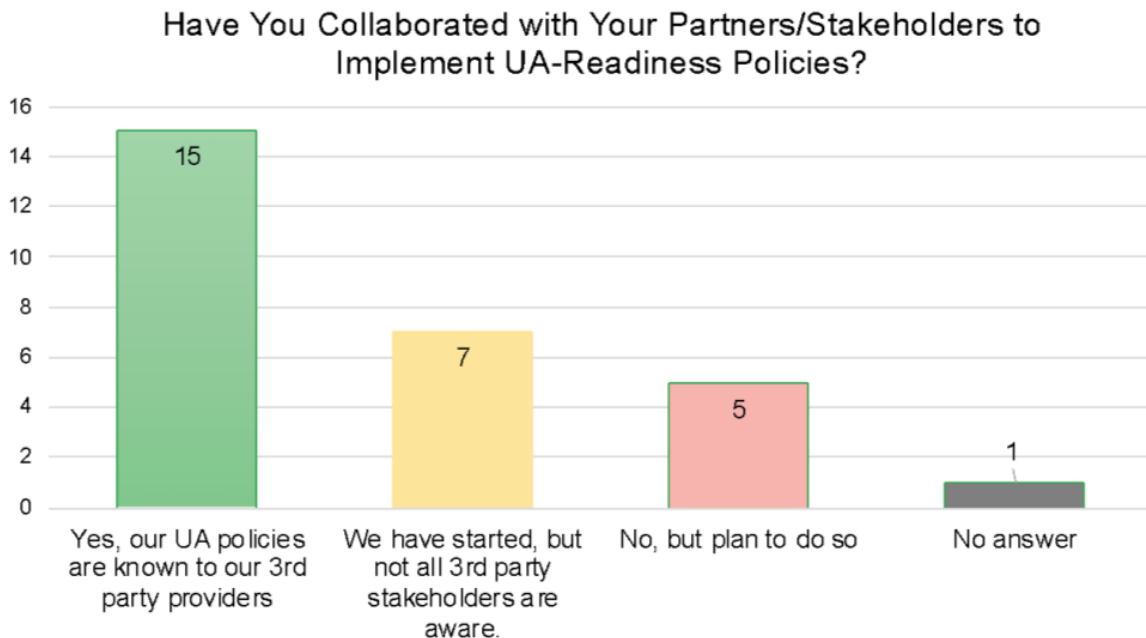
IDN availability

- As estimated 85% of ccTLDs support IDNs along with 41% of gTLDs. In absolute terms, IDNs are supported under at least 78 ASCII/Latin ccTLDs, 50 IDN ccTLDs, 423 ASCII/Latin gTLDs and 95 IDN gTLDs.
- Across geographic regions, the support rate is 88% in Europe, 87% in Asia and 68% in the Americas.

UA Ready strategieis



Collaboration with external parties



Strategies from UASG 2024 Readiness survey

1. Several strategies to overcome the challenges hindering UA adoption. These included:
2. developing technical solutions and standards,
3. providing education and training,
4. fostering collaboration between stakeholders,
5. engaging with governments and tech companies, and
6. developing tools to benchmark and measure UA-readiness levels.