



Universal Acceptance: Enabling Digital Inclusivity

Consumer Choice

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Digital Inclusivity

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Multilingual Web

Social Relevance

Many people around the world are currently excluded from experiencing the full benefits of the Internet simply because they're unable to use a domain name or email address in their language and script of choice. Through Universal Acceptance (UA), all those who develop, provide or manage online websites and applications have the opportunity to enable users globally to experience the social and economic power of the Internet.

The majority of the world does not speak English as a first language or use American Standard Code for Information Interchange (ASCII) characters. In fact, only more than a third of the world population uses the Latin alphabet in English, while there are billions of people who prefer to read and write in Arabic, Chinese, Cyrillic, Devanagari, or other scripts.

The Domain Name System (DNS) has changed dramatically over the last decade in regard to the overall number of generic top-level domains (gTLDs), scripts and languages used, and character length. There are now more than 1,200 active gTLDs compared to just 20 in 2012, and some of these include domains that use non-Latin scripts and that are longer than three characters. These new TLDs provide greater consumer choice and can represent cultures, brands, geographies, special interests, and more (e.g. .ไทย, .LONDON, .SPORT).

Universal Acceptance is cornerstone to a multilingual Internet by ensuring all domain names and email addresses - in any language, script, or character length (e.g., .φ, .PHOTOGRAPHY) - are accepted equally by all Internet-enabled applications, devices and systems. Achieving UA ensures every person has the ability to navigate and communicate on the Internet using their chosen domain name and email address that best aligns with their interests, business, culture, language and script.

Today, the Internet population is 4.5 billion active users, and at least one billion more are expected to come online by 2023. Achieving Universal Acceptance (UA) for all domain names and email addresses is crucial to enabling consumer choice online and achieving digital inclusivity for all of these users. Further, there are important economic and social benefits of supporting multilingual Internet users in their ability to access and connect to ecommerce, local communities and governments, as well as to embrace and proliferate cultural traditions through language.

Learn more at www.uasg.tech



Universal Acceptance: Providing Business Opportunities

Competitive Advantage * 9.8+ Billion Opportunity * Reduce Technical Debt

Social Responsibility * Serve Local/Global Audiences

Business Opportunities

Many businesses are leaving money on the table by not updating their systems to be Universal Acceptance (UA)-ready, which has the potential to unlock billions in revenue from untapped customers. A UASG study, conducted in 2017, found that the Universal Acceptance of Internet domain names is a \$9.8+ billion opportunity, which is a conservative estimate. Businesses that are UA-ready will be best positioned to reach growing global audiences and maximize revenue potential from the current Internet population, as well as the next billion.

Universal Acceptance supports a multilingual Internet by ensuring all domain names and email addresses - in any language, script or character length (e.g., .pф, .PHOTOGRAPHY) - are accepted equally by all Internet-enabled applications, devices, and systems. Universal Acceptance is key to ensuring every person has the ability to navigate and communicate on the Internet using their chosen domain name and email address that best aligns with their interests, business, culture, language, and script.

The Domain Name System (DNS) has evolved and expanded over the past decade, allowing for longer top-level domains (TLDs) that can be used to represent brands, businesses, products, geographies, interests, and more. Brands such as .BARCLAYS, .CANON, .KPMG, .NIKE, .VOLKSWAGEN, and cities such as .DUBAI, .LONDON, .NYC, .TOKYO - just to name a few - have secured their names in the Internet real estate.

Today, the Internet population is 4.5 billion active users, and at least one billion more are expected to come online, the majority of whom will not speak English as a first language. To support users worldwide, the Internet has expanded beyond the limitations of English and American Standard Code for Information Interchange (ASCII) characters to offer expanded multilingual choices for online identifiers. Registrations of top-level domains (TLDs), Internationalized Domain Names (IDNs) and email addresses continue to signal strong multilingual Internet growth worldwide.

As more Internet users come online from around the world, there will be increased demand for businesses that can support domain names and email addresses in a language and script of their choice. Businesses that support customers in this way will have a first-mover advantage and the potential to capture new increasing revenue streams.

Finally, endeavoring to reduce technical debt by updating systems to become UA-ready will be more cost effective when completed sooner than later given that the complexities of Internet-enabled systems continue to multiply each year. The investment to update systems is far outweighed by the revenue potential from becoming UA-ready.

Learn more at www.uasg.tech



Universal Acceptance: Delivering Career Opportunities

Competitive Differentiator * Skill Development * Global User Experience

Career Opportunity

A strong understanding of Universal Acceptance (UA) is the new competitive differentiator every developer should have in their skill set. Not only is it the cornerstone of a more inclusive and multilingual Internet, but it also offers a \$9.8+ billion opportunity to businesses. Universal Acceptance is essential for developers who want to be at the forefront of their industry and keep pace with the new, global Internet.

In the past decade, the Internet has undergone a paradigm shift, expanding beyond the legacy limitations of English and American Standard Code for Information Interchange (ASCII) characters to offer more multilingual choices for online identifiers. This shift has spurred new career and entrepreneurial opportunities for developers entering the job market and those in the field looking for a competitive edge.

Universal Acceptance (UA) supports a multilingual Internet by ensuring all domain names and email addresses - in any language, script or character length (e.g., .pф, .PHOTOGRAPHY) - are accepted equally by all Internet-enabled applications, devices and systems. Universal Acceptance is key to ensuring every person has the ability to navigate and communicate on the Internet using their chosen domain name and email address that best aligns with their interests, business, culture, language, and script.

Technology developers and systems administrators have the opportunity to enable worldwide users to experience the social and economic power of the Internet by updating legacy systems and ensuring every new system is built to accept all domain names and email addresses. Developers who create online systems with UA in mind, ensure their work is future-proofed and supportive of current Internet users, as well as the next billion who come online.

Further, many companies are unaware of the economic implications for not being UA-ready. A UASG study, conducted in 2017, found that the Universal Acceptance of Internet domain names is a \$9.8+ billion opportunity (as noted above), which is a conservative estimate. Therefore, developers who become UA experts can set themselves apart with a valuable skill and advise new/current employers on how to capitalize on the social and economic benefits of becoming UA-ready. Developers who understand UA principles have a unique advantage to design more inclusive systems, which presents a strong opportunity for business growth especially for global organizations.

Becoming proficient in UA does not require learning a new category of coding, but rather builds upon existing skill sets to expand systems to recognize and support URLs and email addresses in all character lengths, languages, and scripts. The Universal Acceptance Steering Group offers many resources, guides and training for developers to become proficient in UA.

Learn more at www.uasg.tech