

Stakeholder Messaging

Theme **SOCIAL RELEVANCE**

Whom to apply

- Technology Enablers
- Technology Developers
- Email Software and service providers
- Influencing Individuals
- Influencing Organizations
- Government Policy Makers

Universal Acceptance: Enabling Digital Inclusivity

- Consumer choice
- Digital inclusivity
- Multilingual web

Narrative Message:

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., [.pф](#), [.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.

Snapshot Messages:

- People around the world are 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.
- Those who develop, provide, or govern online websites and applications have the opportunity to enable worldwide users to experience the social and economic power of the Internet.
- The Domain Name System (DNS) has expanded over the last decade, and new, innovative generic top-level domains (gTLDs) have launched providing Internet users with more consumer choice (e.g. .pф, .PARIS, .BASKETBALL, .CATHOLIC, .DESI, .PHOTOGRAPHY)
- There are now over 1,200 active gTLDs representing a Domain Name System (DNS) that is culturally and linguistically diverse.
- 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.
- Universal Acceptance (UA) for all domain names and email addresses is crucial to enabling consumer choice online and achieving digital inclusivity.
- Universal Acceptance (UA) of all domain names and email addresses is the key to supporting a more inclusive Internet for today's users and the next billion people coming online.
- 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 (UA) 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.

Stakeholder Messaging

Theme CAREER OPPORTUNITY

Whom to apply

Technology Enablers

➤ Technology Developers

Email Software and service providers

Influencing Individuals

Influencing Organizations

Government Policy Makers

Universal Acceptance: Delivering Career Opportunities

- Competitive differentiator; new expertise
- Skill development and career advancement
- Global, user-centric design; user experience
- Economic benefits of UA for current/potential employers

Narrative Message:

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., .pdf, .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.

Snapshot Messages:

- A strong understanding of Universal Acceptance (UA) is the new competitive differentiator every developer should have in their skill set.
- Universal Acceptance (UA) is essential for developers who want to be at the forefront of their industry and keep pace with the new, global Internet.
- System administrators can support the next billion Internet users (many of which are non-English speaking) by ensuring that their systems are Universal Acceptance (UA) ready and accept, validate, store, process, and display non-Latin script domains and email addresses.
- IT and system administrators can create a seamless and friendly end user experience by incorporating systems that allow customers to use non-Latin script email addresses.
- Support a multilingual and diverse Internet by ensuring your mail systems, corporate systems, and customer collaboration tools support Email Address Internationalization (EAI).
- Developers who create online systems with Universal Acceptance (UA) in mind, ensure their work is future-proofed and supportive of current Internet users, as well as the next wave of users who come online.
- Developers who become Universal Acceptance (UA) experts set themselves apart with a valuable skill to advise new and current employers on how to capitalize on the social and economic benefits of becoming UA-ready. The Universal Acceptance of Internet domain

names is a [\\$9.8+ billion](#) opportunity (a conservative estimate).

- Developers who understand Universal Acceptance (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.

Stakeholder Messaging

Theme **BUSINESS OPPORTUNITIES**

Whom to apply

Technology Enablers

➤ Technology Developers

Email Software and service providers

Influencing Individuals

Influencing Organizations

Government Policy Makers

Universal Acceptance Providing Business Opportunities

- First-mover competitive advantage
- [\\$9.8+](#) billion opportunity, and growing
- Capture additional market share
- Ensure system compatibility with the current state of the DNS; reduce technical debt
- Social responsibility
- Serve local and/or global audiences

Narrative Message

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.

Snapshot Messages:

- 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. 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.
- 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 regardless of length, language, or script of choice. Businesses that support customers in this way will have a first-mover advantage and the potential to capture increasing revenue streams.
- Reducing 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.

Appendix – Messaging Proof Points:

Social Relevance

Proof Points:

- Inclusive Design
 - “Recognize personal biases - Involve people from different communities throughout the design process. Not only will users show us what they need, they will help us look beyond our own abilities and biases when creating products.”
 - <https://uxplanet.org/6-principles-for-inclusive-design-3e9867f7f63e>
 - “Inclusive design is for those who want to make great products for the greatest number of people”
 - “Who we design for - If we use our own abilities and biases as a starting point, we end up with products designed for people of a specific gender, age, language ability, tech literacy, and physical ability. Those with specific access to money, time, and a social network.”
 - <https://www.microsoft.com/design/inclusive/>
 - “Disability is thus not just a health problem. It is a complex phenomenon, reflecting the interaction between features of a person’s body and features of the society in which he or she lives. Overcoming the difficulties faced by people with disabilities requires interventions to remove environmental and social barriers.”
 - <https://www.who.int/topics/disabilities/en/>
- Social relevance
 - Existing users
 - Next billion users
 - <https://www.cisco.com/c/en/us/solutions/collateral/executive-perspectives/annual-internet-report/white-paper-c11-741490.html>

Career Opportunity

- Global User Experience (UX) Design Services Market 2019
 - <https://www.marketwatch.com/press-release/global-user-experience-ux-design-services-market-2019-size-share-analysis-regional-outlook-and-forecast-2025-2019-12-06>
- I18n and I10n
 - <https://phrase.com/blog/posts/how-important-is-localization-for-your-business/>
 - <https://globalvis.com/2018/11/the-importance-of-software-localization-for-international-businesses/>
 - <https://www.w3.org/International/questions/qa-i18n>
 - <https://www.gala-global.org/language-industry/intro-language-industry/what-internationalization>
 - https://en.wikipedia.org/wiki/Internationalization_and_localization
- User Experience (UX)
 - “Recognize personal biases - Involve people from different communities throughout the design process. Not only will users show us what they need, they will help us look beyond our own abilities and biases when creating products.”
 - <https://uxplanet.org/6-principles-for-inclusive-design-3e9867f7f63e>
 - Google: Using non-English URLs for non-English websites is fine
 - <https://searchengineland.com/google-using-non-english-urls-non-english-websites-fine-294758>