

# UA Measurement WG Meeting Notes

## 18 September 2024

### Attendees

Nabil Benamar

Imran Hossen

Jim DeLaHunt

Anna Bagdasaryan

Cengiz Acarturk

Joel Okomoli

Sushanta Sinha

Sarmad Hussain

Seda Akbulut

### Meeting Agenda:

1. Welcome and Roll Call
2. Discuss what to take up next from the action plan.
  1. [5-year plan](#)
  2. Measure the success of universal acceptance; provide the 5 Year Plan with some effective measure, metrics of UA success

**Meeting recording:** [Link](#); Passcode: \$A8C?U%&t6

### Meeting Notes

1. Developing UA progress Indicators
  - a. The discussion revolved around developing a broader mechanism to gauge progress and sustainability of UA adoption. Sarmad suggested using objective and subjective indicators to measure awareness, engagement, and implementation. The working group (WG) discussed if and how they can develop indicators to measure the UA progress.
  - b. Following email from Sarmad was discussed in detail. WG's input are added underneath this email ([in purple](#)).
    - i. "As we move forward with UA awareness, technical training, and adoption work, it would be useful to **establish objective and subjective indicators to**

**measure and report the level of UA awareness, UA engagement, UA implementation/readiness** to gauge the progress on UA. We would also like to see how **sustainable** these measures are.”

- ii. “We do a broad subjective and objective reporting on progress on UA at a global level in the UA Readiness Report published annually. But we are specifically looking for what would be **the right set of indicators** that could be used to measure UA progress of **private and public sectors**. We are happy to discuss this further in the Measurement WG call. Is it possible to get a draft set of indicators **by late October or early November?**”
- iii. Deadline is short due to the upcoming UA Day. We will gain momentum with it.

c. Input from the WG:

- i. What could be the objective measures
  - o Capacity
  - o Technology
  - o A survey of registered domain names across all the 2nd and 3rd level domains and their traffic.
  - o Can we gather IDN ccTLD domain registration data from ccNSO UAC for second level and lower level domains?
  - o Can the registrations under ccTLD be gathered via a crawler? Who can write the crawler? Or how is it possible to get ccTLD domain registration data.
  - o What percentage of worlds’ domain names include internationalized parts? (that's a question of making a population survey of domain names, some of which are never being used)
  - o UA curriculum adoption measures
  - o Financial gains derived from UA Adoption - business motivations

- How many users can send mails meeting UA standard
  - How many libraries in a certain programming language are UA ready
  - Estimation of all email accounts in the world.
  - What percentage of emails host non-latin domain and non-latin local parts?
  - Can people communicate? Of all the email accounts in the world, what percentage would successfully send email to non-Latin email addresses and get replies from those non-Latin email addresses.
  - If a person has a non-Latin email address how widely can they use that as an identifier on websites? What percentage of websites support EAI email addresses as identifiers.
  - What are the group categories in websites (banks, soccer, newspapers, etc.) that support EAI.
- ii. What could be the subjective measures (benefiting from UA Day reports, and UA Activities report)
- Awareness
  - Engagement and outreach (through UA Day adoption, hands-on training activities, Local Initiatives, Ambassadors, etc)
  - UA curriculum integration in academia
  - Business motivations market shares (business case and the benefits from deploying universal acceptance in the local/global markets.)
- iii. Would these indicators work for governments, business, etc?

**Next meeting:** Wednesday 2 October 2024 at 14:00 UTC

**Action items**

<b>No.</b>	<b>Action Item</b>	<b>Owner</b>
1	Take up the task “Developing UA progress Indicators” and add it to the 5-year plan. (Not committed yet to complete by November.)	Measurement WG
2	Send invite to other WG mailing lists to ask for collaborations.	Staff
3	Ask ccNSO’s UAC if they can help us with getting IDN ccTLD registration data	Staff