# New Top Level Domains and the Issue of Universal Acceptance



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## Some of what ICANN organization does



#### **Domain Name System**

The domain name system provides addressing for the Internet so people can find websites, send email, and other tasks. The ICANN organization also supports the stability of the DNS through its work, and also its contracts and accreditations.



#### **Policy Development**

The ICANN organization supports inclusive, open and transparent multistakeholder bottom-up consensus based policy development mechanisms.



#### L-Root

The ICANN organization hosts and supports one of the 13 L-Root infrastructures. At over 150 locations worldwide, L-Root is critical to infrastructure that helps reduce latency and improves performance of the DNS.



#### Support and Grow the Community

The ICANN organization engages, nurtures and supports interested stakeholders for active and meaningful participation in ICANN. ICANN connects with stakeholders through outreach and engagement, and meeting & event support.



#### Generic Top-Level Domains

The ICANN organization manages the domain name system's top-level domains. ICANN helps promotes competition and choice in the gTLD marketplace.



#### Country Code Top-Level Domains

The ICANN organization delegates top-level domains identified with a country code. Management is done by national ccTLD operators.



#### **Protocol Parameters**

The ICANN organization, in coordination with the Internet Engineering Task Force, manages protocol parameters by maintaining many of the codes and numbers used in Internet protocols.



#### Internet Protocol Addresses

By serving as the central repository for IP addresses, the ICANN organization helps coordinate how IP addresses are supplied – preventing repetition and conflicts.



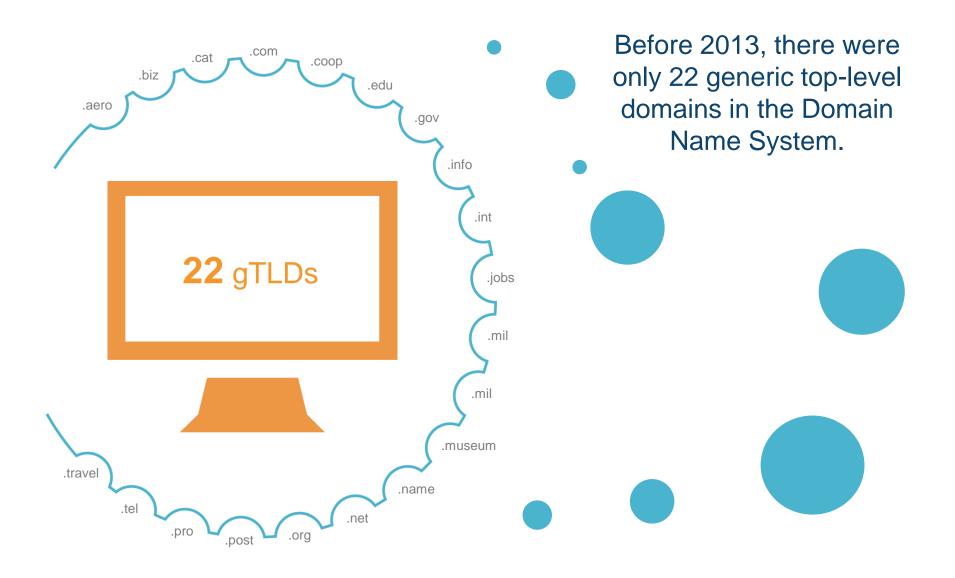
#### **Root Zone Management**

The ICANN organization helps manage the root zone through the IANA functions, which involves assigning the operators of top-level domains, such as .bank and .com, and maintaining the technical and administrative details.

IANA Functions

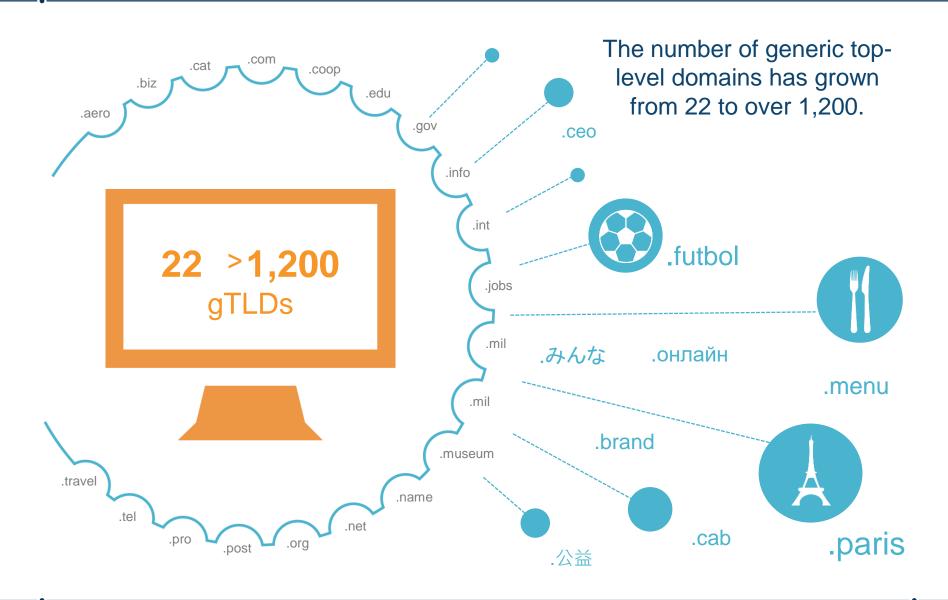


## What are New Generic Top Level Domains?





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## What Is the New gTLD Program?

The goal of the New gTLD Program is to foster competition, innovation and choice in the domain name industry.









# **Categories of New Top Level Domains**

Brands	Community	Geo	Generic	IDNs
.gucci .bmw .audi .lamborghini .google .calvinklein .apple .canon .chanel .lidl .barclays .microsoft .fedex	.catholic (.католик; .كاثوليك; .天主 教) .swiss .tatar	.wien .tirol .berlin .boston .budapest .nyc .london .paris .sydney .tokyo .madrid	.coffee .wtf .baby .lawyer .sucks .jetzt .buy .shop .doctor .tennis .sexy .guru .you .feedback	.онлайн (online) شبکة (web) .сайт (site) .游戏: (game) .グーグル (google) .我爰你 (lloveyou) .商标 (trademark) .购物 (shopping) .닷넷 (net)







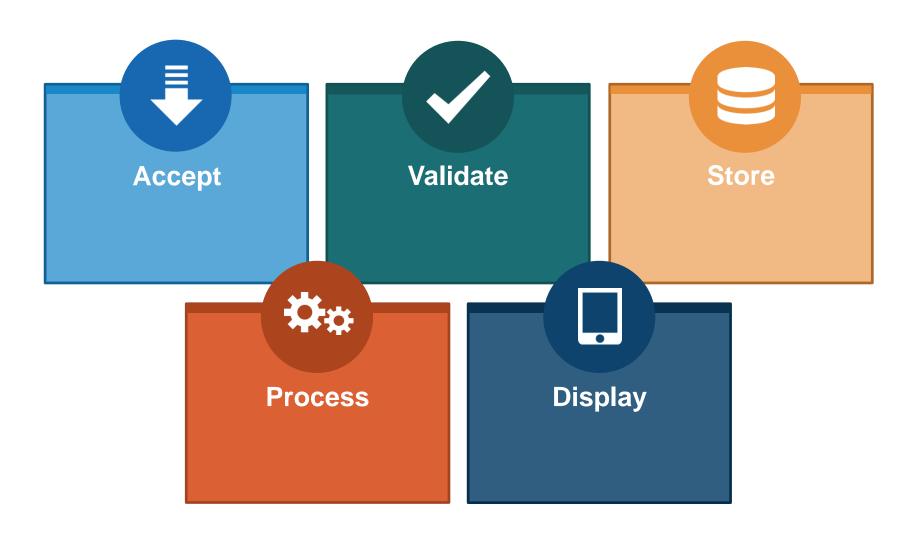
## What Is Universal Acceptance?

# All domain names should be treated equally.





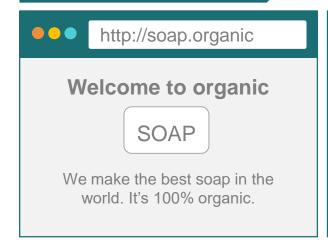
# **5 Key Principles of UA Readiness**





## The Role of Universal Acceptance

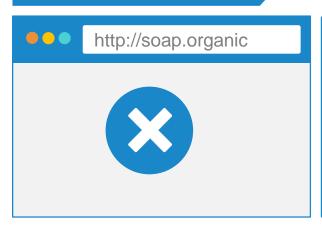
#### **UA-ready**







#### **Not ready**

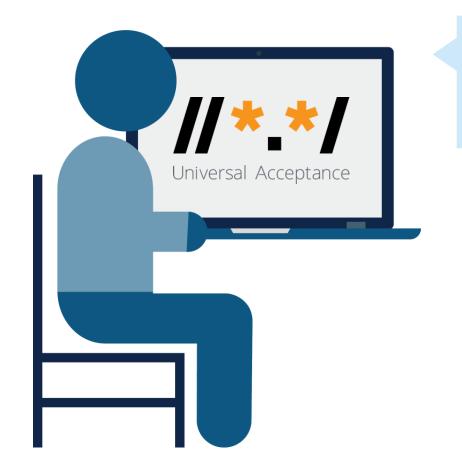








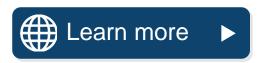
#### **Get Involved**



# Universal Acceptance Steering Group

Composed of 120+ companies (e.g., Afilias, Apple, CNNIC, Google, Microsoft, THNIC, and Yandex), governments, and community groups

Helping software developers and website owners understand how to update their systems.



http://uasg.tech



#### **Tools Available**

Need additional information? Resources include:

Universal Acceptance Quick Guide

Introduction to Universal Acceptance

Quick Guide to **Email Address** Internationalization (EAI)

Blueprint for CIOs – Internet Industry





uasg.tech/documents



## Tools & Resources for developers...

- Authoritative Tables:
  - \* http://www.internic.net/domain/root.zone
  - \* http://www.dns.icann.org/services/authoritative-dns/index.html
  - \* http://data.iana.org/TLD/tlds-alpha-by-domain.txt
  - \* See also SAC070: https://tinyurl.com/sac070
- Internationalized Domain Names for Applications:
  - \* Framework: https://tools.ietf.org/html/rfc5890
  - \* Tables: https://tools.ietf.org/html/rfc5892
  - \* Rationale: https://tools.ietf.org/html/rfc5894
  - Protocol: https://tools.ietf.org/html/rfc5891
- Unicode:
  - \* Security Considerations: http://unicode.org/reports/tr36/



# Test your own email address!

https://uasg.tech/eai-check/

**Email Address Internationalization** 



This widget takes an email address and checks to see if the mail server advertises support for receiving EAI (Email Address Internationalization) email addresses.

Check to see if your email address is EAI compliant. Enter a valid email address below:

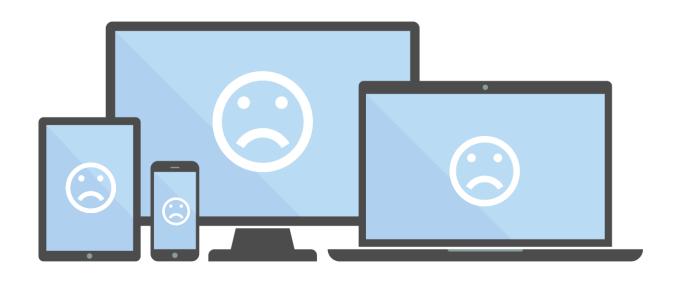
Enter Valid Email Address

**CHECK ADDRESS** 



## Report an Issue

Found an application or system that's not Universal Acceptance-ready?







## What can you do?

- Read the documents at <u>www.uasg.tech/documents</u>
  - UASG003 Fact Sheet
  - > UASG005 Quick Guide
  - > UASG007 Introduction to Universal Acceptance
  - ➤ UASG011 FAQs
- Subscribe to the UASG Discussion list <u>www.uasg.tech/subscribe</u>
  - Get your own systems UA Ready
  - > Spread the word...



# **Engage with ICANN**



#### **Thank You and Questions**

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