

Universal Acceptance Messaging

UMBRELLA MESSAGE:

Universal Acceptance (UA) is essential for the continued expansion of the Internet as it ensures that all domain extensions and email addresses can be used by all Internet-enabled applications, devices and systems.

SUPPORTING MESSAGES:

“UA provides a gateway to the next billion Internet users as it enables government and societies to better serve their populations through the use of an increasing number of new Internet domains and non-Latin based, language-specific domain names, including Chinese, Arabic and many others.”

“To excel in the long run, businesses have a responsibility to ensure their systems work with the common infrastructure of the Internet – the domain name system. When businesses are UA-ready, it means that their systems and services will work harmoniously with the continuously expanding domain name space and will help set those organizations up for future opportunities and success by supporting their customers using their customer’s chosen identities.”

“UA-ready websites, applications, and services lead to better user experiences. When a company is UA-compliant, email addresses in any language from any extension are more likely to reach their destination, and not bounce. When a site is UA-compliant, it will allow customers with new TLD suffixes to more successfully use the site and its forms.”

MEDIA-FRIENDLY SOUND BITES:

“UA-compliance does not need to be a separate project; it could be integrated into normal, ongoing maintenance companies undertake to ensure their systems are current.”

“When companies analyze why people fail to convert on a website or application when they enter in their personal details, UA-compliance issues could be the reason. For people using domain names in their native languages and or some of the new, longer domain names, some websites are not recognizing them as valid addresses and people cannot complete their transactions.”

“UA is such an important issue that the world’s leading technology firms are devoting time, resources and technical expertise to helping companies become UA-ready. Companies such as Apple, Google and Microsoft are quite advanced in the process of making sure their websites, apps and services can be used by any valid domain name – new or old.”

“For businesses, UA has the potential to cause a negative impact through lost revenue opportunities if customers are unable to complete a transaction as a result of their domain extension not being recognized by a company’s website.”

“UA can create new revenue opportunities for businesses. As the world’s online population continues to expand, so too does the uptake of new Internet domains. A business’s readiness to accommodate use of these new domains will help customer growth opportunities.”

“Governments, public sector organizations and NGOs also need to be aware of UA and ensure their websites and other online properties are compliant to prevent the disenfranchisement of their constituents and stakeholders as the uptake of new Internet domains continues.”

“Governments, public sector organizations and NGOs have an opportunity to broaden the delivery of online services by ensuring their online properties are UA compliant.”

“Developers of software that connects to the Internet’s domain name system and application developers have an important role to play in ensuring the adoption of UA as software and application design are fundamental to its success.”

“There are new revenue opportunities associated with the UA implementation for software that is UA ready.”

KEY MESSAGES AND PROOFPOINTS:

Audience	What?	Why?	Benefits / USPs	Proofpoints
CIOs	UA gives site visitors a better user experience and helps ensure Internet infrastructure compliance. UA=UX	UA leads to better UX as website and application users are guaranteed positive experience when using their new email extension during a transaction.	Customer satisfaction No threat of lost revenue opportunities.	UNAVAILABLE AT PRESENT. TO BE ADDED WITH HELP FROM UASG AS PROJECT PROGRESSES. WE WILL ADD CASE

Audience	What?	Why?	Benefits / USPs	Proofpoints
	UA can help companies reach new audiences and create new revenue opportunities. Implementing UA removes the risk of customer denial of service.	New Internet domains are being adopted in parallel with the Internet's explosive worldwide growth. New Internet users in many countries are adopting Internet domains in their native languages. UA will ensure businesses can engage with this growing online population. Existing Internet users are adopting domain names more appropriate to their interests. .club, .photography, .realestate, .etc. They are also adopting IDNs, which allow them to use the DNS in native scripts. Examples of IDNs include: .онлайн – Russian for “website”	Ability to engage with new audiences. New growth and revenue opportunities. Risk mitigation. Customer satisfaction and retention.	STUDIES AND OTHER PROOFPOINT REFERENCES AS THEY BECOME AVAILABLE.

Audience	What?	Why?	Benefits / USPs	Proofpoints
	UA should be viewed as a best practice, standardization project that can be conducted as part of regular system maintenance and will help future proof online properties.	.中文网 - Chinese (Hans/Simplified) for "website." If a company doesn't implement UA, customers using new Internet email extensions will face denial of service during transactions. UA doesn't need to be a stand-alone project. It can be done alongside regular online systems maintenance work. Depending on the size of the company, efforts specific to becoming UA-ready might take 18-24 months to complete.	No need to specify as a stand-alone project. UASG has created step-by-step guides and materials to help simplify the process.	Major companies like Apple, Google, Microsoft and Salesforce.com are adopting this approach to UA implementation, with success.
Software developers & App developers	Software developers and App developers are essential to the success of UA.	At its root Universal Acceptance is a software issue. The expansion of the DNS through new domains and the fact that the DNS now accommodates non-ASCII characters means that for UA to succeed, developers need	New revenue opportunities.	UNAVAILABLE AT PRESENT. TO BE ADDED WITH HELP FROM UASG AS PROJECT PROGRESSES. WE WILL ADD CASE STUDIES AND OTHER PROOFPOINT

Audience	What?	Why?	Benefits / USPs	Proofpoints
	Software developers and App developers will play an important role in bringing the next billion people online. The UASG wants to help software developers and App developers make UA a reality. The UASG is working to make major open-source software platforms UA Ready.	to factor in these changes. The advent of Internationalized Domain Names or IDNs (non-ASCII characters) is allowing more people to connect to the Internet in their native language. Many of the next billion Internet users will rely on IDNs. As software and App developers account for this, they will be helping to expand the world's online population. The UASG views this as an issue that concerns all Internet users and understands that software and App developers shouldn't be expected to address the issue alone.	TBD Education and support to address the UA issue will be provided free of charge.	REFERENCES AS THEY BECOME AVAILABLE. The UASG has created online resources and tools to help developers understand and implement UA. WE WILL EXPAND ON THIS WITH LINKS TO RESOURCES
Influencers (C-Level, Gov't advisors)	UA needs to be viewed as an important issue for governments, public sector organizations and NGOs as it will have a	People are becoming increasingly reliant on quality online communication channels with governments, public sector organizations	UA ensures online communication channels are maintained. UA helps ensure Internet users are not disenfranchised as	UNAVAILABLE AT PRESENT. TO BE ADDED WITH HELP FROM UASG AS PROJECT PROGRESSES.

Audience	What?	Why?	Benefits / USPs	Proofpoints
	direct impact on constituents and stakeholders. UA provides an opportunity for governments, public sector organizations and NGOs to better serve their constituents and stakeholders.	and NGOs. The expansion of the DNS though new domains and the fact that the DNS now accommodates non-ASCII characters which allow a growing number of people to use the Internet in their native language creates new user expectations. UA is the key to ensuring no Internet user is disenfranchised as online populations increase. As online populations increase, along with the uptake of new Internet domains, including Internationalized Domain Names or IDNs, which allow people to use the Internet in their native language, governments, public sector organizations and NGOs have an obligation to enhance and improve the delivery of online services to better serve their constituents and stakeholders.	new Internet domains are adopted worldwide. Enhanced and improved delivery of online services. New opportunities to engage with constituents and stakeholders.	WE WILL ADD CASE STUDIES AND OTHER PROOFPOINT REFERENCES AS THEY BECOME AVAILABLE.

Audience	What?	Why?	Benefits / USPs	Proofpoints
Professional Services Firms	For professional services firms, UA represents a global consulting and revenue opportunity.	Corporations, governments, public sector organizations and NGOs all face the challenge of ensuring their online properties are UA compliant. This is a global issue and professional services firms are well placed to provide consultancy and solutions.	Global revenue opportunity Project duration could provide opportunity revenue over multiple years. An opportunity to provide consultancy to clients on an issue with global importance.	Some professional services firms have already developed consultancy offers associated with new gTLD applications and implementation.