



87

ANNUAL  
GENERAL  
MEETING



# GAC Universal Acceptance Session

Saturday, 17 October 2026

# Overview of the Session

- Opening and Objectives, WG Chair
- UA Key Notes, GAC Chair
- Local Host Updates
- Updates on UA
  - ❑ UNESCO-ICANN Collaboration and Policy Brief on Advancing UA
  - ❑ UA Expert Group Updates & Government Role
  - ❑ UA Day 2027 and related community activities
- Government Showcases / Case Study on Advancing Universal Acceptance
- Interactive GAC Discussion
- Priorities & Next Steps
- Closing

GAC Discussion on Universal Acceptance:

**CONTENT FIRST.**

**IDNs FOLLOW.**

*A demand-driven case for local-script identity and Universal Acceptance*

**MUHAMMAD NEIL EL HIMAM, M.Sc.** — PANDI .id Registry

October 17, 2026 — ICANN87 Bali

# Start with the need — not with the URL.



**A website is more than an address.  
Its content creates the reason to visit.**



**CONTENT → DEMAND → DIGITAL IDENTITY → EVERYDAY USE**

# Indonesia has a large linguistic foundation.



**718**

regional languages mapped

**80M+**

estimated Javanese speakers

**TENS OF  
MILLIONS**

Sundanese-speaking community

**Local-language content already exists: Javanese, Sundanese and Balinese Wikipedias.**

*Language speakers are a potential audience — not a forecast of IDN registrations.*

Sources: Badan Bahasa (2026) • UGM (2025) • Wikimedia

Property of PANDI

[pandi.id](https://pandi.id) | [domain.id](https://domain.id)

# Culture and the creative economy reinforce each other.



01

## CULTURAL CONTINUITY

Preserve languages and scripts by using them.

Create new stories, learning material, archives and knowledge in local languages — and, where relevant, in their own scripts.

02

## CREATIVE ECONOMY

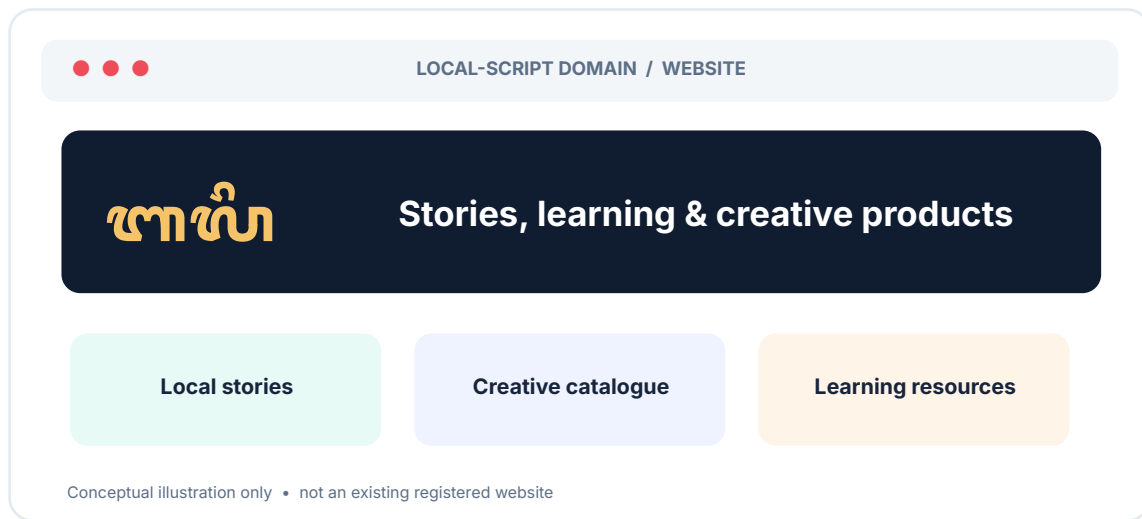
Creators, artisans, publishers, cultural tourism and local brands can build distinctive digital experiences.

Relevant content can attract audiences, strengthen brands and open commercial opportunities.

---

**Local content is the bridge from heritage to a usable digital identity.**

# The website should use the script — not only the URL.



**A memorable IDN matters most when it leads to content people can actually read, create and use.**

Japan and Thailand show how native-script content can be part of everyday digital life. Indonesian communities deserve the same choice.

# From an IDN launch to a community ecosystem.



DEC 2025

## Balinese-script domain space launched

PANDI introduced .**ᬩᬲᬳᬶᬢᬱᬩᬶ**.id with local partners.

PARTNERSHIP

## University + local government

Udayana University became a special registrar; Bali Provincial Government supported the initiative.

ENGAGEMENT

## 300 workshop participants

Community sessions helped introduce the new digital identity.

**Next challenge: grow meaningful local-script content and actual use — while improving compatibility across services.**

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# Indonesia's Local-Script IDN Progress



5 OCTOBER 2026

## JAVANESE



**Second-Level Reference LGR published**

## ARABIC-SCRIPT



**Reference LGR updated, including characters used in Pegon**

## ARABIC-BASED WRITING TRADITIONS IN INDONESIA

Pegon

Jawi

Arab Melayu

Serang

Buri Wolio

**Standardization ≠ operational deployment ≠ end-to-end UA readiness**

Other Nusantara script proposals continue through review.

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# Build demand — and make access work.



**1 INVEST IN CONTENT** Partner with cultural institutions, schools, communities and local-language creators.

**2 ENABLE CREATIVE VALUE** Pilot websites and businesses that publish, tell stories, showcase products and serve customers.

**3 REMOVE DIGITAL BARRIERS** Ensure public services and platforms accept valid local-script names and addresses.

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**When people need to create and connect in their own language, the case for IDNs becomes real.**

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# Thank You.

**Let's Connect**

pandi\_id | domainid      pandi.id | domain.id

*Property of PANDI*



pandi.id | domain.id

# UNESCO's Work on Promoting Multilingualism and Universal Acceptance

## ICANN 87 Annual General Meeting GAC Discussion on Universal Acceptance

Saturday, 17 October 2026

Guilherme Canela

Director for Division for Digital Inclusion and Policies and Digital Transformation

[g.godoi@unesco.org](mailto:g.godoi@unesco.org)

# UNESCO's Commitment to Promote Multilingualism

- UNESCO's Recommendation concerning the **Promotion and Use of Multilingualism and Universal Access to Cyberspace** (2003)
- **International Decade of Indigenous Languages (IDIL 2022-2032)**
- UNESCO's **Series on Advancing Multilingualism in the Digital Age**
- **UNESCO and ICANN Collaboration**
- The ***World Atlas of Languages***



2022-2032 | INTERNATIONAL DECADE OF  
**Indigenous Languages**

*Everyone has the right to freedom of opinion and expression*

*-- UDHR Article 19*

*Promote free flow of ideas by word and image*

*--UNESCO Constitution Article 1*

# The 2003 Recommendation: Connecting Policy, Practice and Universal Acceptance

Two complementary consultations invite governments and other stakeholders to share how they advance multilingualism and universal access to cyberspace.

Sixth Consultation  
Member States



Non-governmental  
Stakeholder  
Questionnaire

Initiatives •  
Good Practices •  
Challenges • Lessons Learned • Needs

SUBMISSION DEADLINE FEBRUARY 2027



Learn more about the  
process by **attending**  
the **information**  
session.

Turning shared evidence into practical action for a  
multilingual Internet



Access the  
**questionnaire** and  
make your  
**contribution**.

# Universal Acceptance: UNESCO-ICANN Partnership

## MOBILIZE

### UA Day 2026

A global campaign bringing together language communities, governments, academia, civil society and technical actors to make the case for a multilingual Internet.

71 proposals received

33 events organized

5 regionals covered

18 UNESCO Field Offices engaged

ONGOING COLLABORATION FOR UA DAY  
2027

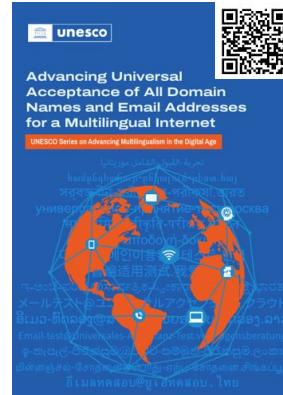
## GUIDE

### UNESCO-ICANN Policy Brief

An actionable framework offers practical guidance on policy, public procurement, digital public services, capacity building and awareness.

Ongoing development of Multilingual versions (SP, PT, RU, AR, ZH, SW)

Indigenous language version in the pipeline (Quechua)



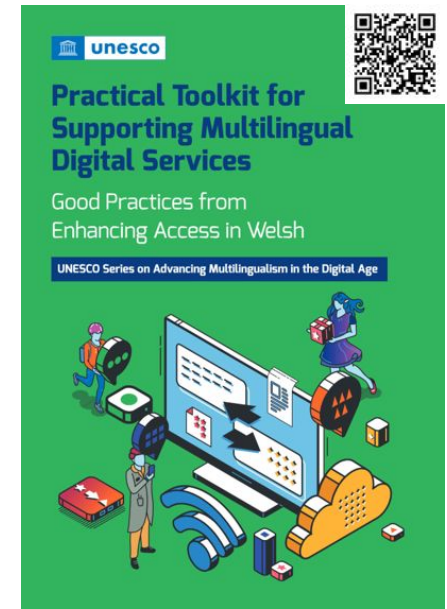
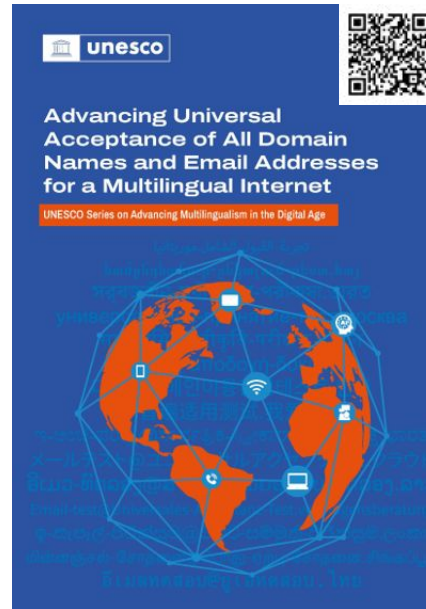
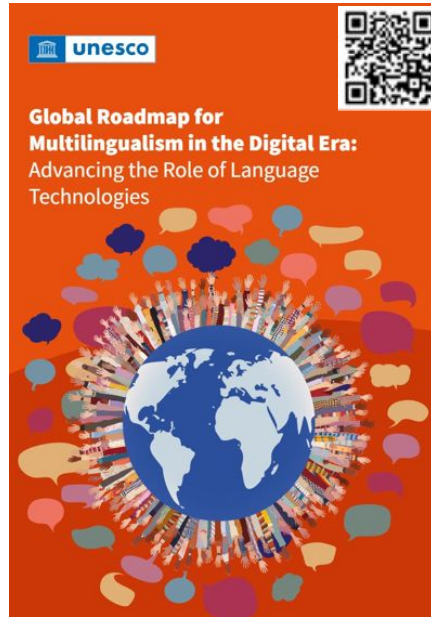
## LOCALIZE

### Looking Forward: Country and Community Action

Work with governments, the ICANN community and local partners to identify barriers, adapt the guidance to local priorities and develop practical paths to implementation.

- **IDENTIFY**  
local barriers to using domain names, email addresses and digital services in different languages.
- **CONNECT**  
community needs with policy and technical expertise.
- **ACT TOGETHER**  
through locally relevant partnerships, capacity building and implementation.

# UNESCO's Series on Advancing Multilingualism in the Digital Age



## The forthcoming Policy Brief:

- Saving Lives in Every Language: Closing the Language Gap in Emergency Alert Systems
- Harnessing Artificial Intelligence for Advancing Language Digitization and Digital Inclusion

# UNESCO x ICANN Collaboration – Workplan 2026/2028

## Initiative

## Southern and/or Eastern Africa

- Capacity-building event on UA/multilingualism
- Sessions during major international events

## Latin America and the Caribbean

- Capacity-building event on UA/multilingualism
- Sessions during major international events

## Arab States

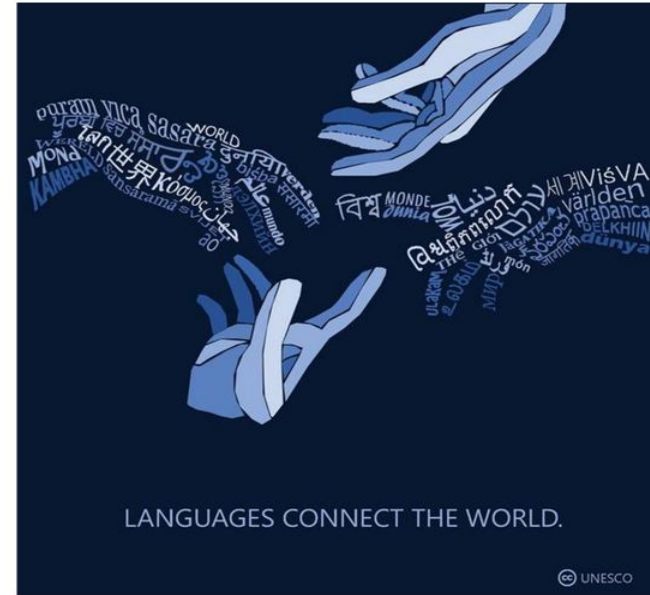
- Capacity-building event on UA/multilingualism
- Sessions during major international events

## Asia and Pacific SIDS

- Capacity-building event on UA/multilingualism
- UA during IFAP China

## Communication and visibility

- Translation of publications
- Advocacy content
- UA demo/technical showcases
- Research and knowledge products



# No Language shall be left behind

Follow us and stay tuned!



Multilingualism  
and Linguistic Diversity



International Decade  
of Indigenous Languages  
2022-2032





# Guidelines for Advancing UA Adoption

Edmon Chung, UA Expert WG Co-Chair

17 October 2026

# What is Universal Acceptance?

***Universal Acceptance (UA) ensures that all valid domain names and related email addresses, regardless of length, language, or script, can be used in all Internet-enabled applications, devices, and systems.***

- UA allows Internet users to choose an online identity in the language or script of their choice and ensures that their chosen domain names and email addresses work seamlessly on the Internet.
- Achieving UA-readiness is essential to enabling a more linguistically diverse Internet.
- For more information on UA, please visit <https://www.icann.org/ua>.

# Focusing on UA Adoption

- March 2025: ICANN Board resolved for ICANN org to evaluate and evolve strategies to support UA adoption work by ICANN org and the community, aligning with ICANN's Strategic Plan for fiscal years 2026-2030.
- In response, the ICANN President and CEO announced the establishment of a **Universal Acceptance Expert Working Group** (UA EWG), which was tasked with providing guidelines for ICANN's future work on UA adoption.

# Formation of UA Expert Working Group

- Following a Call for Nominations, ICANN's Supporting Organizations and Advisory Committees nominated the following members:
  - **Abdalmonem Galila**      **Governmental Advisory Committee**
  - Edmon Chung      At-large Advisory Committee
  - Nabil Benamar      Security and Stability Advisory Committee
  - Nitin Walia      Generic Names Supporting Organization
  - Sami M. Ali      Country Code Names Supporting Organization
- ICANN Board nominated its liaison to UA EWG:
  - James Galvin      ICANN Board

# Formation of UA Expert Working Group

- ICANN President and CEO appointed the following additional representatives:
  - Cathy Wissink                      Unicode Consortium
  - Guilherme Canela                UNESCO
  - Jiankang Yao                      China Internet Network Information Center
  - Richard Ishida                    World Wide Web Consortium
  - Sean Bedford                     Meta
  - Thomas Mullaney                Stanford University
- ICANN President and CEO appointed the following co-Chairs:
  - Edmon Chung                     DotAsia
  - Sarmad Hussain                  ICANN org

# Initial Draft Guidelines

- UA Expert WG weekly meetings began in August 2025 discussing the 10 topics in its charter, developing and reviewing guidelines for these topics.
  - Details of its deliberations are posted on the Community Workspace Wiki.
- UA Expert WG developed 45 guidelines covering these topics.
- ICANN org published these guidelines for Public Comment on 23 Feb. 2026.
- ICANN org invited the community at ICANN85 on behalf of the UA Expert WG to review the detailed guidelines and provide their feedback.
- The Public Comment proceeding closed on 13 April 2026.
- UA Expert WG received several comments about charter questions and prioritization of the items from 37 individuals and organizations.
- The Public Comment summary report published on 12 May 2026.

# Final Guidelines

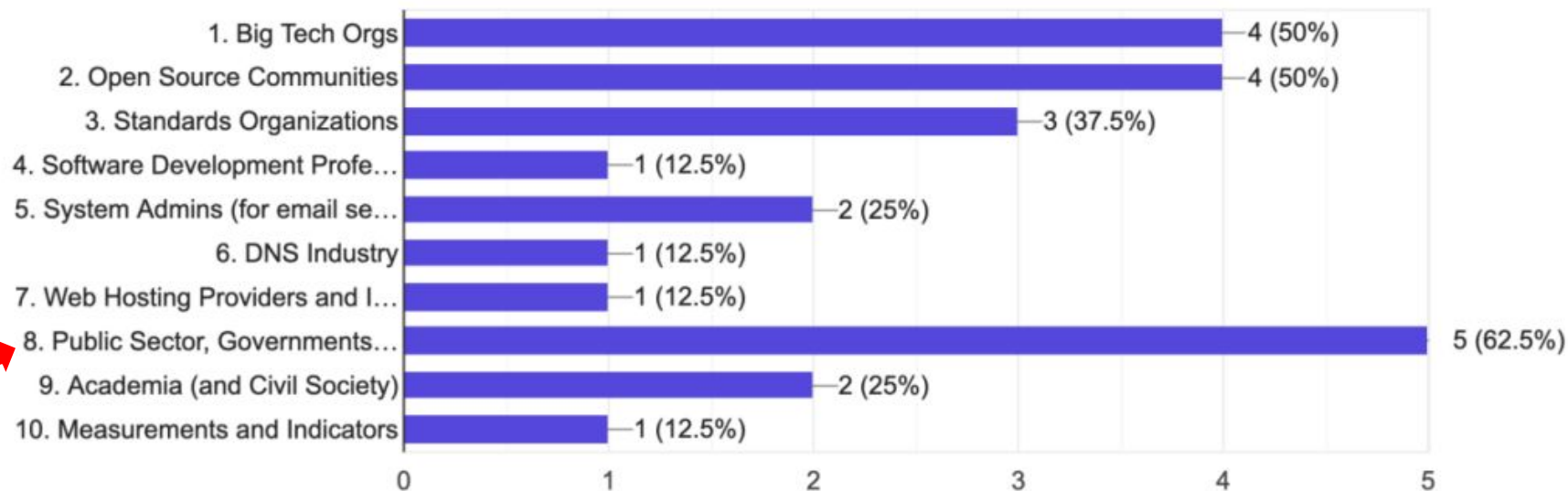
- UA EWG met regularly from 28 April 2026 - 10 July 2026 to review the comments, address them where appropriate, and prioritize the work.
- UA Expert WG reviewed the Public Comments and updated the guidelines:
  - Updated multiple guidelines with further details.
  - Added two guidelines:
    - Consider additional stakeholders including startups, and small and medium orgs.
    - Enable Artificial Intelligence (AI) tool support.
  - Added a section on prioritization of stakeholders and guidelines.
- UA Expert WG provided 47 guidelines with suggestions on prioritization.
- Final version of UA Expert WG Guidelines published, and announced on 9 September 2026.

# Stakeholders and Guidelines (Gs)

| # | Stakeholder / Topic                             | Gs |
|---|-------------------------------------------------|----|
|   | General                                         | 3  |
| 1 | Encourage big tech organizations                | 6  |
| 2 | Encourage open-source communities               | 5  |
| 3 | Contribute to specific standards                | 3  |
| 4 | Reach out to software development professionals | 4  |
| 5 | Reach out to system administrators              | 2  |

| #  | Stakeholder / Topic                                                                       | Gs |
|----|-------------------------------------------------------------------------------------------|----|
| 6  | Encourage the DNS industry, including gTLD and ccTLD registries, registrars and resellers | 5  |
| 7  | Encourage hosting providers and internet service providers                                | 4  |
| 8  | Reach out to the public sector, in collaboration with intergovernmental organizations     | 5  |
| 9  | Reach out to academia                                                                     | 6  |
| 10 | Measure aspects of UA adoption                                                            | 4  |

# Prioritization by UA EWG – Stakeholders



# Prioritization by UA EWG – Guidelines

| Stakeholder             | Guideline | Guideline Description                                                                          |
|-------------------------|-----------|------------------------------------------------------------------------------------------------|
| General                 | 1         | - Define Universal Acceptance.                                                                 |
| Big tech organizations  | 4, 9      | - Showcase economic and business value.<br>- Enable Artificial Intelligence (AI) tool support. |
| Open source communities | 10        | - Prioritize fixing the open-source tools based on functions.                                  |
| Standards organizations | 15, 16    | - Support baseline standards.<br>- Interact with standards organizations.                      |
| Software providers      | 19        | - Develop materials and build capacity.                                                        |
| System administrators   | 22        | - Develop materials and build capacity.                                                        |
| DNS Industry            | 24        | - Develop messaging for the DNS industry.                                                      |

| Stakeholder                                        | Guideline | Guideline Description                                                                                                                                      |
|----------------------------------------------------|-----------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Hosting providers and ISPs                         | 29, 30    | - Ascertain the extent and reason for the gap in UA adoption.<br>- Enable out-of-the-box solutions.                                                        |
| Public sector and Inter-governmental organizations | 33, 34    | - Engage with multiple stakeholders within the public sector.<br>- Collaborate with IGOs in reaching out to public sector organizations.                   |
| Academia                                           | 38, 41    | - Academic engagement is a long-term strategy.<br>- Focus on creating hubs and networks.                                                                   |
| Measurement and indicators                         | 44, 45    | - Clear indicators which are not costly to measure over time.<br>- Indicators focus on multiple stakeholders and on the different aspects of UA-readiness. |

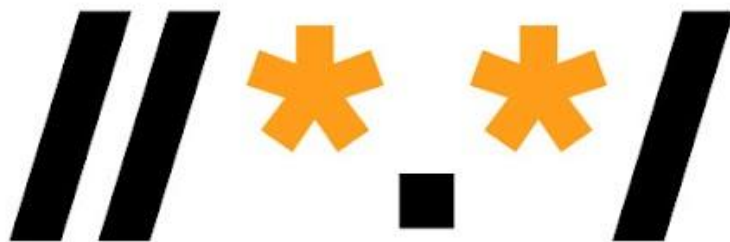
# Government Role

33. Engage with multiple stakeholders within the public sector.
  - Engage with different ministries and departments within a public sector.
34. Collaborate with IGOs in reaching out to public sector organizations.
  - Leverage long-standing platforms and intergovernmental frameworks.
35. Explore additional relevant organizations.
  - Involve organizations which interact with or fund the public sector to create UA awareness and adoption, e.g. The World Bank.
36. Engage with GAC representatives.
  - Encourage GAC representatives to form a local task force with ccTLDs, local tech, and representatives from the public sector.
37. Involve civil society.
  - Showcase UA adoption directly to the communities.

# Thanks!

Thanks to the UA Expert WG members for their contributions and to the community for providing valuable comments and suggestions.





Universal Acceptance

UA Day 2027

*#Internet4All*

# UA Day Overview



UA Day aims to rally local, regional, and global stakeholders to spread awareness and encourage UA adoption through various types of events around the world.



Organized by ICANN in collaboration with UNESCO and the community. Since October 2024, ICANN and UNESCO have been [collaborating on UA Day](#). This collaboration will continue for UA Day 2027.



The events promote not only IDNs, but also ASCII-based New gTLDs and email addresses—as well as their acceptance in Internet-enabled applications and devices.



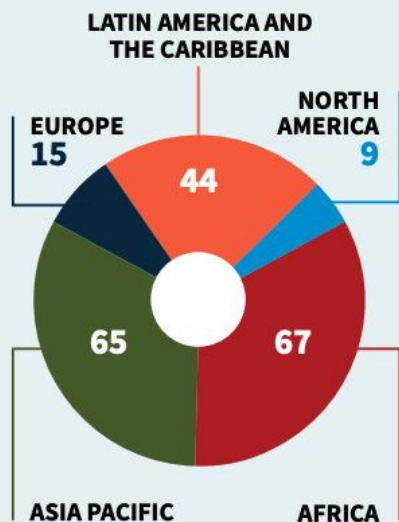
It consists of several events held between March and May every year.

<https://universalacceptance.day/>

# UA Day Events | 2023-2026 | At a Glance

## 200 UA Day Events

- 4 years
- 86 countries
- 42 languages



## 29,514 Participants Total Across All Regions

### PARTICIPANTS

|      |       |
|------|-------|
| 2023 | 9,424 |
| 2024 | 6,544 |
| 2025 | 7,695 |
| 2026 | 5,851 |

## UA Day Event Dates

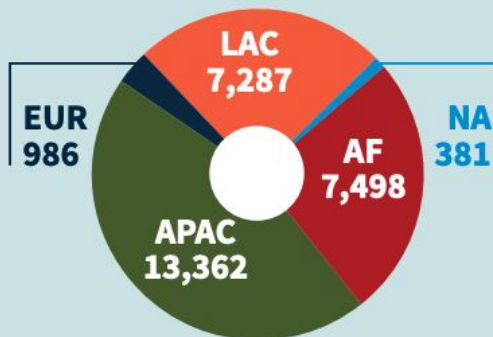
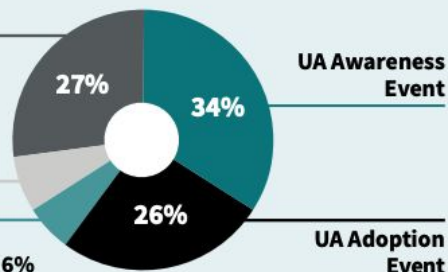
Organized on or around  
**28 March annually**,  
with events between  
March and May.

## 200 UA Day Events by Type

UA Technical  
Training Event

UA (Multi)  
Regional  
Strategy Event  
7%

UA Academic  
Curricula Event 6%



UA Day 2026 Report: [English](#) | [العربية](#) | [Español](#) | [Français](#) | [Português](#) | [Русский](#) | [中文](#)

# Tentative UA Day 2027 Timeline

## UA Day 2027 Event Categories

1. UA Academic Curricula
2. UA Adoption and Demonstration
3. UA Regional Strategy Review
4. UA Awareness

- Aiming to have 25-30 events focusing on UA adoption.
- Visit [universalacceptance.day](https://universalacceptance.day) for call for proposals, presentation and training materials, videos and other publications.

8 Oct  
2026

Call for UA  
Day 2027  
Proposals

20 Nov  
2026

UA Day  
Proposal  
Submission  
Deadline

23 Dec  
2026

Shortlisting  
of UA Day  
Proposal

28 Feb  
2027

UA Adoption  
Reviews

25 Mar -  
30 May  
2027

UA Day  
Events

30 Jun  
2027

UA Day 2027  
Report

# Participate in or Contribute to UA Day 2027

Collaboration is encouraged with UA Day organizers in your region or country.

See details of the shortlisted events on 23 December 2026 at:

<https://universalacceptance.day/>



Universal Acceptance

UA Day  
*#Internet4All*



87

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# Government Showcases / Case Studies

Sarmad Hussain , ICANN

17 October 2026

# Government Showcases / Case Studies



Armenia



India



Georgia



Bahrain



Libya



China

# Government Showcases / Case Study - Armenia

## A Regional Platform for Universal Acceptance

- **Sustained engagement:** Four editions of UA Day Armenia, bringing together government, academia, business, civil society and technical experts.
- **International cooperation:** ICANN, UNESCO and ITU connect UA with technical readiness, linguistic inclusion and national implementation.
- **Armenian-language content:** Long-standing cooperation with Wikimedia across different subject areas.
- **Language resources:** YSU, the Language Committee and the National Library collaborate on digitizing Armenian periodicals.

**Shared objective:** Make Armenian-language participation possible through usable Internet addresses, relevant content and digital skills.

# Government Showcases / Case Study - Armenia

## Government Outreach and University Integration

- **Direct outreach:** ICANN wrote to both the High-Tech Industry and Artificial Intelligence and the Education, Science, Culture and Sports ministries, seeking support for UA adoption across state and educational institutions.
- **Policy basis:** Both letters reference the UNESCO - ICANN UA Policy Brief; the High-Tech Industry and Artificial Intelligence letter also builds on the 2017 MoU.
- **Free support:** ICANN offers technical training, academic curriculum materials and consulting, with ISOC AM providing local coordination and technical support.
- **University engagement:** AUA's Computer Science Program Chair has expressed interest in discussing UA curriculum integration.

**Next milestone:** Secure at least one university's commitment to include UA in IT education by the end of 2026.

# Government Showcases / Case Study - India

## Policy-Level Recognition of Multilingual Internet

UA and Multilingual Internet Roadmap 2022

01

### MeitY DBIM Guidelines

#### Digital Brand Identity Manual

UI guidelines issued by MeitY for Govt websites.

Advocates for a seamless multilingual user experience, **recommending unique IDN URLs** for each language.

02

### RPwD Rules, 2023

Accessibility standards mandate that ICT products and services follow global standards.

Enforces **internationalization** (i18n), **localization** (l10n), **globalization** (g11n), and **localizability** (l12y) across domain names and mail servers.

03

### Mandatory IDN Policy

NIC guidelines enforce compulsory Hindi IDN domain registration under the **.GOV.IN** policy.

Compulsory Hindi IDN

04

### Implementation of UA & Multilingual Roadmap with NIXI

2 Lakh+

Active domains registered

269

IDN Govt. of India Domains registered

15

IDNs operated by NIXI (ccTLD)

22

Regional languages supported

# Government Showcases / Case Study - India

## Key Initiatives to Promote UA and IDN Adoption



### BhashaNet: National Portal for Universal Acceptance

**UA readiness tools:** Help developers assess and improve UA readiness of websites and apps

**Knowledge hub:** Guidelines, best practices and case studies on IDN and Universal Acceptance

**Multilingual resources:** Information available in multiple Indian languages

**Community of UA advocates:** Knowledge sharing and collaboration among stakeholders



Ongoing

### Mera Gaon Meri Dharohar (MGMD) Drive

Village websites in regional languages and IDNs, preserving local heritage and building rural digital presence.



Ongoing

### Capacity Building and Awareness

Interns of NIXI's Internet Governance Internship Programme run seminars and outreach on UA readiness.



Planned

### MSME Handholding Initiative

Helping MSMEs adopt regional-language domains and websites to reach local customers.



### Free Mail with IDN Registration

A free e-mail service is offered with every IDN registration as a promotional activity.

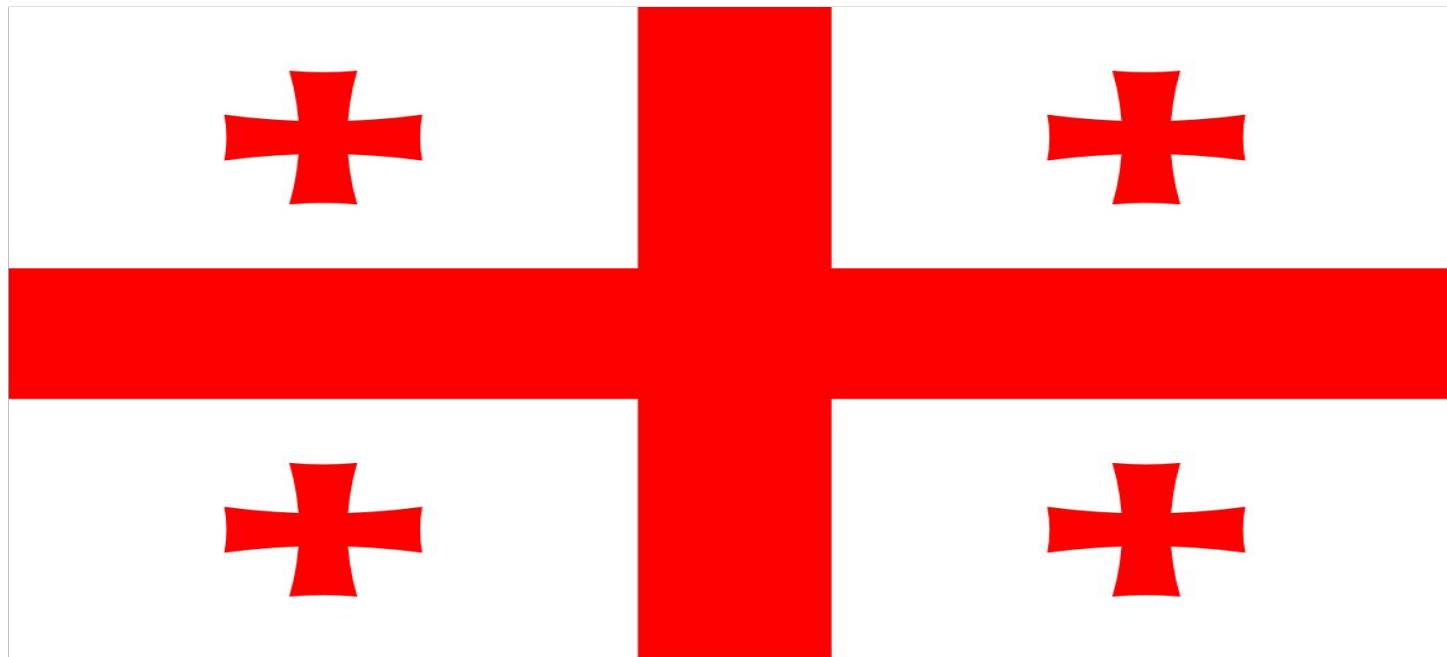


### Annual UA Day

NIXI hosts UA Day every year to raise awareness and promote Universal Acceptance.

# Government Showcases / Case Study - Georgia

## Case Study - Georgia .გე - Georgia's IDN ccTLD

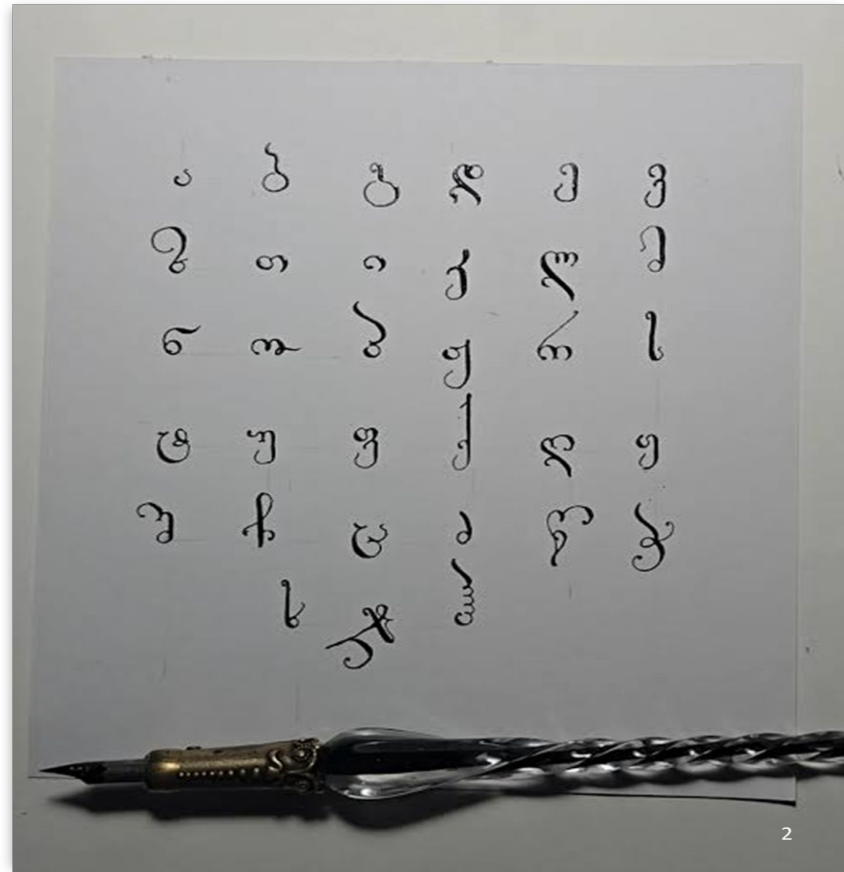


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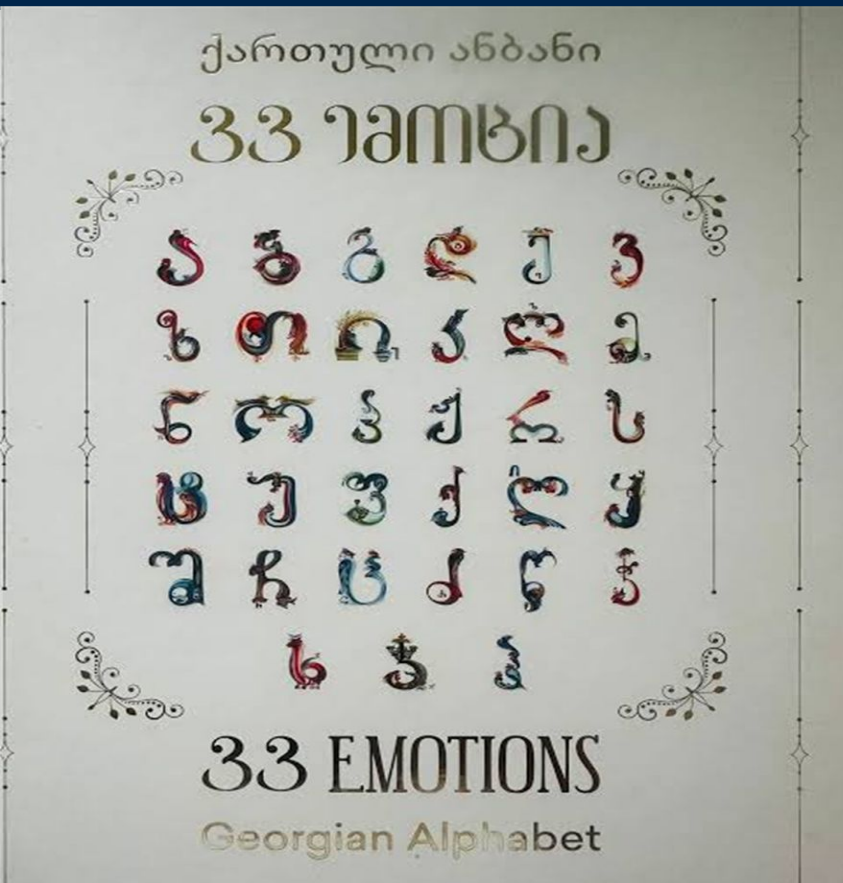
# Government Showcases / Case Study - Georgia

## Background and Governance

- **.გე** - Georgia's Internationalized Country Code Top Level Domain (IDN ccTLD).
- ITDC - The Information Technologies Development Center, the Sponsoring Organisation for **.გე**.
- **Strong Initial Interest:** **.გე** attracted considerable interest from government entities, the private sector, NGOs, and individual users.
- **Declining Engagement Over Time:** Initial public interest gradually diminished, resulting in declining public awareness and a decrease in domain registration activity.



# Government Showcases / Case Study - Georgia



## Key Statistics and Core Challenges

- 6,197 - Total domain registrations since 2016
- 558 - Active domain names
- 30 GEL (*approximately USD 15*) - Annual registration fee
- 4 - Accredited registrars

# Government Showcases / Case Study - Georgia

## 3 Pillars to popularize .გე

- **Language Promotion Programmes:** Promote .გე through official state programmes dedicated to supporting and promoting the Georgian language.
- **Public Awareness:** Encourage public institutions and government agencies to register .გე domain names alongside their existing .ge domains.
- **UA WG:** Together, we can make our national IDNs more visible, more widely used, and more successful!

# Universal Acceptance Adoption in the Kingdom of Bahrain

البحرين. & .BH

# What is .bh and البحرين?



The .bh and البحرين domain extension is the official internet country code designation for the Kingdom of Bahrain. Whether you're an individual or a business, a .bh domain name gives you a single destination to set up a unique web address – because this domain name extension is new, there is currently great availability to get the exact name you want for your website.

.bh is a critical steppingstone in realizing the vision of promoting Bahrain as the Digital Kingdom. It's a versatile domain name, and no registration restrictions on who can use a .bh domain – any individual or entity in the world can register.

Consumers can register the domain and get more information from the following links:

**[WWW.REGISTER.BH](http://WWW.REGISTER.BH)**

**[WWW.DOMAINS.BH](http://WWW.DOMAINS.BH)**



# How We Are Collaborating with Stakeholders

A coordinated national approach to make UA part of Bahrain's digital ecosystem

## GOVERNMENT

Align UA with digital transformation  
Engage public-sector service teams

## ACADEMIA

Build student awareness and skills  
Develop a pipeline of UA-ready talent

## TECHNICAL COMMUNITY

Work with ICANN, TRA and experts  
Share testing, guidance and know-how

## BUSINESSES

Promote inclusive user experiences  
Build UA into system requirements

## COMMUNITY

Advance Arabic digital inclusion  
Promote البحرين and local-language access

**One shared goal: Arabic domain names and email addresses should work seamlessly across services.**

# Programs We Have Run or Are Running

From awareness to practical implementation

01

## TRA-ICANN UA WORKSHOP / HACKATHON

Three-day hands-on program for university students from Bahrain and the GCC; teams developed UA-ready system concepts.

02

## UNIVERSITY & STUDENT ENGAGEMENT

Student projects, internship opportunities and curriculum engagement to build practical UA understanding and technical skills.

03

## AWARENESS & ECOSYSTEM OUTREACH

Presentations and stakeholder discussions on Arabic IDNs, registration, service compatibility and user experience.

# What These Programs Have Helped Achieve

The focus is moving from awareness to capability and implementation

## GREATER AWARENESS

More students and stakeholders understand UA and Arabic IDNs.

01

## PRACTICAL CAPABILITY

Hands-on projects help participants understand what UA-ready systems require.

02

## STRONGER COLLABORATION

Connections across TRA, ICANN, academia, government and industry support continued progress.

03

# Measuring Progress on UA

A practical framework to track progress and guide the next phase

## AWARENESS

Workshops and stakeholder sessions delivered  
Participants reached across sectors

## CAPACITY

Students and developers trained  
UA-ready prototypes or projects produced

## ADOPTION

Systems tested for Arabic labels and UA input  
Institutions updating validation rules

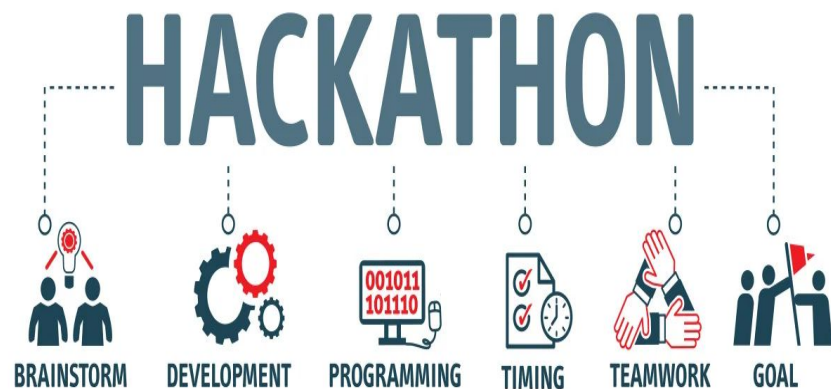
## ECOSYSTEM

Joint initiatives with TRA, ICANN, universities and industry  
UA included in service and procurement discussions

**Distinguish between activities delivered, outcomes observed and adoption verified.**

# Hackathon - 2025

- The Universal Acceptance hackathon is a joint effort between TRA and ICANN to increase UA awareness across the region.
- ICANN will provide training sessions within the 3 days Workshop.
- The registration of the workshop is open for local University students.
- The students will work on creating UA ready systems and submit the final projects at the end of the workshop.
- The panel of judges (TRA, ICANN, AUBH and Industry leaders) will evaluate the participants outcomes.



# Hackathon - 2025



# Thank You

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# Government Showcases / Case Study - China

## Government Leadership for Universal Acceptance: China's Policy Pathway

Three roles for government

Rule maker

Largest user

Provider of public digital services

### China's Policy Support: Three Layers

#### Law and regulation

- 1 Internet Domain Name Regulations《互联网域名管理办法》
  - Promotes the development of Chinese domain names.
  - Recognizes Chinese domain names as an important component of China's domain name system.

#### Promotion and Guidance

- 2 Government-led efforts to foster a supportive environment for the adoption and use of Chinese domain names.  
Under government guidance, industry organizations such as the Internet Society of China and enterprises actively participate in promoting applications, ecosystem development, and broader adoption of Chinese domain names.

#### Standards Development

- 3 CNNIC helped develop IDN and EAI-related RFCs and, from 2024 to 2025, upgraded Chinese domain name industry standards into national standards.

### Two Observations to Share

#### 1 Government-Led Resource Integration to Promote Chinese Domain Names

The government plays a key role in coordinating resources across regulators, industry organizations, and enterprises. These coordinated efforts help build a supportive ecosystem and accelerate the adoption of Chinese domain names.

#### 2 Start with education and talent development

UA content has entered university curricula through courses and UA Day events, making skills-building and awareness-raising a practical entry point.

# Government Showcases / Case Study - China

## Where We Stand, and Where the Gap Is

32

**Han-script TLDs**  
approved for operation

890,000

**Chinese domain names**  
2.76% of all domain names in China

32.3 M

**total domain names**  
the base against which the share is measured

### CHINESE DOMAIN NAMES DEPEND ON

Standards

Policy

Demonstration

Promotion

Deployment

**Market incentives in applications**

### The Missing Link: Market Incentives

Limited commercial returns discourage terminal manufacturers, email service providers, and application developers from supporting Chinese domain names.

**International cooperation matters**— no single government or organisation can do it alone.



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ANNUAL  
GENERAL  
MEETING



# Interactive Discussion

Marco Hogewoning , GAC Vice Chair

17 October 2026

# Panel Discussion

- Why should Universal Acceptance be considered a policy priority for governments, and what are the risks of delaying UA adoption at the national level?
- How can governments integrate UA requirements into national digital strategies, e-government platforms, and procurement policies?

# Interested in UA and/or GAC UA IDN?

1

## **Become a GAC UA IDN member**

Join the GAC Universal Acceptance IDN and be an active part of this effort. The work group is open to government representatives globally.

2

## **Become UA Champion**

To express interest in becoming a UA Champion or joining the GAC UA-IDN WG, contact [gac-staff@icann.org](mailto:gac-staff@icann.org)

3

## **Join The UA IDN Discussions**

Join the mailing list and send message to [gac-staff@icann.org](mailto:gac-staff@icann.org)

# What Is Next?

- **Consolidate ICANN87 outcomes and commitments**  
Document government experiences, challenges, opportunities, and recommendations from the interactive session. Capture each government's proposed follow-up actions and identify common priorities.
- **Activate the UA Champion initiative**  
Follow up with the six interested governments—Armenia, India, China, Libya, Georgia, and Bahrain—and keep the invitation open to other GAC members. Identify a focal point in each participating government and agree on practical next steps.
- **Strengthen coordination with ICANN and international partners**  
Engage the ICANN UA team, the UA Expert Working Group, UNESCO, and the ccNSO Universal Acceptance Committee to align government-focused activities with available guidance, technical expertise, and capacity-building opportunities. ICANN has published the UA Expert Working Group's guidelines, providing a useful resource for this work.
- **Prepare for UA Day 2027**  
Encourage UA Champion governments to consider national or regional activities involving government agencies, universities, technical communities, and businesses. The ICANN–UNESCO call for UA Day 2027 proposals is open until 20 November 2026, with events scheduled between 25 March and 30 May 2027.

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