

Universal Acceptance

UA Day
#Internet4All

Universal Acceptance (UA) Day 2025 Report

UA: Enabling a Multilingual
and Digitally Inclusive Internet

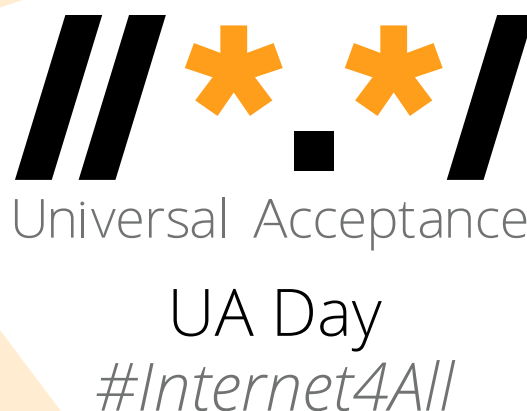
15 June 2025

<https://UniversalAcceptance.Day>



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UA Day Overview

Universal Acceptance (UA) is a technical requirement that ensures all valid domain names and email addresses, regardless of language, script, or character length, can be equally used by all Internet-enabled applications, devices, and systems.

UA Day is an opportunity to rally local, regional, and global communities and organizations to spread UA awareness and encourage UA adoption with key stakeholders. Following the earlier success of UA Day in 2023 and 2024, UA Day 2025 further expanded UA awareness and the importance of its adoption.

UA Day events were held with support from regional and local organizations, the Universal Acceptance Steering Group (UASG), global partners, and the Internet Corporation for Assigned Names and Numbers (ICANN). In addition, **ICANN and UNESCO joined forces to champion UA for UA Day 2025**, with UNESCO's national representatives participating in various UA Day events, including the main UA Day 2025 event in Hanoi. These events aimed to engage the technical and language communities, companies, governments, and Domain Name System (DNS) industry stakeholders to better understand the benefits of UA and encourage them to make their systems UA-ready.

Call for UA Day 2025 Proposals

ICANN and the UASG **announced** a **call for UA Day event proposals** to support the following event types:

- **UA Awareness**
Provide a high-level overview of UA and Email Address Internationalization (EAI), the benefits of being UA-ready, basic technical concepts related to UA, and next steps for becoming UA-ready.
- **UA Technical Training**
Provide in-depth training on becoming EAI-ready for email system administrators and on becoming UA-ready for software developers.
- **UA Academic Curricula**
Work with academic faculty members and experts to integrate Internationalized Domain Names (IDN) and UA-related topics into existing technical curricula and design a roadmap.
- **UA Adoption**
Conduct a UA adoption exercise and share challenges and solutions to becoming UA-ready.
- **UA Regional Strategy**
Discuss appropriate mechanisms for promoting UA adoption at the local, national, and regional levels.

UA Day Event Proposals and Shortlist

A total of 110 proposals were received for UA Day 2025 from 62 countries or territories. A proposal review team was constituted with nominees from UNESCO and the ICANN community, including the UASG, At-large Advisory Committee (ALAC), and country code Names Supporting Organization (ccNSO). The review team finalized the criteria and shortlisted 58 proposals from 58 countries or territories. In total, 59 UA Day events were organized across 55 countries and territories in 2025, due to some shortlisted events not proceeding, and separate UA Day events that were held. Details of events are available at <https://universalacceptance.day>. A breakdown of proposals received and shortlisted for support from ICANN by region is provided in **Table 1** below.

Table 1: UA Day 2025 Proposals Received, Shortlisted and Organized by Region*

Region	Proposals	Shortlisted	Organized
AF	37	19	17
APAC	38	18	20
EUR	7	3	4
LAC	25	16	15
NA	3	2	3
Total	110	58	59

*Africa (AF), Asia-Pacific (APAC), Europe (EUR), Latin America and the Caribbean (LAC) and North America (NA).

Of these events, 19 events were organized by **At-Large Structures** (10 AF, 3 APAC, 6 LAC), 10 were organized with the collaboration of country code top-level domains (ccTLDs) managers, and four were organized by gTLD registry operators.

UA Day 2025 Keystone Event

The **keystone UA Day event** was held in Hanoi, Viet Nam, on 8 May 2025, co-located with the **Contracted Parties Summit** and **APAC DNS Forum**. Tripti Sinha, ICANN Board Chair, and Truong Giang Nguyen, Vietnam Internet Network Information Center Deputy Director General, officially launched UA Day 2025 event, providing opening remarks about the importance of UA in digital inclusion. This was followed by a plenary session and two parallel sessions focusing on IDNs and UA. Speakers from diverse stakeholder groups highlighted the challenges, solutions, and progress on UA adoption.

The program and overview is available **online**. Recordings of the sessions are available at the links below:

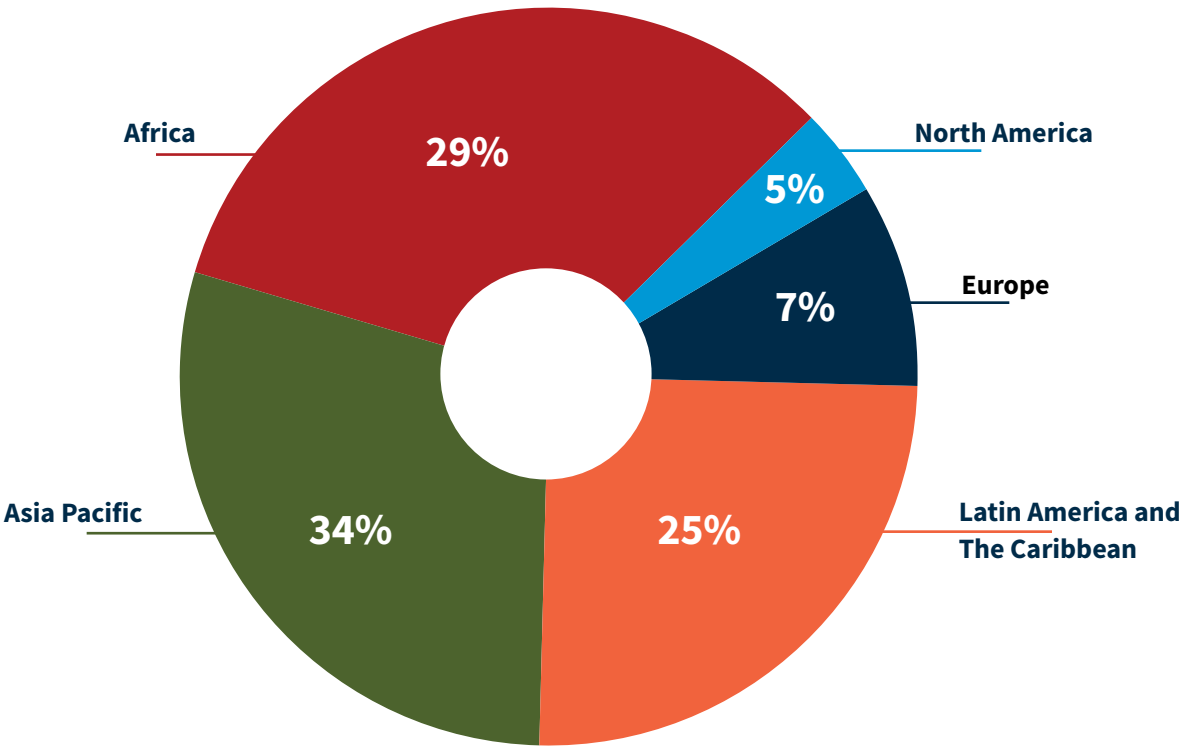
- **UA Day 2025 Opening Ceremony, recording.**
- **Plenary Session on Enabling Digital Inclusion for the Next Billion Internet Users, recording** (starting at 18 mins).
- **Internationalized Domain Names – A Gateway for Multilingual Internet, recording.**
- **Universal Acceptance – Enabling an Inclusive and Accessible Internet, recording.**



UA Day Events by Region

Thirty-four percent of the UA Day events were held in the Asia-Pacific (APAC) region, 29 percent were held in Africa, and 25 percent were held in the Latin America and Caribbean (LAC) region. There were fewer events in Europe and North America (NA), as shown in **Figure 1**.

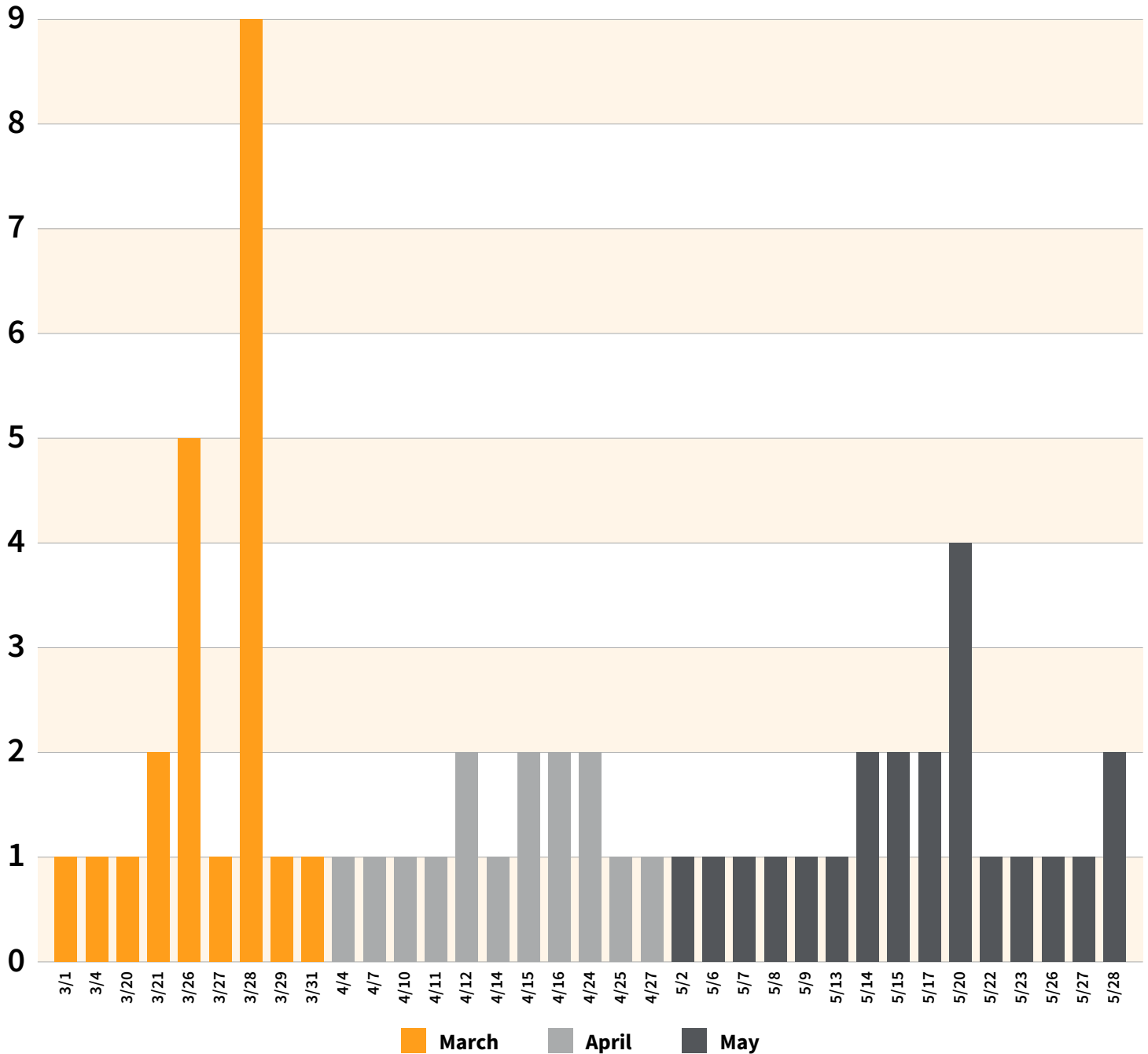
Figure 1: Distribution of UA Day 2025 Events Organized Across Different Regions



UA Day Events by Date

UA Day events were organized over a three-month period from March through May, with the majority of events occurring on or around 28 March 2025. A few events were held around Internet Day on 17 May 2025, as shown in **Figure 2**. The figure also illustrates that the organizers use the flexibility provided in organizing UA Day, with 22 events held in March, 15 events held in April and 22 events held in May 2025.

Figure 2: Timeline of UA Day 2025 Events

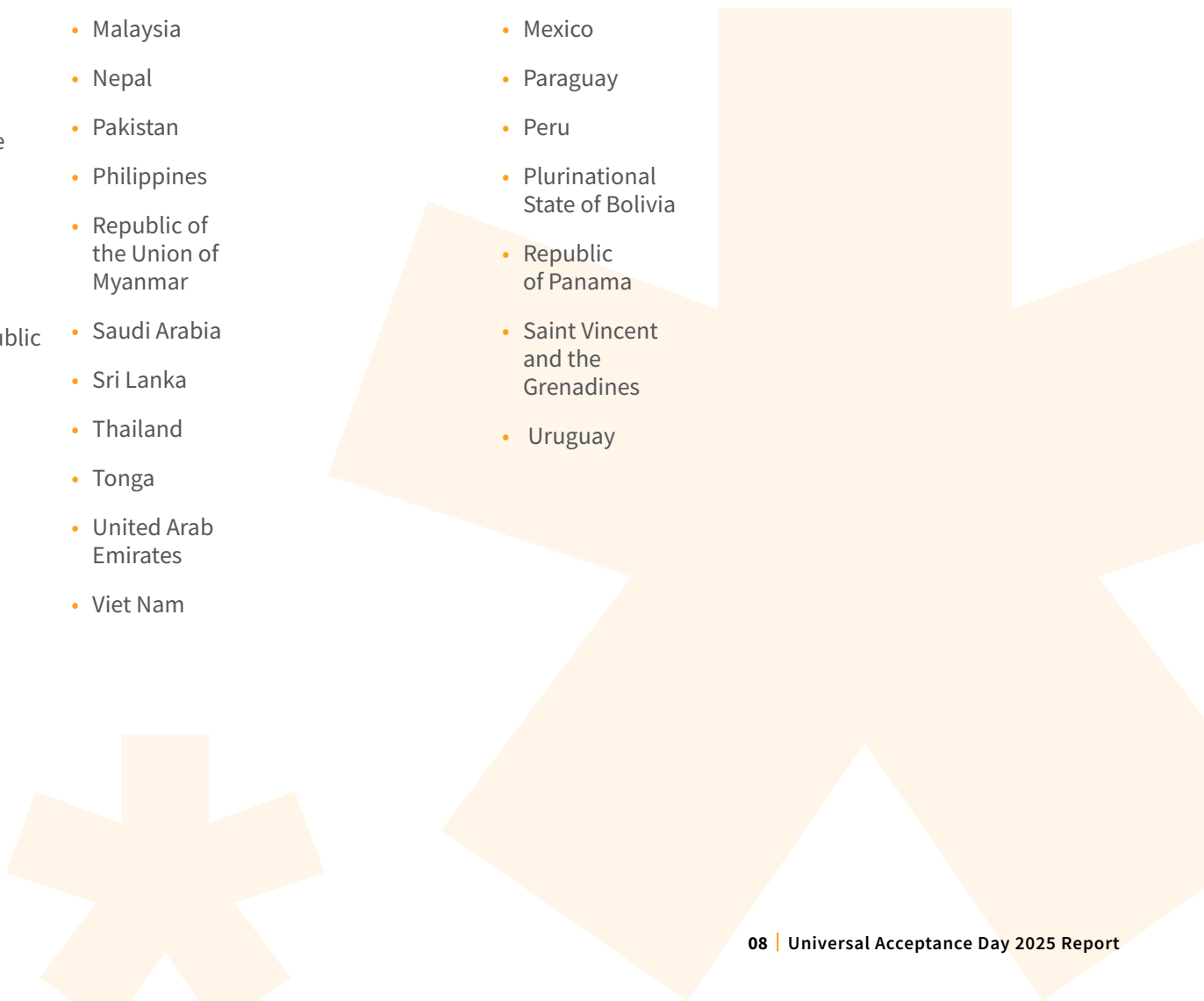




UA Day Events by Location

UA Day events were held in 55 countries and territories: 18 in Asia Pacific, 17 in Africa, 14 in Latin America and the Caribbean, four in Europe and two in North America. Though regional events included representatives from multiple countries, only a host country is listed below. Therefore, participants from more countries participated online.

Africa	Asia Pacific	Europe	Latin America and Caribbean	North America
<ul style="list-style-type: none">• Benin• Burkina Faso• Cameroon• Egypt• Ghana• Kenya• Lesotho• Niger• Nigeria• Rwanda• Senegal• Sierra Leone• Somalia• Togo• Uganda• United Republic of Tanzania• Zambia	<ul style="list-style-type: none">• Armenia• Bahrain• Bangladesh• China• Hong Kong, China• India• Lao People's Democratic Republic• Malaysia• Nepal• Pakistan• Philippines• Republic of the Union of Myanmar• Saudi Arabia• Sri Lanka• Thailand• Tonga• United Arab Emirates• Viet Nam	<ul style="list-style-type: none">• France• Portugal• Republic of Moldova• Spain	<ul style="list-style-type: none">• Bolivarian Republic of Venezuela• Brazil• Chile• Costa Rica• Dominican Republic• El Salvador• Haiti• Mexico• Paraguay• Peru• Plurinational State of Bolivia• Republic of Panama• Saint Vincent and the Grenadines• Uruguay	<ul style="list-style-type: none">• Canada• United States of America



UA Day Events by Type

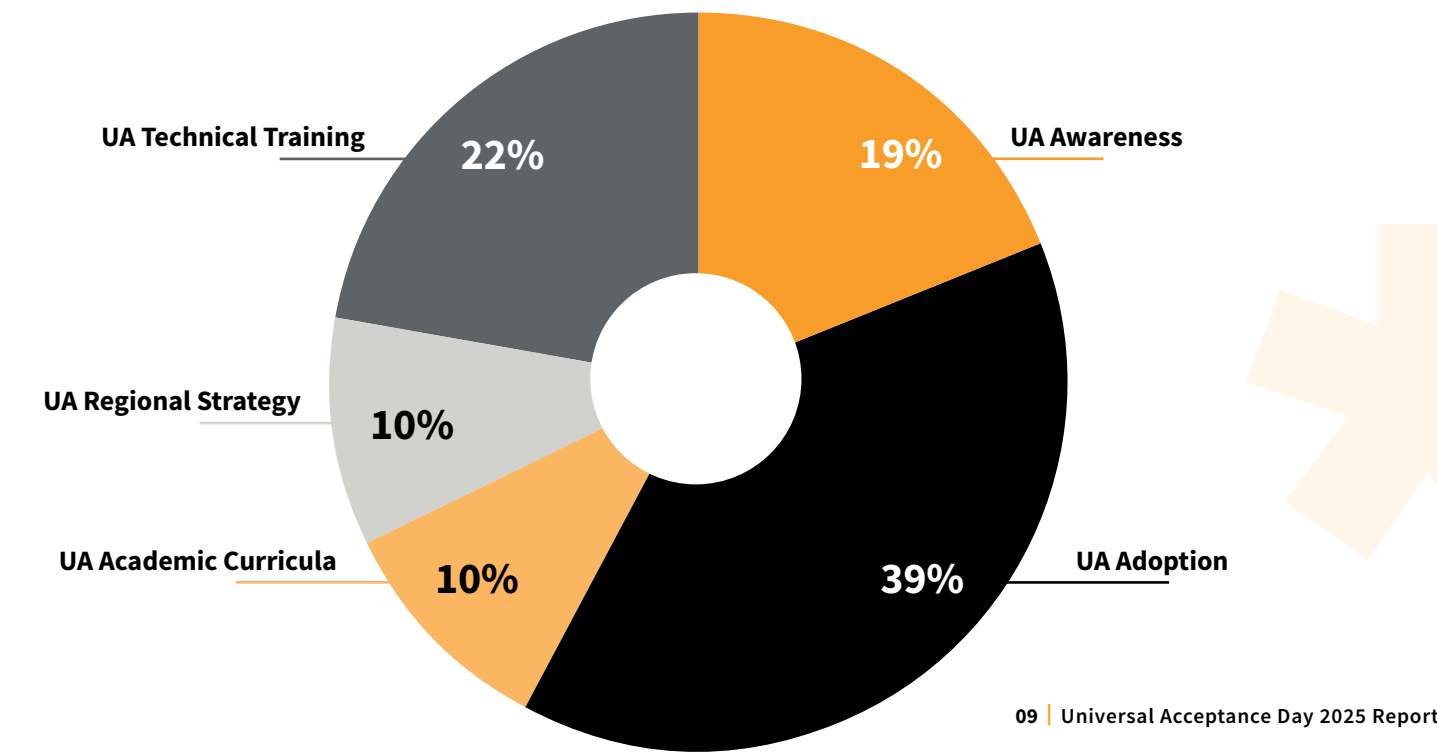
The 59 UA Day events were distributed across the various types of events as per **Figure 3** below. The detailed breakdown per type and region is provided in **Table 2** below.

Of the 59 events, 23 were focused on UA adoption and 13 on technical training. In addition, 11 events were held on UA awareness and six events each on academic curricula and regional strategy.

Table 2: UA Day 2025 Events by Types and Region

Event Type	AF	APAC	EUR	LAC	NA	Total
UA Regional Strategy	1	2	0	1	2	6
UA Academic Curricula	0	3	0	3	0	6
UA Awareness	0	7	3	1	0	11
UA Technical Training	6	3	1	3	0	13
UA Adoption	10	5	0	7	1	23
Grand Total	17	20	4	15	3	59

Figure 3: Distribution of UA Day 2025 Events Based on Session Type



UA Day Adoption Events

UA Day adoption events were also organized in 2025. Some featured technically simple changes that introduced their audience to new possibilities, while others involved more advanced solutions. Some examples include:

- iMasters, in Brazil, demonstrated **how to set up a Wordpress site** using Brazilian characters in the domain name and paths.
- FUNDETIC, in Plurinational State of Bolivia, showed a bilingual (Spanish/Aymara) website for a local community: (**uñtañanicharaña.gt看.gob.bo** and **conociendocharaña.gt看.gob.bo**).
- The Federation of Computer Association Nepal showcased a website (**https://क्यान.संगठन**) in Nepali for a local organization, with all the text and links in Nepali. The website supports and uses internationalized email addresses.
- The Thai Network Information Center Foundation, in Thailand, showed a UA-ready demo ecommerce site: **https://เว็บไซต์ไทย.ไทย**.

Adoption events not only built technical capacity, but illustrated real-world applications, encouraging others to be UA-ready. In many cases, the local language email is being introduced for the first time in these communities. Together with domain names in local languages, these events have a direct impact on creating more meaningful access for local communities.

UA Day Event Materials and Publications

To support UA Day event organizers and manage consistent messaging, a variety of materials were developed, including awareness and technical training presentations, graphics, and videos. The materials were also translated and made available in Arabic, Chinese, French, Portuguese, Russian and Spanish languages. These materials were made available to UA Day organizers through the UA Day webpage at <https://uasg.tech/ua-day/#UADayMaterials>. These are listed below.

Welcome Videos:

- [Tripti Sinha, Chair of the ICANN Board](#)
- [Theresa Swinehart, ICANN Senior Vice President, Global Domains & Strategy](#)
- [Anil Kumar Jain, Chair of the UASG](#)

Promotional Videos:

- [UA Community \(English\)](#)
- [UA Community \(English and Multilingual\)](#)

Technical Videos:

- [Introduction to Universal Acceptance \(see in other languages\)](#)
- [Universal Acceptance Technical Guide](#)

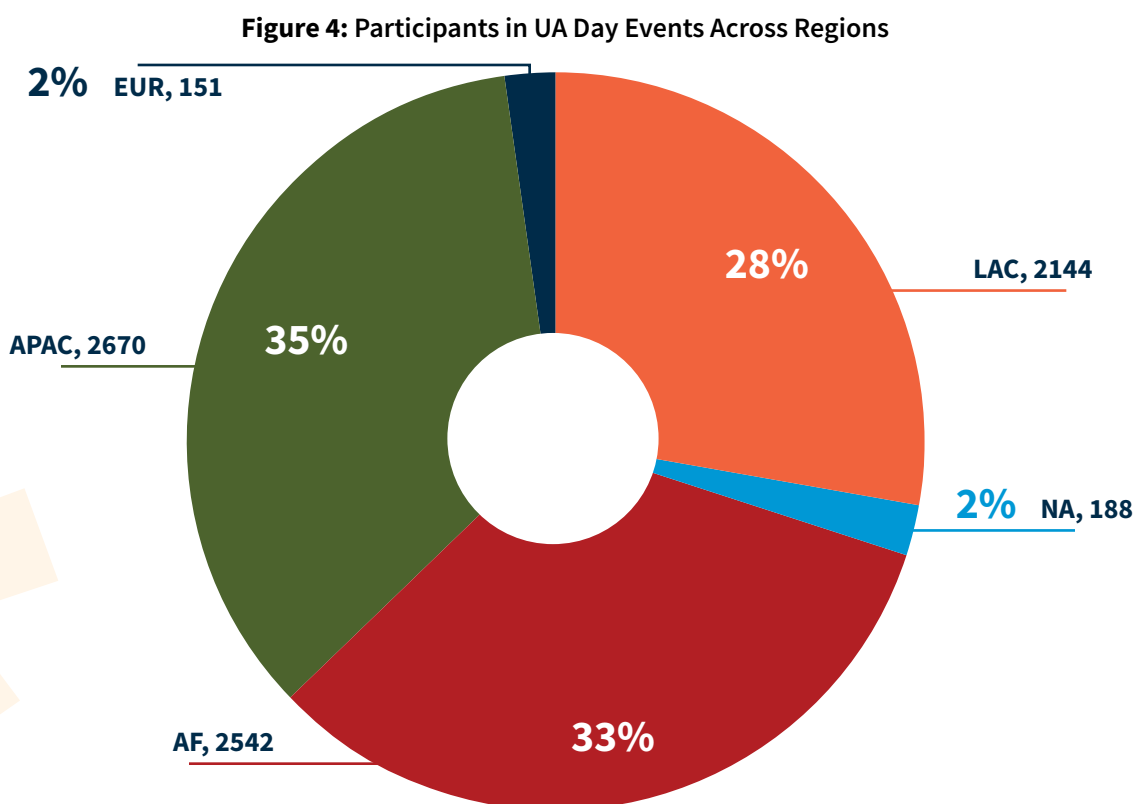
UA Day Materials (with translations):

- [Awareness Presentation-2hr \(AR, ES, FR, PT, RU, ZH\)](#)
- [Academic Curriculum Discussion and Roadmap Development-2hr \(AR, ES, FR, RU, ZH\)](#)
- [Technical Overview-2hr \(AR, ES, FR, PT, RU, ZH\)](#)
- [Programming Training for UA-2hr \(AR, ES, FR, RU, ZH\)](#)
- [Email Administration Training for UA-2hr \(AR, ES, FR, RU, ZH\)](#)
- [UA Adoption Event Requirements](#)

The webpage also included suggested UA Day agendas to help organizers plan their events.

UA Day Participants

UA Day events were able to create significant awareness around the world and featured a total of 7,695 participants across the globe in 2025. A total of 35 percent of participants were from the APAC region, 33 percent from Africa, 28 percent from the LAC region, 2 percent each from Europe and North America. The distribution of participants across regions is shown in **Figure 4**.



These participants represented many different stakeholders, including:

- Businesses
- Governments and telecom regulators
- Civil society and non-government organizations, including At-Large Structures and Internet Society chapters
- Intergovernmental organizations
- IT companies and technology startups
- The DNS industry
- Internet service providers and hosting providers
- Academia, including faculty and students

UA Day Events by Language

UA Day events were held in more than 23 languages, including Arabic, Armenian, Bangla, Burmese, Chinese, English, Filipino, French, Galician, Haitian Creole, Hindi, Kiswahili, Lao, Marathi, Nepali, Portuguese, Russian, Sesotho, Sinhala, Spanish, Thai, Tongan, and Urdu.

UA Day Communications and Photos Coverage

ICANN conducted comprehensive communications outreach to spread UA Day awareness and encourage participation. Key communications included:

- **Global Internet Community Encouraged to Submit Event Proposals for UA Day 2025** on 26 August 2024
- **ICANN and UNESCO Join Forces to Champion Universal Acceptance for UA Day 2025** on 1 October 2024
- **Save the Dates: UA Day Event Celebrations** on 27 January 2025
- **Press Release: Internet Access: UNESCO and ICANN Join Forces to Improve Linguistic Diversity Online** on 27 February 2025
- **Press Release: ICANN DNS Forum in Hanoi: Leaders Convene to Shape the Multilingual Internet** on 28 April 2025

UA Day events were also promoted on ICANN and UASG social media platforms, and by event organizers from their social channels.

Organic media coverage for UA Day 2025 garnered a total of 632 pickups of online news articles, for the period 1 January – 22 May 2025. The highest coverage came from the region of Asia, followed by North America. Here are some articles of high readership and interest from around the world:

- **(JP) ICANN's DNS Forum in Hanoi: Leaders shaping a multilingual Internet come together**
- **(KR) [PRNewswire] ICANN DNS Forum Held in Hanoi**
- **NIXI successfully concludes Universal Acceptance (UA) Day 2025, focused on connecting the unconnected and building a multilingual internet**
- **Nepal Launches First Nepali Domain Website at UA Hackathon 2025: A Digital Milestone**
- **National Telecommunications Authority Holds Universal Acceptance Day to Encourage Inclusive Digital Participation**
- **(ES) Universal Acceptance Day in Bolivia 2025: The Opportunities and Challenges of Universal Acceptance**

For UA Day 2025 photos, please visit: <https://www.flickr.com/photos/icann/albums/72177720326065001/>.



UA Days 2023-2025: At a Glance

From 2023 through 2025, UA Day has grown into a significant global effort, bringing together technical communities, governments, and businesses to work toward a more inclusive and multilingual internet. A total of 167 UA Day events have been held across 82 countries or territories in 39 languages between 2023 and 2025. Figures below demonstrate the trend over the past years. **Figure 5** shows how these were distributed across the different years, and **Figure 6** shows a further breakdown by the five different regions.

Figure 5: UA Day Events Held and the Countries and Territories Covered from 2023-25

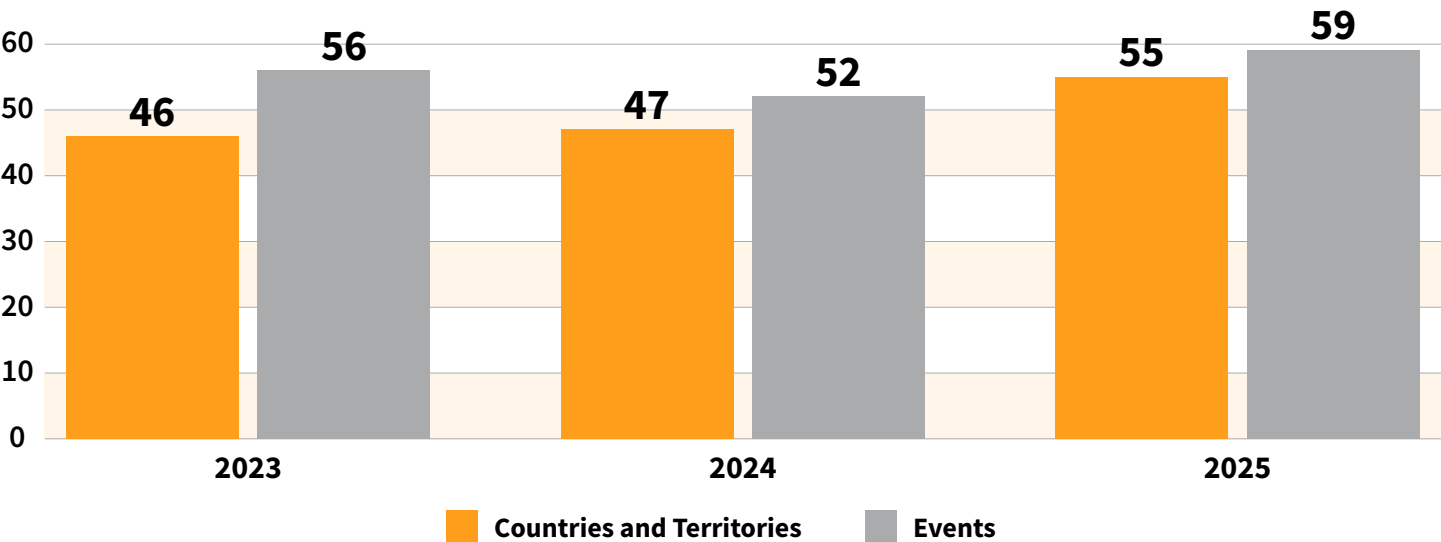
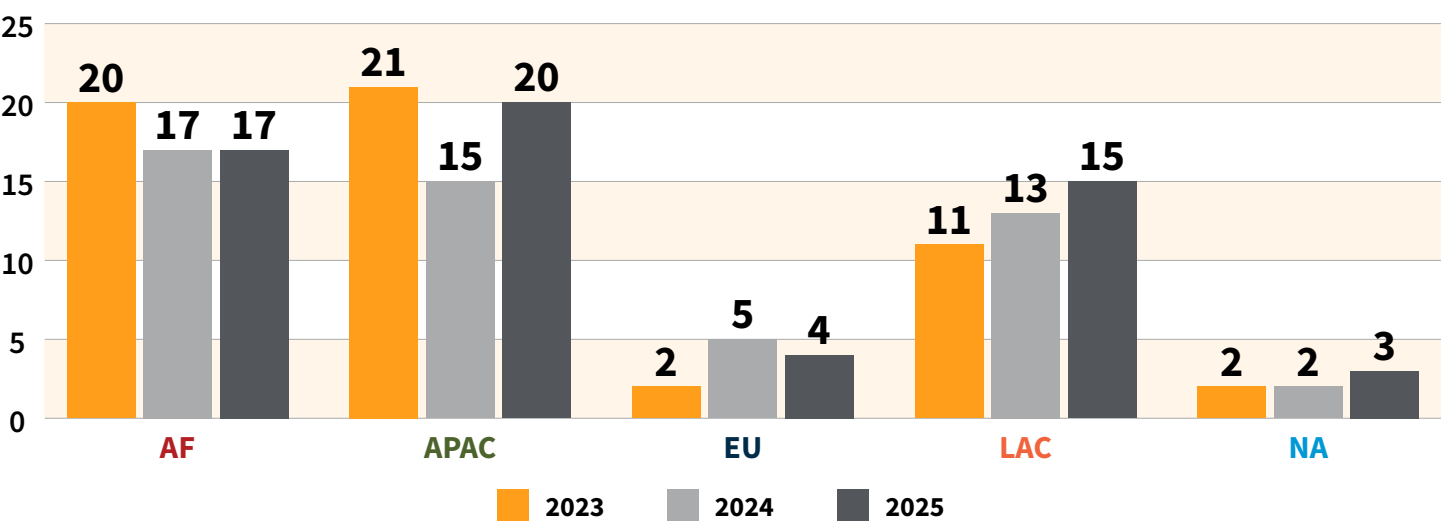


Figure 6: UA Day Events Held Across the Different Regions from 2023-25



UA Days 2023-2025: At a Glance *(continued)*

A total of 23,663 participants have attended the UA Day events over the past three years. **Figure 7** shows the number of participants who attended these events per region across these years, with 9,424 participants in 2023, 6,544 participants in 2024, and 7,695 participants in 2025. Finally, **Figure 8** shows that all the different types of events were supported over the past three years, with UA Awareness and UA Technical Training events the two most popular categories.

Figure 7: Participants Across the Different Regions in UA Day Events from 2023-25

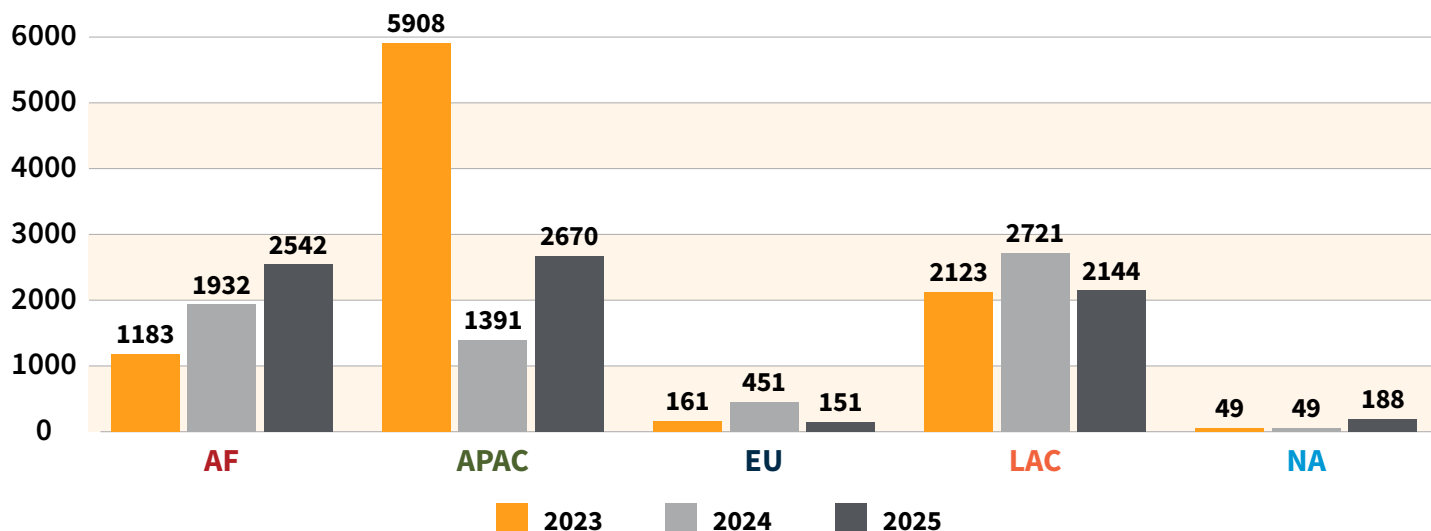
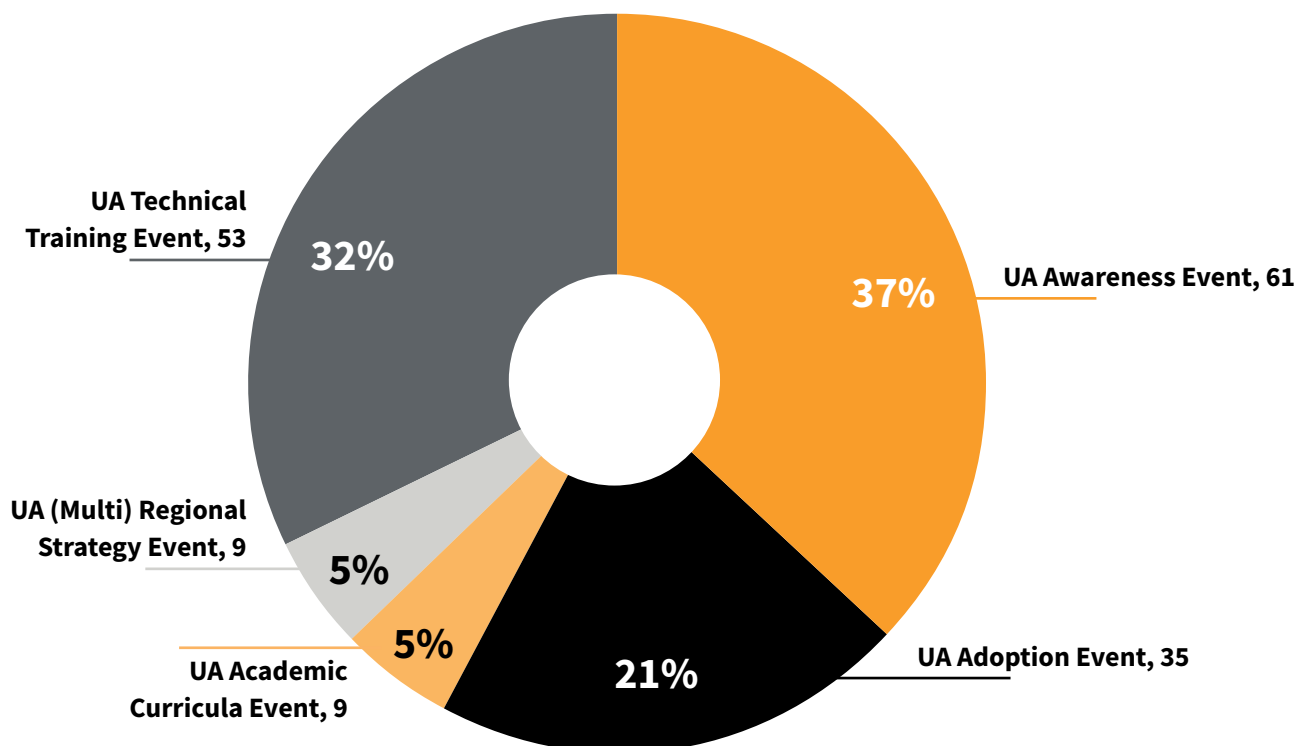
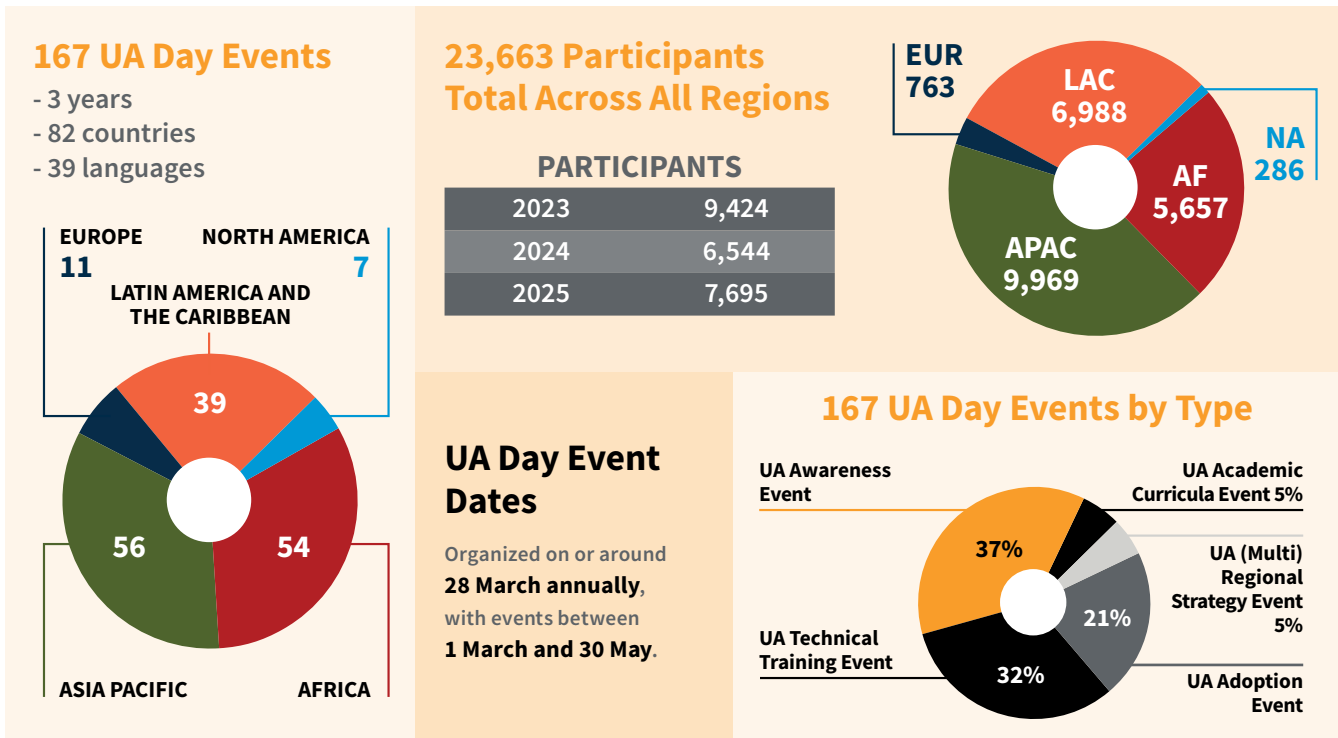


Figure 8: Number of UA Day Events Held by Type from 2023-25



UA Days 2023-2025: At a Glance *(continued)*



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