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# CCTLDS AND ADVANCEMENT OF UNIVERSAL ACCEPTANCE

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SAMI ALI



## 2 INTRODUCTION

Universal Acceptance (UA) ensures that all domain names, including new top-level domains (TLDs), Internationalized Domain Names ( IDNs ), and email addresses are treated equally and can be used by all Internet-enabled applications, devices, and systems.

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- ☐ **Dejan Đukić**, RNIDS
  - ☐ **Maria Kolesnikova & Vadim Mikhailov**, Coordination Center .RU/.PФ
  - ☐ **Anil Kumar Jain**, UASG
  - ☐ **Katarina Gevorkyan**, ISOC AM
  - ☐ **Hanul Park**, KISA
  - ☐ **Sarmad Hussain**, ICANN

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DESPITE MANY EFFORTS FOR NEARLY 1.5 DECADES, IDNS STILL ACCOUNT FOR 2% OF ALL REGISTRATIONS WORLDWIDE AND THE UA UPTAKE IS STILL LOW. WHERE IS THE CAUSE FOR THE PROBLEM?

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IT IS ARGUED THAT CCTLDS ARE AT THE FOREFRONT OF CHAMPIONING UA. WHAT SHOULD A CCTLD DO TO UPHOLD THE PROCESS?

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CAN YOU SUGGEST AT LEAST 3 CONDITIONS THAT WOULD BE NECESSARY AND SUFFICIENT FOR BOLSTERING THE UPTAKE OF UA IN YOUR ECONOMY, THE ASIA PACIFIC REGION AND WORLDWIDE AND RATIONALE FOR THEM?

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# SUMMARY

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# THANK YOU

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SAMI ALI

[SAMI.ALI@TRA.ORG.BH](mailto:SAMI.ALI@TRA.ORG.BH)

00973 36182282



BASED ON THE DISCUSSION, WHAT IS YOUR OPINION ON UA:

- A) I SUPPORT IT AND AM READY TO PROACTIVELY WORK ON ITS IMPLEMENTATION;
  - B) I'D RATHER SUPPORT IT IN PRINCIPLE BUT HAVE OTHER PRIOR COMMITMENTS FOR NOW
  - C) I AM SKEPTICAL ABOUT UA AND DO NOT BELIEVE IT WILL EVER FLY
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I. WITH EXISTING SOLUTIONS AND THE REACH OF IDN STILL THE DEMAND HAS NOT BEEN ENOUGH? WHY?

CCTLD PERSPECTIVE OF INVESTMENT IN IDN MARKETING?

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