Making New Internet Domains Work for Everyone

By Don Hollander
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Millions of users may be denied access to your services – and that's not fair to you or to them. Addressing the issue is in the Bug Fix range of efforts.

Since 2010 the Domain Name System (DNS) has expanded dramatically, not only fueling competition, choice and innovation, but truly enabling a multilingual Internet. There are now more than a 1,500 top-level domains (TLDs), many of which are longer than the traditional two- and three-character names (e.g. .com, .edu, .hk, and .org) or are in non-ASCII based scripts – such as Arabic, Cyrillic, Māori, Thai and of course Chinese. In Hong Kong, HKIRC has offered domain names in .香港 since 2010.

The expansion allows people to claim a domain name that best reflects their sense of identity.   While this expansion is critical in bringing the next billion people online and growing the global Internet economy, the incorporation of these new domains across the global Internet is not an entirely automatic process. CIOs (Chief information officers), web administrators, application developers, and others have an important role to play in making sure their applications are compatible with the evolved Internet infrastructure. That's why we're reaching out to make sure you know about this change.
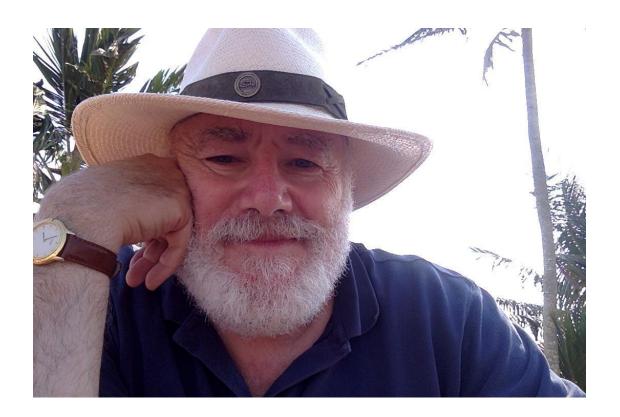
The issue at hand
Many organizations and business have not updated their systems to accommodate the new domains or what we call become **Universal Acceptance** (UA)-ready. As a result, many applications and Internet-connected devices and systems are unable to accept, validate, store, process or display all domain names. This causes problems for organizations and headaches for users because if the applications do not recognize or appropriately process the new domain names or email addresses that use these extensions, it will result in lost customers and a poor user experience.

Resources available to assist you
To address these issues and provide support, stakeholders and industry leaders such as Apple, GoDaddy, Google, ICANN, Microsoft, DotAsia and Verisign, created the Universal Acceptance Steering Group (www.UASG.tech). The UASG is not selling anything and is not after your money. The UASG exists to help organizations ensure their systems are UA-ready and able to accept all domain names and email addresses in any valid script – including Chinese!

We encourage you to visit our website and view these useful materials and to get involved with the UASG (you can join the mailing list at https://uasg.tech/subscribe) so we can work together to fully incorporate these new domains for the benefit of the next generation of Internet users.

About the author: Don Hollander is a New Zealand based former CIO for very large domestic and international corporations. He has been involved in the New Zealand IT industry for many years and served as the Chair of TUANZ in the 1990s and Chair of the 2020 Trust during the first decade of this century.

為全球人類推動 「大同」網絡域名計劃

Don Hollander，UASG 工作組總秘書長

想像一下，世上若有數以百萬計的用戶未能登入使用本該能享用的服務，無論對服務提供者或使用者而言均是不公平的情況。要正視這問題，我們確要花大量人力、資源進行修正工作。

自 2010 年起，網絡域名系統（DNS）市場全球開放，域名類別及數目均增長迅速，不但促進互聯網發展的良性競爭、選擇與創新性，更成就了多語言的網絡世界。現時全球市場已擴展至超過 1,500 個不同範疇的通用頂級域名，當中很多再不局限於兩、三個字符串的制式（如.com,.edu, .hk 及.org）或如阿拉伯、西里爾、毛利、泰文及中文等非 ASCII 字元組成的域名。香港互聯網註冊管理有限公司（HKIRC）在 2010 年起亦提供「.香港」國碼域名登記服務。

以上的市場發展，不但讓網民藉選用母語創建一個能表達個人身份的網絡名稱。同時，這對數以十億計的網上用戶及正處於高速增長的全球互聯網經濟具標誌作用，這種創新域名與全球互聯網的融合絕非偶然。不少機構的首席信息官（CIO）、網絡執行人、應用程式開發者，甚至是決策者在思考其應用程式如何兼容與時並進的互聯網基礎架構時，均能擔任重要角色。

當前問題

目前，很多公共及工商機構尚未就配合 Universal Acceptance (UA) （內地稱為「普遍接受」，一個近年在業界興起的網絡革新協定）而更新固有域名辨認系統，以兼容這類創新域名地址，結果導致很多應用程式及互聯網連接裝置拒絕接受、驗証、儲存、處理或展示進入系統上的所有網絡域名。這令服務機構及用戶雙方造成重大問題及困擾，由於應用程式未能辨認或處理這類創新域名或電郵地址以取得權限，導致用戶體驗變為負面，甚至造成客戶直接流失。

應對方案

為正視這些問題及提供相應支援，各持份者、資訊科技界的各行業領袖如蘋果(Apple)、GoDaddy、谷歌(Google)、全球域名協調管理機構 ICANN 、微軟（Microsoft）、DotAsia、Verisign 等合辦了 UASG 工作組 (Universal Acceptance Steering Group) （網站：www.UASG.tech）。工作組是非牟利性質，旨在協助業界相關機構確保其互聯網系統的「普遍接受性」(UA-ready)，即能接受所有不同語言（包括中文）組成的各類型域名及電郵地址。

我誠意推薦各位 IT 界的朋友，登入網站了解更多關於 UA 的實用資訊，加入成為 UA 一員，透過訂閱 UA 資訊（https://uasg.tech/subscribe），參與及支持我們的工作，讓同業攜手合作，將一系列創新域名惠及下一代數以億計的互聯網使用者。

關於撰稿人：以新西蘭為基地的 Don Hollander，過去曾在當地及不少國際機構擔任首席信息官 (CIO)等要職。他在當地從事資訊科技業多年，於 90 年代擔任 TUANZ 的主席，期後在 2000-2012 年間擔任 2020Trust 的主席。