

Re: Additional Emoji Selection Factor
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There is not much point in encoding new characters specifically for emoji if they will not be widely supported. They are more expensive to implement than most other other characters — and much higher storage cost on mobile. Some of the encoded emoji have seen little usage (40,000 times less often than others!), yet still require resources to support. There is more public awareness of them: more public pressure to implement them, but also more public scrutiny of them. Hence, it makes sense to first make sure that there is reasonable commitment to significant support before encoding.

Thus the emoji subcommittee is planning to add a note for that purpose to the end of the [Selection Factors](#).

The following is a criterion for adding characters into a release of Unicode. It is *not* a selection factor that proposals need to address, but rather a consideration that the UTC takes into account before approving a character as a candidate for inclusion in a future release.

Compared to most other characters in Unicode, there is greater public awareness of new emoji characters, and a high expectation of support for them from major vendors. However, the cost to such vendors of supporting new emoji characters is also much higher than for most other Unicode characters, especially on devices with limited memory.

Thus in addition to these selection factors, before approving a new emoji character the Unicode Technical Committee needs to expect wide deployment: that major vendors would plan to include the proposed emoji character into very widely deployed fonts and input methods (keyboards / palettes / speech).