

Title: Ringed Planet Emoji

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1. Identification

A. CLDR short name

Ringed Planet

B. CLDR keywords

Planet | Rings | Planetoid | Saturn | Celestial Body

2. Images

A. Zip File

Planet-emoji.zip (attached to email)

B. License

Color image was created by Jennifer 8. Lee's designer for use in this proposal. Black and white image was found searching Google -> clipart -> labeled for noncommercial reuse.

3. Selection factors — Inclusion.

A. Compatibility

No known planet emojis used on other platforms.

B. Expected usage level

1. Frequency

We believe the inclusion of a Planet emoji presents a thrilling and innovative opportunity for storytelling in the emoji universe. The truth is- planets have been the central characters in human stories for millenia.

Cultures throughout history have tracked and recorded planetary movements through space, turning them into gods and deities. Celestial figures inspired some of the greatest folklore, artistic expression, and feats of architectural achievement known to man. For us, modern day sagas like Star Wars, Star Trek, and The Avengers have turned characters from distant worlds into familiar faces. Imagery of planets and space have inspired millions of earthlings to imagine what extraterrestrial homes could be possible.

Inarguably, space travel and the concept of inhabiting planets fascinate both our society and changing economy. Forward thinking companies like SpaceX and agencies like NASA are looking to bridge the gap between our world and others.

So, if the question is, "Will a Planet Emoji be relevant enough for use?", the answer is heck yes. Planets have been, and always will be, characters in human stories.

Other Celestial Emojis Get Used

Celestial emojis are popular compared to their non-celestial peers. The sun emoji ☀️ is in the top 6% of usage, earth emoji 🌎 in the top 14% and moon emoji 🌙 in the top 45% most commonly used of all emojis as measured by EmojiXpress usage stats.

<http://www.emojistats.org/>

Planets Are Popular On Social Media

Other planets are frequently shared on social media, with platforms like Instagram turning millions into amateur astronomers.

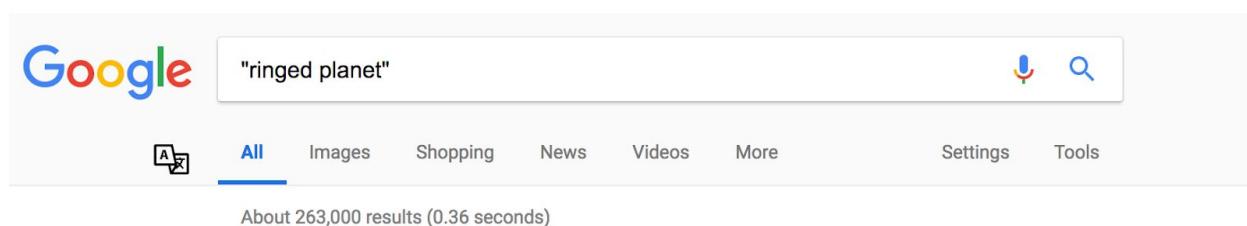
#Mars - 1,403,052 <https://www.instagram.com/explore/tags/mars/>

#Jupiter - 646,547 <https://www.instagram.com/explore/tags/jupiter/>

#Saturn - 352,264 <https://www.instagram.com/explore/tags/saturn/>

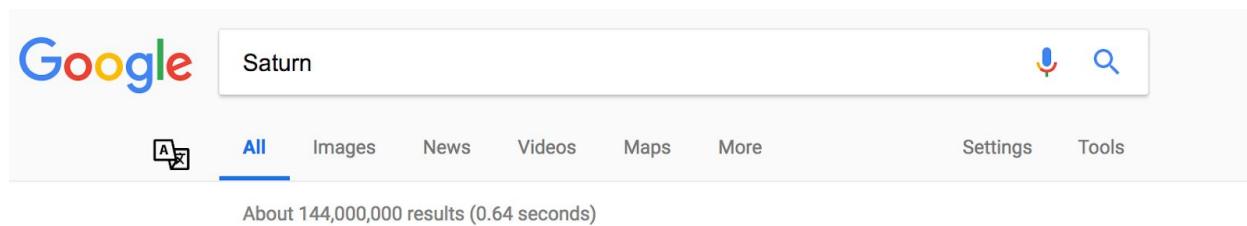
"Ringed Planet" and Saturn Search Data

263,000 Google Search Results for "ringed planet"



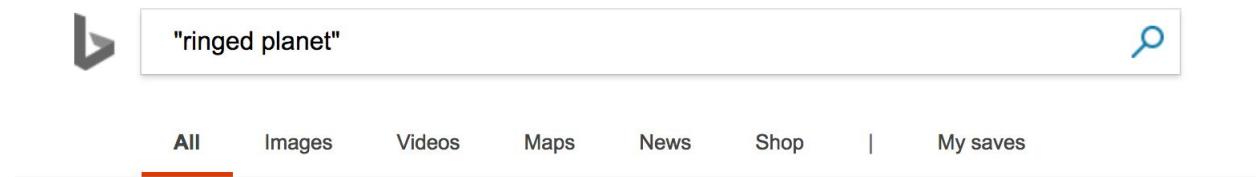
A screenshot of a Google search results page. The search bar at the top contains the query "ringed planet". Below the search bar, the "All" tab is selected, along with other options like Images, Shopping, News, Videos, and More. To the right of the tabs are Settings and Tools buttons. A message below the tabs indicates "About 263,000 results (0.36 seconds)".

144,000,000 Google Search Results for "Saturn"



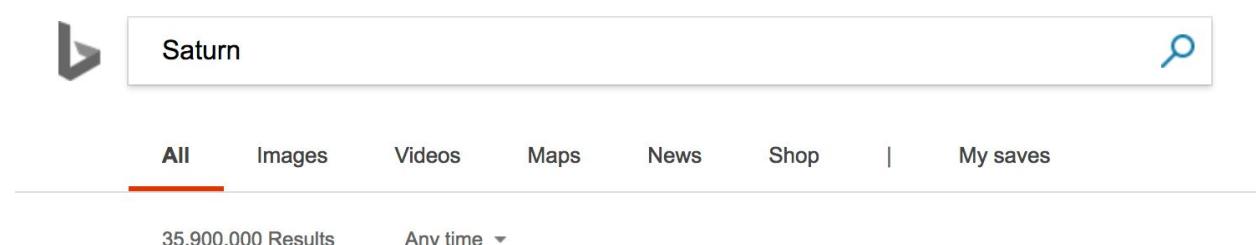
A screenshot of a Google search results page. The search bar at the top contains the query "Saturn". Below the search bar, the "All" tab is selected, along with other options like Images, News, Videos, Maps, and More. To the right of the tabs are Settings and Tools buttons. A message below the tabs indicates "About 144,000,000 results (0.64 seconds)".

291,000 Bing Results for “ringed planet”



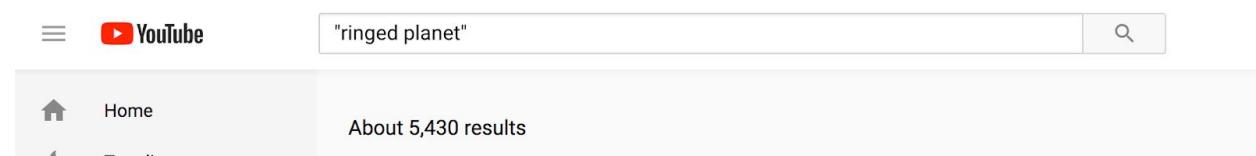
A screenshot of a Bing search results page. The search bar at the top contains the query "ringed planet". Below the search bar, a navigation bar includes tabs for All, Images, Videos, Maps, News, Shop, and My saves. The "All" tab is highlighted with a red underline. Below the navigation bar, it says "291,000 Results" and "Any time ▾".

35,900,000 Bing Results for “Saturn”



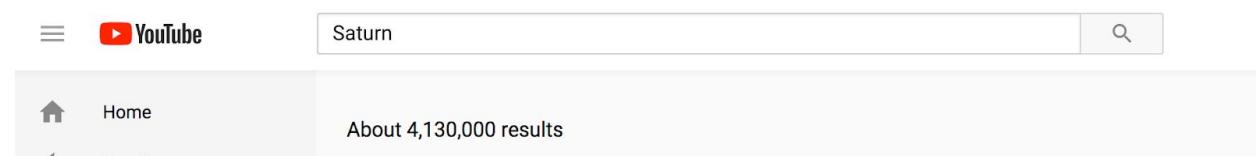
A screenshot of a Bing search results page. The search bar at the top contains the query "Saturn". Below the search bar, a navigation bar includes tabs for All, Images, Videos, Maps, News, Shop, and My saves. The "All" tab is highlighted with a red underline. Below the navigation bar, it says "35,900,000 Results" and "Any time ▾".

5,430 Youtube Results for “ringed planet”



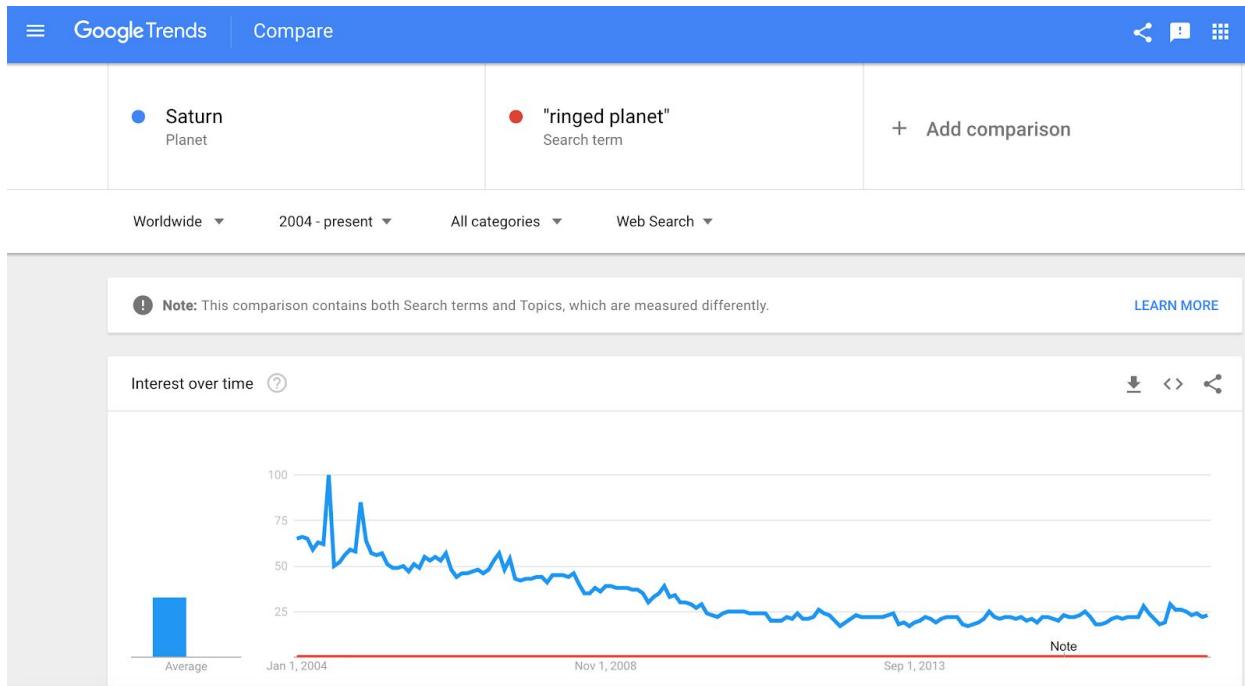
A screenshot of a YouTube search results page. The search bar at the top contains the query "ringed planet". Below the search bar, a navigation bar includes tabs for Home, About 5,430 results, and other options. The "Home" tab is selected.

4,130,000 Youtube Results for “Saturn”

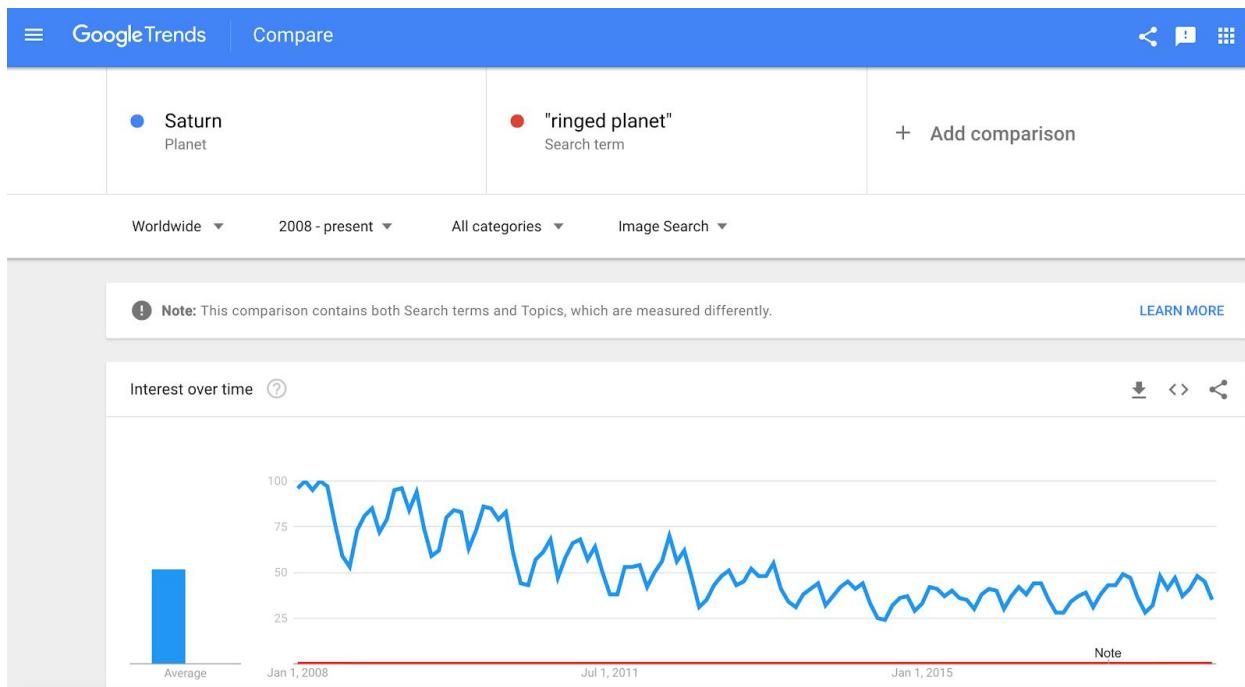


A screenshot of a YouTube search results page. The search bar at the top contains the query "Saturn". Below the search bar, a navigation bar includes tabs for Home, About 4,130,000 results, and other options. The "Home" tab is selected.

Saturn (Planet) vs ‘ringed planet’ (search term) for Google Trends Web Search



Saturn (Planet) vs 'ringed planet' (search term) for Google Trends Image Search



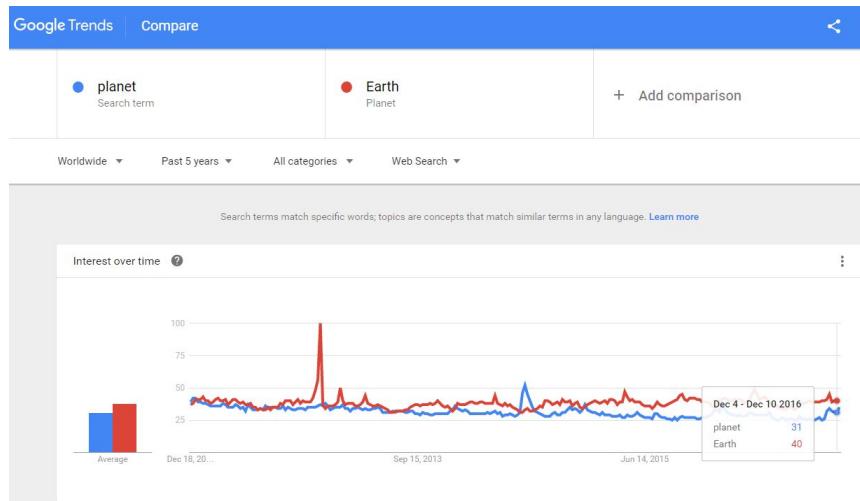
Other Miscellaneous Google Search Data

Searches for 'Planet' is comparable to existing characters when looking at Google Trends.

PLANET VS EARTH

90% of popularity: planet 35 vs Earth 39

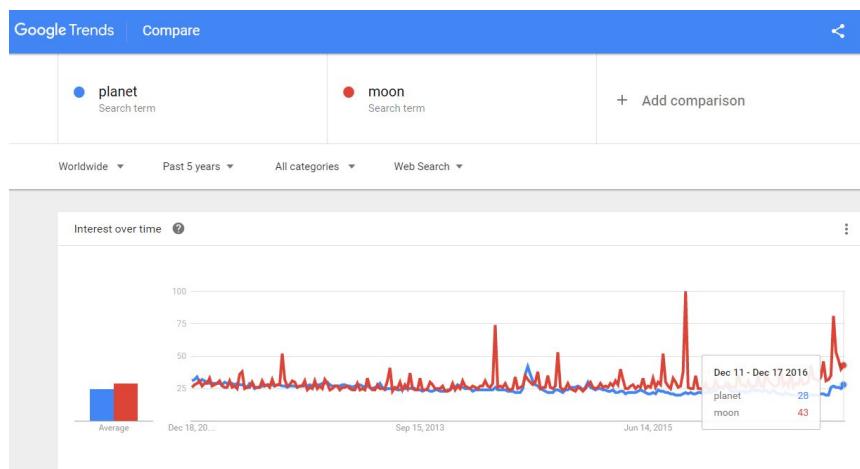
<https://trends.google.com/trends/explore?q=planet,earth>



PLANET VS MOON

65% of popularity: planet 28 vs moon 43

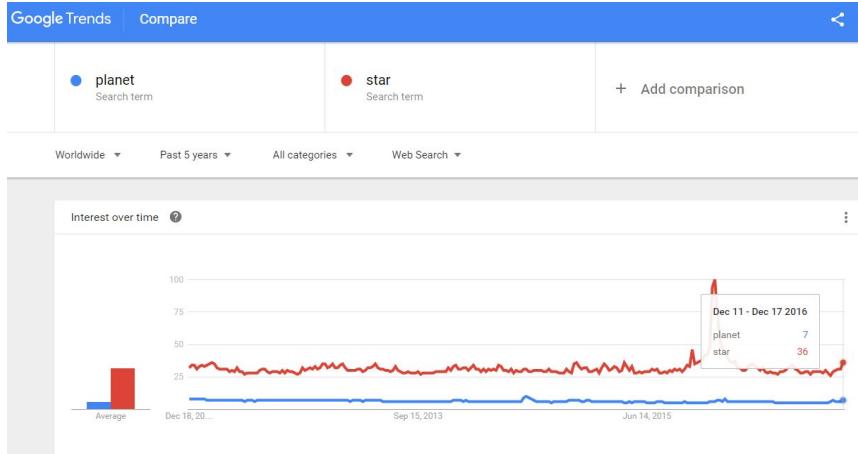
<https://trends.google.com/trends/explore?q=planet,moon>



PLANET VS STAR

19% of popularity: planet 7 vs star 36

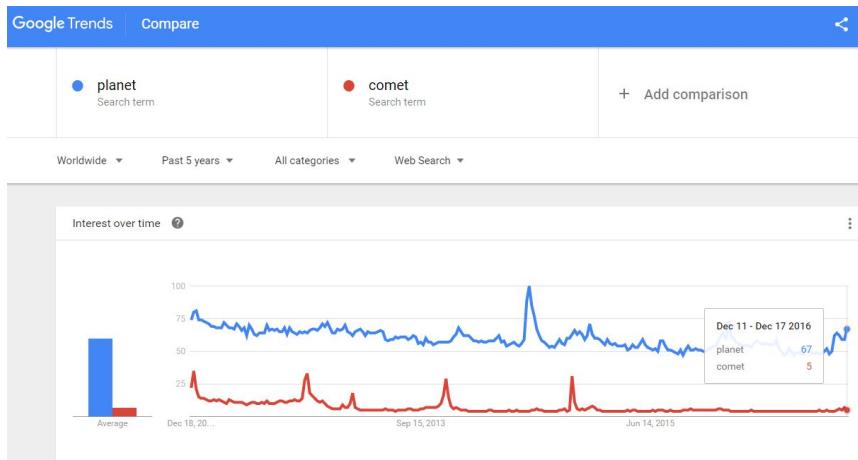
<https://trends.google.com/trends/explore?q=planet,star>



PLANET VS COMET

1340% of popularity: planet 67 vs comet 5

<https://trends.google.com/trends/explore?q=planet.comet>



2. Multiple usages

Planets are used in astrology and religion, but a Planet Emoji could also be used to reference aliens - all three of which are popular social media topics.

3. Use in sequences

Individual planets were proposed previously. We received a recommendation from the Committee to propose the ‘ringed planet’ separately.

4. Breaking new ground

No planet outside of Earth currently exists in Unicode. A non-Earth planet will open up a whole new world for emoji (pardon the pun).

C. Image distinctiveness

A ringed planet would be distinct from the Earth and Moon in both color and shape.

D. Completeness

Current Unicode contains some celestial bodies (ex., the phases of the Moon and the rotations of the Earth) however, doesn't contain a non-Earth planetary representation.

E. Frequently requested

Planets were the #1 requested emoji based on results of a recent Twitter campaign led by the American Geophysical Union. Here are sample user responses to the question 'What geoscience emoji do you want to see?'

Rebecca Boyle @rboyle31

.@theAGU Mars. Saturn. Frankly, all the other planets. Flood basalts. Dinosaur. Microbe. Zircon inclusions #geomoji

LIKES 7

11:06 AM - 30 Dec 2016

Steve Hauck @hauck

@theAGU each of the planets and a comet. A Saturn alone would rule the emoji. Earthquake would be big. A lander or Rover spacecraft.

LIKES 18

11:37 AM - 29 Dec 2016

4. Selection factors — Exclusion.

A. Overly specific

A non-Earth, ringed planet, leaves the possibility open for it to represent any of the billions of planets in the universe.

B. Open-ended

This emoji would not represent one specific planet, but rather, it groups all the possible planets into one representation.

C. Already representable

A non-Earth planet can't be represented by current combinations of stars, moons, suns or other celestial emojis. (ex. 🌟🌟🌟🌟🌟🌟🌟).

D. Logos, brands, UI icons, signage, specific people, deities

A ringed planet doesn't violate restrictions around specific individuals or brands.

E. Transient

Obsession with other planets has been a constant through history. Usage over time should grow as humans make strides towards exploring other worlds.

F. Faulty comparison

Most similar to Earth, however, the presence of Earth is not the justification for adding a new planet emoji.

G. Exact Images

The depiction of a non-Earth, ringed planet, would be open to artist interpretation in terms of color and design.

5. Sort location.

A. Category

Celestial Symbols

B. Location

We propose the ringed planet should come after the Earth emoji  and before the Moon emoji .

6. Other information.

Full sized, example, color image is pasted below:

