

Introduction to the DotAsia Organisation and .Asia:
Global Recognition, Regional Significance.



Overview

- Asia online
- DotAsia Organisation
- .Asia サンライズプロセス
- .Asia ドメイン名の活用法

Asia online

- Asia already by far largest online population
 - 399 Million vs. 315M in Europe / 253M in US
- Overture reports 309,369 searches in Feb 2007 alone for “Asia” or “Asian”
 - Compared with 69,584 for “Europe” and 14,706 for “EU”
- Technorati reports 100,000 blogs using “Asia” tag for posts
- New research from Windows Live Spaces estimates that nearly 50% of Asia’s Internet users have their own blog

Overall Market

- 10.1 million new domain names registered every 3 months 2006
- Country Code Top Level Domain registrations grew 31% in 2006
- .EU Top Level Domain for Europe launched in 2006 has already become 7th most popular worldwide TLD
- Most paid domain in 2006
 - Diamond.com - 7.5 million
- Most paid domain in 2007
 - Poker.com - more than 20 million

2007: Asia takes the lead

- *2007 will be remembered as the year the balance tipped. For the first time, Asia takes the global lead in some key aspects of the digital marketing mix.*
 - Asia Digital Marketing Association (ADMA)
 - Digital Marketing Yearbook 2007
 - www.asiadm.com
- 2007: The Launch of .Asia

The .ASIA Concept

- All TLDs except ccTLDs are perceived as Western-based
 - Yet, over 60% of the world's population and 90 languages reside in Asia
- Asia undergoing dramatic, accelerating change
 - Economic
 - Cultural
 - Technical
- Thriving Asian community bound together by this dynamic environment
 - e.g. APNIC, APNG, APRICOT
- ***It's time for the Asia region to establish its own identity on the Internet***

Why a .ASIA TLD

- .ASIA fulfills a latent market need
 - Internet penetration/usage growing exponentially in Asia
 - Internet is critical to community's growth, access and integration
 - A new domain will satisfy demand for a “virtual central market” with a neutral identity



DotAsia Organisation

THE.DOTASIA.ORG/NISATION

.Asia

The DotAsia Organisation

- Membership-based, Not-for-profit Organisation
- Membership:
 - Sponsor Members: ccTLDs in the region
 - Expertise in TLD operations and management
 - Good relationships with local governments
 - Experience in balancing the interests of public authorities and the public at large
 - Co-Sponsor Members: Internet / IT / Community groups in the region
 - Knowledge & experience in broad consensus building and operation of public resources in the best interests of the community at large

DotAsia Organisation

Current Members of the DotAsia Organisation:

Sponsor Members are organisations in the Pan-Asia and Asia Pacific region, as defined by ICANN's Asia / Australia / Pacific Region (based on the ICANN Region definitions) that manage and operate any of the country code Top Level Domain (ccTLD) registries in the



.AF - Afghanistan Network Information Center (AFNIC)



.KH - .KH, Cambodia



.PH - PH Domain Foundation, Philippines



.BT - Bhutan Communications Authority



.KR - Korea Network Information Center (KRNIC)



.SG - Singapore Network Information Centre (SGNIC)



.CN - China Internet Network Information Center (CNNIC)



.KZ - Kazakhstan Network Information Center



.TJ - Information Technology Center, .TJ ccTLD Manager, Tajikistan



.ID - Country Code Top Level Domain Indonesia (ccTLD-ID)



.MN - .MN ccTLD Registry, DataCom Co., Ltd., Mongolia



.TW - Taiwan Network Information Center (TWNIC)



.IN - .IN ccTLD Registry, India



.MO - Macau Network Information Center (MONIC)



.UZ - Computerization and Information Technology Developing Center, .UzInfoCom.



.IR - .IR ccTLD Registry, Iran



.NU - Internet Users Society - Niue (IUSN)



.VN - Vietnam Internet Network Information Center (VNNIC)



.JP - Japan Registry Service Co., Ltd. (JPRS)



.NZ - The Internet Society of New Zealand (InternetNZ)

Co-Sponsor Members are Internet, Information Technology, Telecommunications, non-profit, NGO or other relevant community organisations in the Pan-Asia and Asia Pacific region.



APNG - Asia Pacific Networking Group



APNIC - Asia Pacific Network Information Centre



PAN - Pan Asia Networking, International Development Research Centre

Vision and Mission

- Vision:
 - Leverage the successful and cooperative platform of the Pan-Asia and Asia Pacific Internet community to further this collaborative approach to other areas of the growing economies.
- Mission:
 - Sponsor, establish and operate an Internet namespace with global recognition and regional significance dedicated to the needs of the Pan-Asia and Asia Pacific Internet community
 - Reinvest surpluses in socio-technological advancement initiatives relevant to the Pan-Asia and Asia Pacific Internet community
 - Operate a viable not-for-profit initiative that is a technically advanced, world-class TLD registry for the Pan-Asia and Asia Pacific community



.Asia サンライズプロセス

.ASIA Sunrise Process

- Sunrise Policies Development
 - Extensive and open discussions
 - Public Community Drafts / Industry Drafts
 - Strong commitment to protecting rights of others
- Three main phases
 - Sunrise 1: Governmental Reserved Names
 - Sunrise 2: Registered Marks
 - Sunrise 3: Registered Entity Names (i.e. company names, etc.)

Sunrise 1: Government Reserved Names

- Pre-Sunrise:
 - Solicitation of reserved names from governments
 - Commenced as of: March 21, 2007

- Sunrise 1:
 - Government bodies to activate the reserved names
 - Target Launch date: October 2007

Sunrise 2: Registered Marks

- SR2a: Early-Bird Sunrise
 - Mark applied for before March 16, 2004
- SR2b: Registered Marks
 - Mark applied for before December 6, 2006
- SR2c: Extended Protection
 - Registered Mark + Words in Class description
 - E.g.: “ABC” => NICE Class 1 “Chemicals” => “ABCchemicals.Asia”

•Target Launch date: October 2007

Sunrise 3 & Landrush

- Registered Entity Names (i.e. Company names)
 - Registered within the DotAsia Community
 - Domain Name Applied For must match registered entity name (with acceptable match exceptions)
 - Target Launch date: November 2007
- Landrush
 - General Launch
 - Target Launch date: February 2008

Multiple Applications for a Domain

- Sunrise 1
 - First-Come-First-Served
- Sunrise 2, Sunrise 3 and Landrush
 - All applications during each particular sunrise period are considered to be received at the same time
 - If domain has only one successful application, it is allocated accordingly
 - If domain has more than one successful application, auction is held between the successful applicants

Auctions

- General Process

- Prior to auction being held, successful applicants will be provided information of other bidders
- English auction (each bid being higher than the previous bid, and each bidder able to observe each bid price)

- Concept

- **Fair allocation** (instead of lottery-like situation at initial rushes)
- **No need to pay multiple registrars** to get to the head of the registration queue
- **Encourage usage** (highest bidder more likely to use domain)
- **No need to wait** for FCFS live registrations (if domain has only one application it will not go to auction)
- Sizeable portion of proceeds will be specifically set aside for community initiatives (mandate for DotAsia Organisation)

Charter Eligibility Requirement

- Any one of the associated domain contacts (Registrant, Admin, Tech, Billing) must be a legal entity in one of the jurisdictions in the DotAsia Community
 - Legal Entity: Natural Persons, Corporations or Companies, Cooperatives, Partnerships or Collectives, Government Bodies, etc.
- Registered Domain Holder for a .ASIA domain is considered to be the collective of the Registrant Contact and the CED (Charter Eligibility Declaration) Contact associated with the domain.
- Both entities are jointly responsible for the domain registration (i.e. disputes)



From Asia / For Asia ～.Asiaの活用法～

From Asia / For Asia

- Where you are / Who you are speaking to
 - From Asia (affiliation / scope)
 - Local companies expanding to the region
 - Regional organisations and initiatives
 - Regional events and conventions
 - For Asia (audience)
 - Regional headquarters of Multinational Companies
 - Regional media and promotion campaigns
 - Asians around the world (Asia Societies, Associations and Groups in US, Europe, etc.)

Utilizing the .ASIA domain

- Multinational Corporations with Headquarters / Special focus for Asia
 - Versatile, neutral and sense of commitment and coherent branding
- Promotion at regional events
 - Asian Games, ITU Asia, Expo Asia, Conference Asia
- Region wide initiatives
 - Development funds, etc.
 - Participation in Asia Pacific organizations
- Local companies expanding to region

Online Presence that Speaks for Itself

- Scope of business & Coherent Branding

www.toyota.co.jp/worldwide/toyota/asia.html

– Toyota → Toyota.Asia

<http://www.ebookjapanasia.com>

– eBook Japan Asia → eBookJapan.Asia

<http://www.asia.toshiba.com>

– Toshiba → Toshiba.Asia

<http://www.asahibeerusa.com>

– Asahi Beer → AsahiBeer.Asia

www.sony-asia.com

– Sony → Sony.Asia

Commitment to developing .Asia

- Sunrise: introduce the .Asia registry in an orderly, stable and logical manner that takes into consideration the established prior rights of others
- Real value of a TLD:
 - Usage with real and relevant content
 - Investment into the marketing of the domains
 - Which in turn drives Traffic, Awareness and value for .Asia domains

Giving out the prime real estate of .Asia for the development of the domain

.Asia Pioneer Domains Program

- The Program:
 - Proposal for how you will be using the .Asia domain
 - Commitment of marketing dollars to advertise the website featuring the .Asia domain
 - Should not infringe the prior rights of others
 - Positive usage
- Best proposals wins right to operate the best .Asia domains
 - Co-marketing with DotAsia

Recruiting Pioneers Now!

- Summer 2007
- Before the .Asia Sunrise
- Inquiries and expressions of interest:
- pioneers@dot.asia
 - What is your next big idea?
 - How can we encourage you to Think .Asia?