

DotAsia Update

AP* Busan | 2011.09.02

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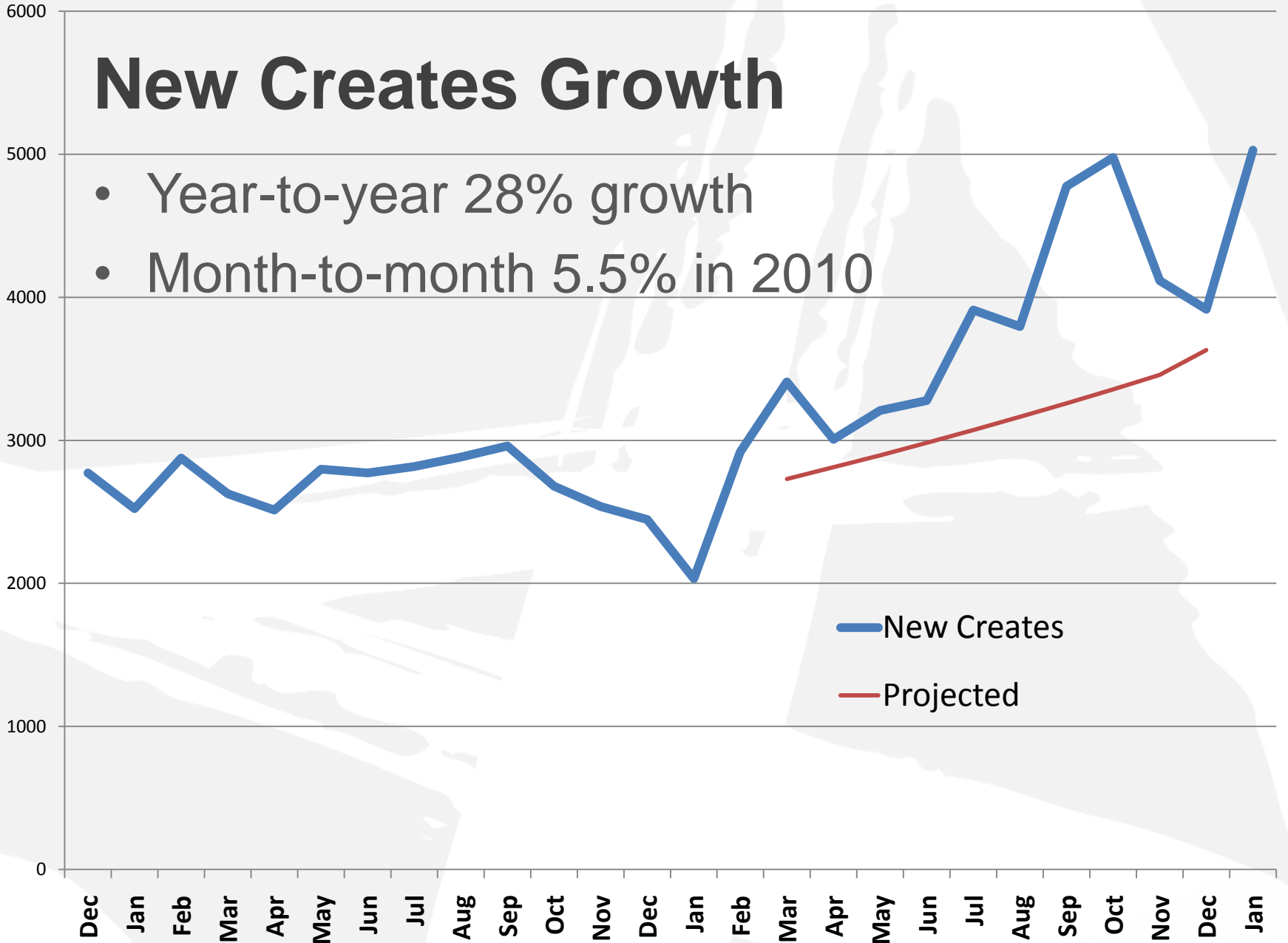
dotasia



DotAsia Reaches 30 Members

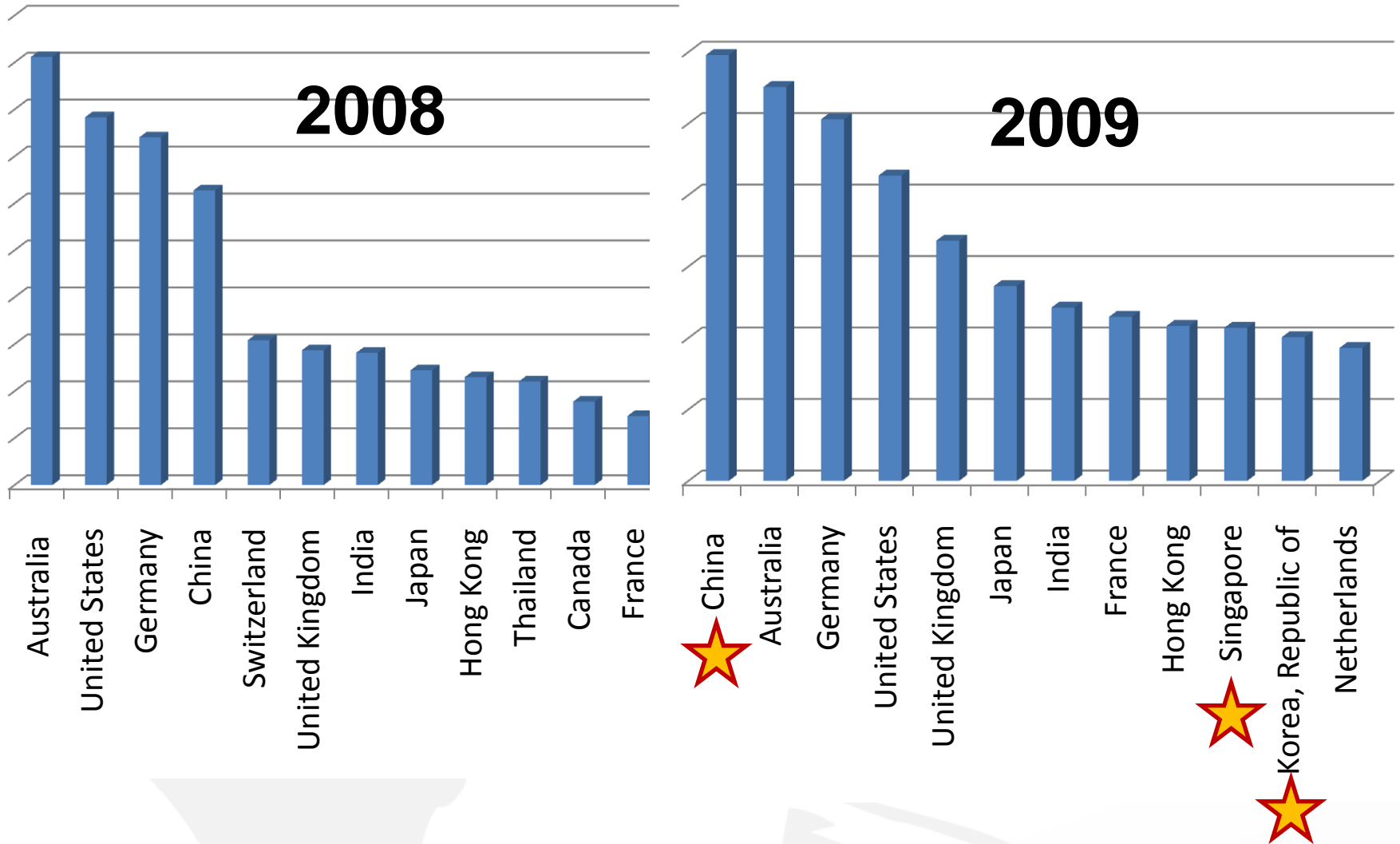
New Creates Growth

- Year-to-year 28% growth
- Month-to-month 5.5% in 2010



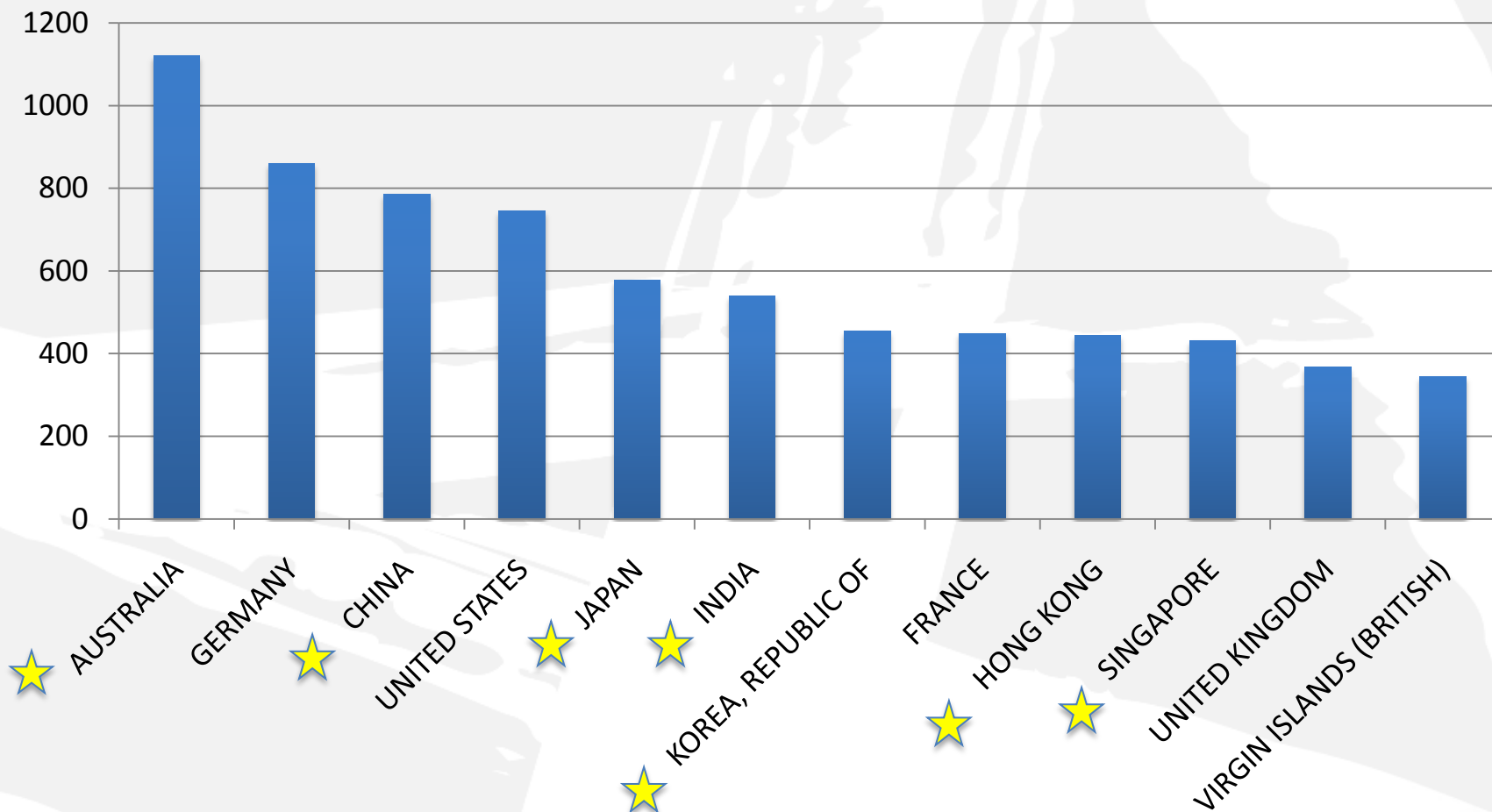
Asia Embracing .Asia Domains

Total Creates by Region



2010 New Creates - Top 12 Economies

7 of Top 10 in Asia



ADDN
ASSA
NEW



.Asia IDN Sunrise & Landrush:

- **Sunrise**

- OPEN: May 11, 2011 (Wed – 12:00UTC)
- CLOSE: **July 25, 2011** (Wed – 24:00UTC)
- 70 Days

- **Landrush**

- OPEN: August 2, 2011 (Tue – 12:00UTC)
- CLOSE: **October 11, 2011** (Tue – 24:00UTC)
- 70 Days

- **Pioneer Domains Program**

- May 11 – **July 25, 2011**
- Community Pioneers
- Celebrity Pioneers
- Social Pioneers
- Global Brand Pioneers
- Partner Pioneers

ASIA

中文域名 創作大賽

夏日炎炎 正好創作
兼贏千元獎金 及
免費創業機會(20名)

終極創意王
再送 iPad2 (2名)



註冊. 亞洲

首頁 核心價值 經典案例 中文域名 最新消息 宣傳活動 關於我們

熱玩熱打

ASIA 中文域名

贏至熱至愛 iPad 2 及其他豐富禮品

仲有機會 同我拍 MV!

www.ella.asia

今個星期提示：民間七大武器之首

IDN Hunting Games



10,000 .Asia IDNs asked for as of close of Sunrise

Including ~2000 Sunrise and Pioneer Domain
Applications and 2500 each of Chinese / Japanese /
Korean Governmental Reserved Names



mo



Anticipated open up of .MO registry

Target early 2012

Policy Development Required:

- **Sunrise & Landrush Policies**
 - Currently only registered Macau entities can register names that match their registered company name
 - Orderly open up process for broader adoption of .MO
 - Priority for TM (IPR) holders
- **Dispute Resolution Policies**
 - Currently domain has to match company name and heavy screening / verification process
 - Future relaxed environment will require DRP to balance and curb abuse
- **Registry-Registrar Model**
 - Currently Registry-Registrar integrated fully
 - Future: Registry becomes only Registrar of last resort



.澳門

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网域使命 青年使者計劃

NetMission
Ambassadors
program

國際交流團
自創公益行動
Community Projects
< shape your own future >
體驗知識義工
< connecting_asia > Intellectual Volunteer Experience



- NetMission x APNG
- APRALO of ICANN
- Youth Internet Governance Forum @Singapore (June 2011)
- Upcoming Expansion to Taipei & Beijing
- NetMission in highschool





Your Customers are Searching for Your Brand in their Native Languages in Asia .
Do you have a Domain that matches what they are looking for?

Brand Protection Value

Domain Investment Value

Search Engine Optimization (SEO) Value

Market Perception Value

Every .Asia Domain Contributes to Internet Development in Asia

love.from.asia

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