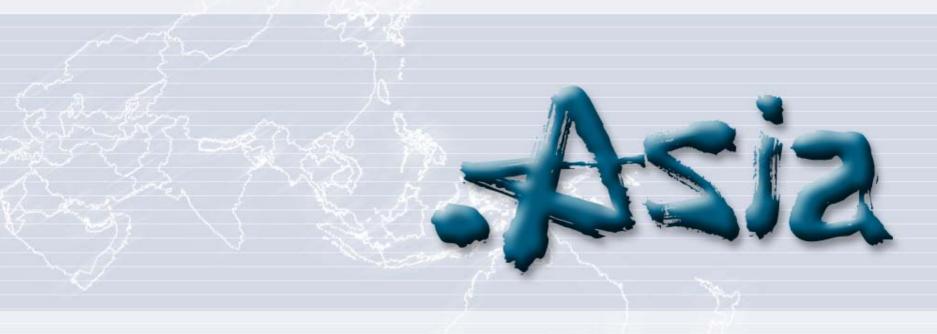An Introduction to DotAsia
Sponsored gTLD Initiative:

Global Recognition, Regional Significance

Registrars Constituency Meeting (ICANN-KL) July 19, 2004

THE.DOTASIA.ORGANISATION

The DotAsia Organisation

- Membership-based
- Not-for-profit Organisation
- Currently incorporated in Hong Kong
- Pan-Asia and Asia Pacific Community
  - Phrase developed as a consensus at our inaugural meeting during ICANN-Rome
  - Based on the ICANN region for Asia / Australia / Pacific (http://www.icann.org/montreal/geo-regions-topic.htm)
- Membership:
  - Sponsor Members: ccTLDs in the region
  - Co-Sponsor Members: Internet / IT / Community groups in the region

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Our Vision & Mission

- Vision:
  - The DotAsia Organisation will create a globally visible domain that embodies the successful, cooperative atmosphere established within the Pan-Asia and Asia Pacific Internet community to accelerate the overall growth of the region.

- Mission
  - To 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.
  - To **reinvest surpluses** in socio-technological advancement initiatives relevant to the Pan-Asia and Asia Pacific Internet community; and
  - To operate a viable **not-for-profit** initiative that is a technically advanced, **world-class TLD registry** for the Pan-Asia and Asia Pacific community.

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Current Members & Supporters

- **Sponsor Members (13)**
  - CNNIC (.CN)
  - ccTLD-ID (.ID)
  - IRNIC (.IR)
  - JPRS (.JP)
  - KRNIC (.KR)
  - INNIC (.IN)
  - MONIC (.MO)
  - ISUN (.NU)
  - InternetNZ (.NZ)
  - DotPH (.PH)
  - SGNIC (.SG)
  - TWNIC (.TW)
  - VNNIC (.VN)
- **Co-Sponsor Members (3)**
  - APNIC
  - APNG
  - PAN

- **Other Supporters (partial list)**
  - APTLD
  - AINC (Arabic Internet Names Consortium)
  - Hong Kong Cyberport
  - HKITF (Hong Kong IT Federation)
  - HKITIC (Hong Kong IT Industry Council)
  - HKISPA (Hong Kong ISP Association)
  - HKPC (Hong Kong Productivity Council)
  - HKTUG (Hong Kong Telecom User Group)
  - ISIA, Hong Kong (Information & Software)
  - Invest Hong Kong (HKSAR government)
  - IP Mirror (SGNIC Registrar)
  - Netpia (ICANN Registrar)
  - Philippine ISP Organisation (PISO)
  - Web CC (ICANN Registrar)
  - NAAAP Toronto (North American Association of Asian Professionals)

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The Governance Framework

- Board of Directors
  - 11 seats nominated and elected by Sponsor Members (8) and Co-Sponsor Members (2)
  - Selects the CEO (who also sits on the board)
  - Geographical diversity maintained (from first election)
- Advisory Council
  - Nominated by each Co-Sponsor Member
  - Augmented by Appointment of Board
- Proceeds Steering Committee
  - Recommendations on allocation of surplus proceeds

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Initial Board & Advisory Council

Initial Board of Directors

- **Indra K. HARTONO**
  - Managing Partner, ccTLD-ID
- **Hirofumi HOTTA**
  - Director, JPRS
- **LIM Choon Sai**
  - General Manager, SGNIC
- **Tommy MATSUMOTO**
  - Chairman, APNG
- **Dr. SIR Jae-Chul**
  - Vice President, KRNIC
- **Richard ST. CLAIR**
  - Co-founder and Technical Manager, IUSN
- **Dr. THAM Yiu Kwok**
  - Administrative Contact, MONIC
- **Prof. TSENG Shian-Shyong**
  - Chairman, TWNIC
- **YU Yang**
  - Commissioner, Int'l Affairs, CNNIC

Initial Advisory Council

- **Izumi AIZU**
  - Asia / Australia / Pacific, Interim ALAC
- **R.K. ARORA**
  - Group Coordinator & Senior Director, Dept of IT, Ministry of Communications and IT, Government of India
- **Prof. Vincent CHEN**
  - Advisory Board, APNG
- **Prof. Kilnam CHON**
  - Professor, KAIST
- **Khaled FATTAL**
  - Acting Executive Director, AINC
- **Dr. Kenny HUANG**
  - Advisor, CDNC
- **Maria NG Lee Hoon**
  - Regional Senior Program Specialist, PAN, IDRC
- **Paul WILSON**
  - Director General, APNIC
- **Prof. XUE Hong**
  - Asia / Australia / Pacific, Interim ALAC

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Why ".Asia" Now

- Clear Latent Demand from the Community
  - 223 Million Internet users in Asia Pacific (only 6% of population)
    - 175M North America (55%) and 173M Europe (22%) -- *Lovells*
  - 33% of Internet users are Asian Language speakers – *Global Reach*
  - Only 9-12% of domain registration (based on gTLD registrants)
  - Significant growth potential with thriving SME economies
- Consistent & exemplary of the published ICANN Sponsored gTLD criteria:
  - Competent Technical Expertise
  - Realistic & Robust Financial & Business Model
  - Broad, Coherent & Representative Community Sponsorship Framework and Support
  - Broad & Lasting name value and impact, that is new, differentiated and enriches the diversity of the Internet namespace
  - Sensitized to protection of rights of others with community relevance

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The DotAsia Registry Proposal

- Technical & Pricing
  - 2nd Level Registrations
  - Thick Registry on EPP RFC3730-3735
    - Supported by Afilias
  - EPP Extension for Proof-of-Presence Declaration
  - Proposed: US$8 per domain year (for Registrars)
  - Sunrise Period: cost based verification fee
- Registration Requirements
  - Proof-of-Presence Declaration
    - Legal Entity within any jurisdiction of the region (Legal Entity = Individuals, registered companies, etc.)
    - Region = 73 economies based on the ICANN Asia / Australia / Pacific Region definition
  - Sunrise: Trademark / Registered Intellectual Property rights owners
- Registrars
  - ICANN Accredited Registrars (including Participating ccTLD Registries)

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DRP and Reserved Lists

- Sunrise
  - All applications will be verified for Proof-of-Presence declaration & Trademark / IPR Claim
  - Domains will be locked upon successful verification
  - Multiple applications to one domain will be accepted by the system during Sunrise (First-Come-First-Serve, i.e. first application with successful verification)
- Proposed Ongoing Mechanisms
  - UDRP – regular ownership rights disputes
  - CEDRP – Charter Eligibility / Proof-of-Presence disputes
- Reserved Lists
  - ICANN consensus policies (WIPO / GAC list of countries)
  - Additional regional relevant reserved list (Member ccTLDs)

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Proposed Marketing Initiatives

- Focused on Cooperative Marketing
  - With ICANN Registrars
    - Encouraging promotion of domains
    - Broad awareness support from targeted marketing & PR campaign
    - Adopt best industry practices

- Work on increasing visibility of domain
  - Meaningful High profile adoption of domain
  - E.g. CNN.Asia, Time.Asia, CeBIT.Asia, etc.

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Why ".Asia" is important for Registrars

- A new revenue opportunity
- Good potential for target audience: Asia
  - Low current penetration, High growth
  - Short, Representative and Recognizable TLD (many companies use "Asia" in their brands)
  - Multilingual Domain Names
- Simple, Clear and Automated (ongoing) Eligibility rules and mechanism
- Ease of implementation of Technology (EPP standards based – backed by Afilias)
- Easy to rollout

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The DotAsia Initiative Update

- Bid Update
  - Proposal Submitted
  - Good response from Public Forum
  - Constructive Follow-ups on Concerns raised
  - Answers to Additional Questions from Evaluation Panel Submitted
- Other DotAsia Activities
  - Continued Outreach to Recruit Members
    - 7 members added since Submission of Proposal
    - Coordination in spreading the message of APTLD to recruit members as well during our outreach
  - Meeting during Rome ICANN
  - Inaugural Board Meeting (July 18, 2004)

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The DotAsia Commitments

- Open, collaborative and responsible approach in governance and management

- Continue to invite, outreach and keep its doors wide open for new Sponsor and Co-Sponsor Members at anytime and at the pace they are comfortable with

- Encourage constructive competition by creating win-win situations through market awareness and consumer education with focus on its mission and vision

- Re-invest proceeds to the community as well as to participate and coordinate in developmental, promotional and outreach efforts (e.g. with APTLD, ALAC, etc.)

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Thank You

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