



tldAsia

WWW.TLD.ASIA

Your New gTLD Partner For Asia.

TLD.Asia is a DotAsia initiative supporting the creation and development of TLDs (Top-Level Domains) in Asia. As the first and only gTLD from and for Asia, **DotAsia** will invest our financial and intellectual resources along with our industry, technology and community knowledge to support new gTLD projects from Asia as well as those with a vision for the Asian Internet community and marketplace.

The ICANN new gTLD program opens up a new era for Internet development. **This breakthrough holds the potential for the creation of economic value, as well as opportunities for social and community development.** DotAsia believes that putting the prospects to good use can advance market choice, allow brands to expand their footprint and develop trust with consumers, as well as for communities, cities and initiatives to establish their identity online and for raising awareness and attention for social cause and movements.

While economic viability and sustainable return on investments are important, as a not-for-profit organization with a core mandate to promote Internet development and adoption in Asia, DotAsia will also prioritize our support for community oriented TLD projects, promote constructive competition, and projects that align with our vision to contribute to the development of Asia.

www.tld.asia

Why Asia Should Be an Integral Part of Your TLD Plan...

Asia is the Largest Internet Marketplace in the World

With close to a billion users online, Asia is already the largest Internet marketplace in the world. Yet that represents only less than 30% penetration. That means great potential for business and growth.

Asia is the Fastest Growing Search and Online Advertising Market

Search, SEO and online advertising have a strong relation to domain interest. As the Internet market develops, Asia is experiencing tremendous growth in search usage and online advertising spending.

Asia is Seeing Rapid Development and Adoption of eCommerce

Asia already leads the world in mobile eCommerce and virtual goods sales. General Internet eCommerce is also surging as small and medium sized businesses come online across Asia.

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As a Reliable, Experienced and Socially Responsible Organization, DotAsia is Your Trusted New gTLD Partner For Asia **Every Step of the Way.**

The DotAsia Advantage

Understanding of the Asian Marketplace

As the first and only gTLD from Asia, DotAsia has accumulated strong understanding of the diverse, young and dynamic Asian Internet marketplace. As a partner, you can leverage DotAsia's knowledge in supporting strategic operations to reach the thriving market in Asia.

Expert Knowledge of IDN

DotAsia and its members are pioneers of IDN (Internationalized Domain Names) technologies, policies and market development. The majority of the billions of users that are coming online do not speak English, IDN allows you to reach them.

Proven Community Development Capabilities

Awareness and community building are important cornerstones for TLD development. As a not-for-profit organization, DotAsia has a proven track record of successful community development programs that strategically builds awareness as well as contributes to serving the community.

Financial & Technical Support

DotAsia is prepared to invest and financially support TLD initiatives, as well as to work together with applicants to raise further funds. DotAsia also has strong technological knowhow to operate a TLD registry, and is leading the OpenR.Asia project for an open sourced EPP registry-registrar system.

Industry Experience & Relationships

As a partner of DotAsia, you can reach and draw from a wealth of industry experience and relationships, including the network of registrars, especially from Asia. Between the management team, the board and Advisory Council, DotAsia has representation across ICANN's governance structure, including the GNSO, ccNSO, ASO, GAC, SSAC and ALAC, as well as the many working groups and constituencies.

Pioneering Benchmark in Policy Development

DotAsia pioneered and implemented one of the most successful TLD Sunrises resulting in 100% satisfaction among IPR (Intellectual Property Rights) practitioners, and a strong foundation of usage. Our innovations in the Pioneer Domains Program (RFP Process), and the auction model for contention resolution has become industry standards and benchmarks.

Partner with DotAsia

Building a Winning Team for New gTLDs Together.

DotAsia is flexible with the model for working together with partners. DotAsia is looking to support Asian TLD initiatives as well as global TLD initiatives with a vision that includes the Asian Internet community and marketplace.

Joint Projects

DotAsia is open to establishing joint ventures or joint development initiatives with partners to develop new TLDs.

IDN TLD

DotAsia is interested in supporting the development of IDN TLDs and prepared to support the operation of corresponding IDN TLDs, as our partner focuses on the development of their ASCII TLD.

Market Development

DotAsia can provide our expertise and support to TLD initiatives to reach the Asian market as well as the global industry network of registries, registrars and resellers.

Funding Support

DotAsia can fund (community initiatives), invest (commercial initiatives) or assist and work together with partners to raise and leverage further means of financing for TLD initiatives.

Community Development

DotAsia can support and work with partners to develop and implement synergistic community projects that support market awareness and social responsibility.

Strategic Advice & Consultation

DotAsia can also provide strategic and general consulting to support TLD initiatives in the development of market, technology and policy strategies through the ICANN process and beyond.

The Challenge and the Journey

The process to create a new TLD is challenging. DotAsia has a strong experience throughout all aspects of the journey. The original DotAsia proposal went through a complex maze of processes. Many of the issues raised during the DotAsia process at ICANN are now formalized into the New gTLD Applicant Guidebook, including the extended evaluation concept, the GAC early warning system, the Auction contention resolution and other processes. The DotAsia team is prepared to share our expertise, and we believe the DotAsia experience will be invaluable for your success.

1. Preparation Phase: Development of the TLD concept, community engagement, technical and business plans, governance structure and liaising with stakeholders in the industry. This is important for the development of the application and to ensure a strong standing through the ICANN process.

2. Application Phase: Detailed planning and precise execution is important in the preparation of materials, including technical, business, and funding requirements to ensure that a robust and competent application can be produced.

3. Evaluation Phase: After the submission of the application, support in shaping public opinion and community consensus will be critical. Strategic initiatives and undertaking to ensure that concerns from core stakeholder groups are addressed will be crucial to the success of the application.

4. Implementation Phase: Implementation is an ongoing phase. Sunrise, eligibility and other policies must be customized according to local realities and target audiences, while technically compatible with ICANN policies and registrar networks to ensure good uptake of the TLD registry.



DotAsia Organisation (<http://www.dot.asia>) is a regional not-for-profit organization with a mission to promote Internet development and adoption around Asia. DotAsia oversees the ".Asia" top-level Internet domain name, and is formed as an open membership consortium of official domain authorities around the region, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. DotAsia has a core mandate towards digital inclusion, education and research and development.

Since the launch of the ".Asia" registry in March 2008, DotAsia has been proactively contributing to the Internet and cultural community in Asia. Today, DotAsia is already supporting many community projects in the region: Relief.Asia (<http://www.relief.asia>), ISIF.Asia (R&D Grants

Fund -- <http://www.isif.asia>), CreativeCommons.Asia (<http://www.creativecommons.asia>), OLPC.Asia (One-Laptop-Per-Child Initiative in Asia -- <http://www.olpc.asia>), DSF.Asia (Digital Solidarity Fund -- <http://hk.dsf.asia>), OSS.Asia (Open Source Software consortium -- <http://www.oss.asia>), and NetMission.Asia (youth volunteer program & network -- <http://www.netmission.asia>).

Through the TLD.Asia initiative, **DotAsia is investing its knowledge, expertise and funds to promote the development of new TLD initiatives, and establish it as Asia's New gTLD Resource Centre.**

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