

DotAsia Update

ICANN Regional Registry-Registrar Gathering

Tokyo | August 26, 2010



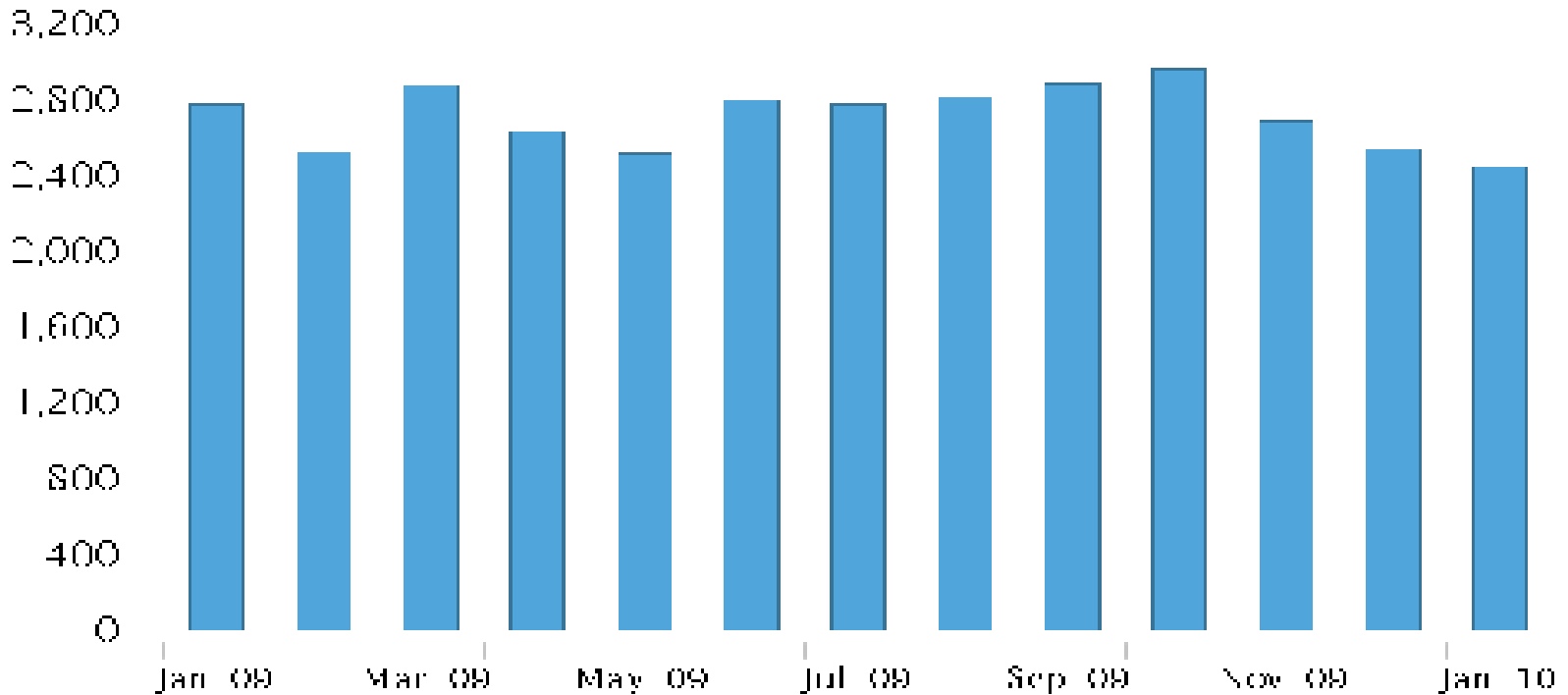
dotasia

Registrar Updates

- 2010 Registrar Promotion Results
- .Asia Mass Market Promotion Initiatives
- IDN.Asia Launch
- .Asia DNSSEC Launch
 - ICANN RSEP completed
 - ICANN-DotAsia agreement to be ammended
 - .Asia Zone to be signed in Q4 2010
 - .Asia Registrants to be able to submit/update DS records in Q1 2011

Steady growth of New Registrations

Total Creates



- Domains Under Management: ~200,000
- **Sunrse Renewal Rate: ~90%**

2010 .Asia Base Price Promotion

Goal: Increase New Creates
Lower Street Price

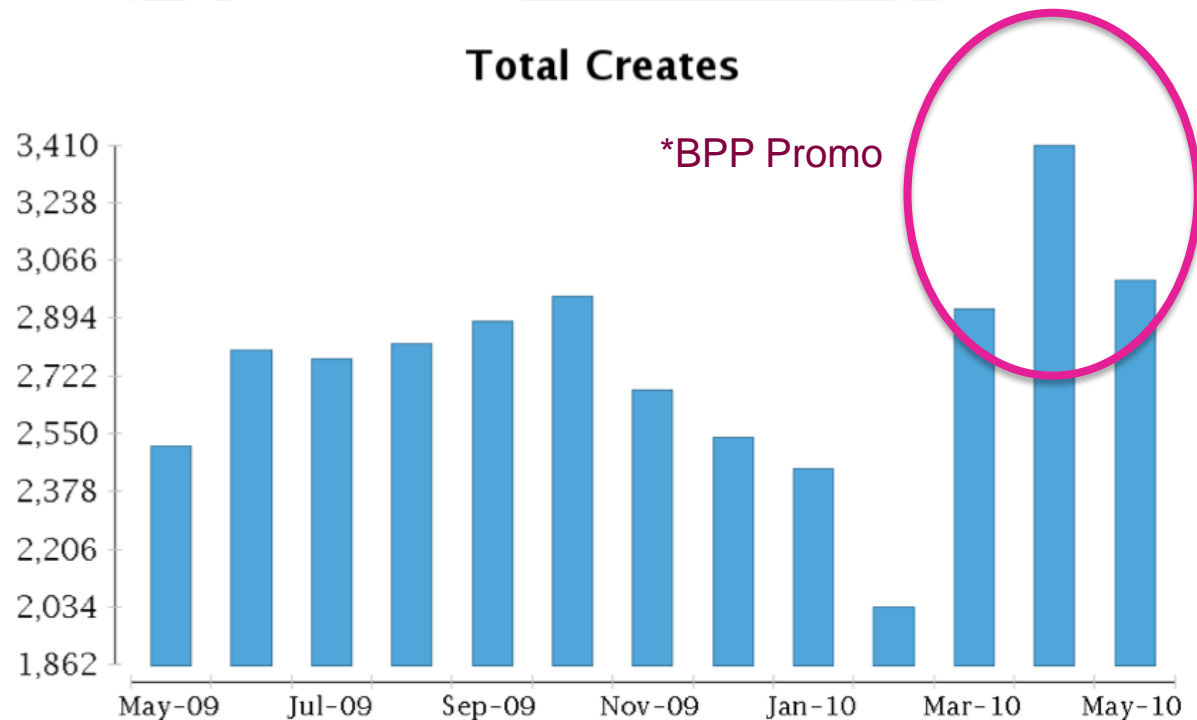
BPP


Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Growth in New Creates Under BPP

- More than **17% increase in new registrations** compare to same period last year (Mar – June 2009)
- Reduced street price of .Asia during promo spurs uptake
- 5€ ~ \$14

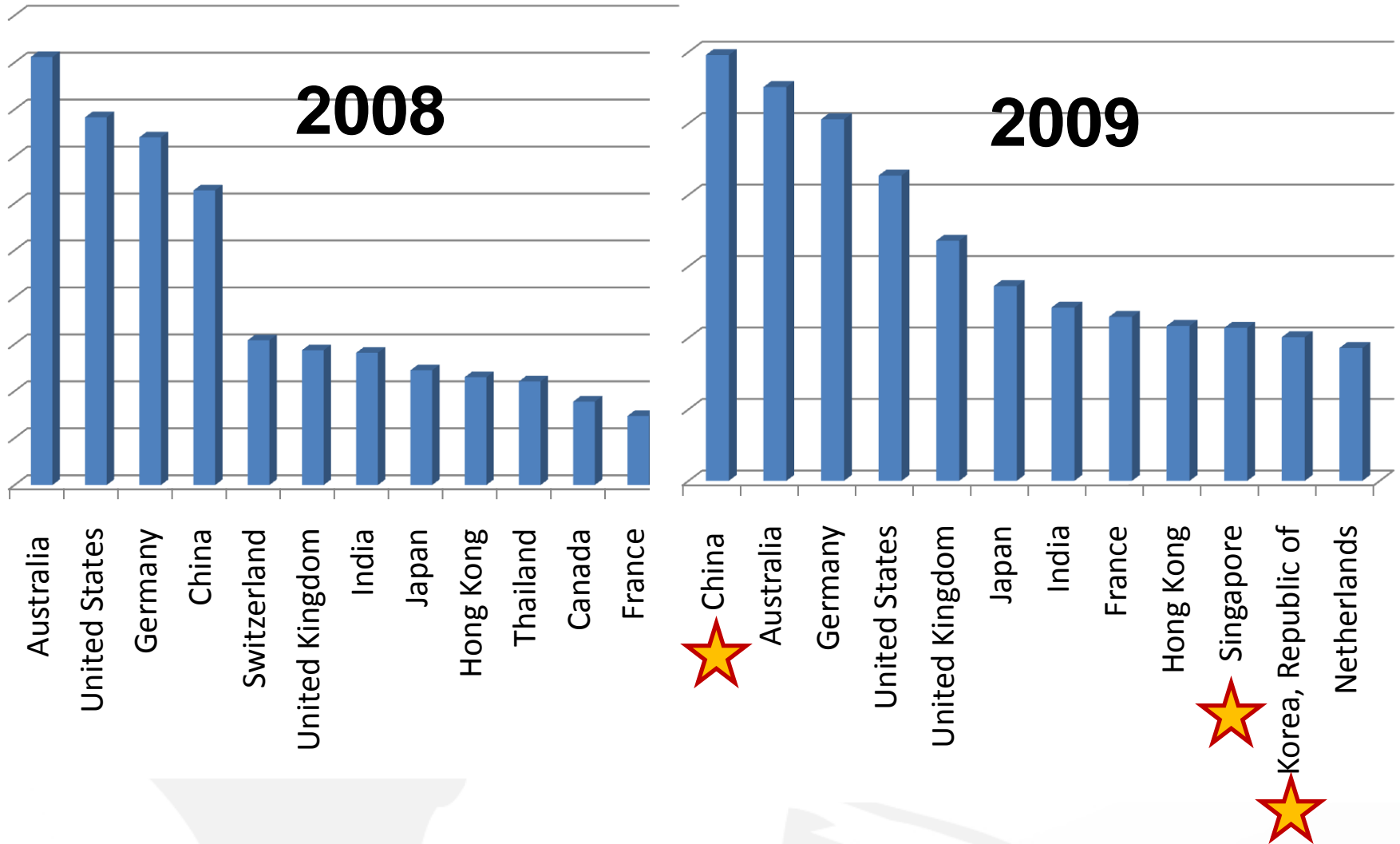




Stay tuned for... 2010Q4
Super Achiever Promo

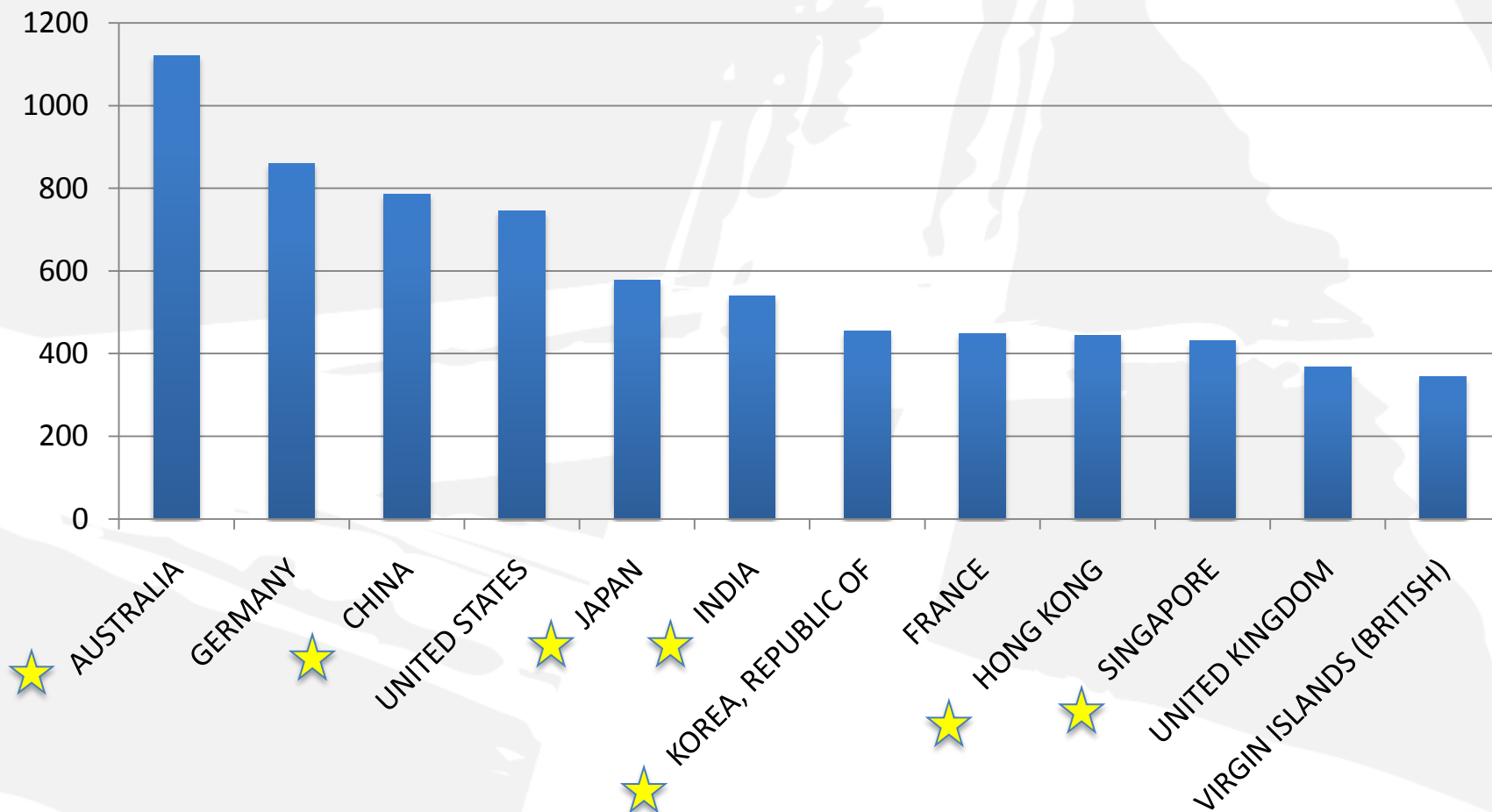
Asia Embracing .Asia Domains


Total Creates by Region



2010 New Creates - Top 12 Economies

7 of Top 10 in Asia





Promoting Mass Market Awareness of .Asia

Asian Film Awards.Asia

- The Asian Oscars



CELEBRATING EXCELLENCE IN CINEMA
The 4th Asian Film Awards Ceremony 22nd March 2010

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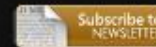
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Latest News

2010.03.24 - The 8th Hong Kong-Asia Film Financing Forum (HAF) announced the winners for the HAF Awards, the Wouter Barendrecht Award ... [More](#)

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4th AFA Videos

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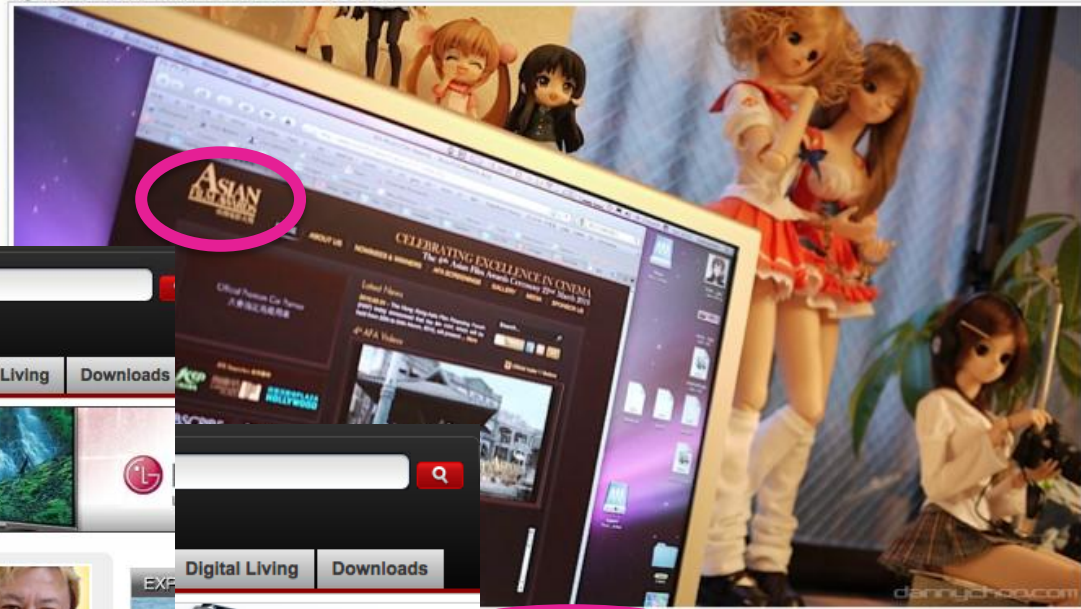
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Onebeat's Japan
Steppin' thru Japan's IT and gadget maze, one beat at a time.
by Hideki Francis Onda, Japan

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dotAsia and the 4th Asian Film Festival in Hong Kong
Apr 4, 2010 14:44

This year, the dotAsia domain name played a large part in bringing the 4th Annual Asian Film Awards to Hong Kong.

Here is what dotAsia is all about:

- Gadget Girl
- The Neon Rush
- Derived Regulation
- Technology Thailand
- PopTech for You
- High on a Hill

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DotAsia attempts to bridge offerings in Asia and the world
May 2, 2010 11:45

Supported by the Asian economic boom, dotAsia is a sustainable framework for any firm or Internet arena. dotAsia is sponsored by prominent Asian NICS and CERTs.

Digital Living Downloads

LG Life's Good

EXPLAINING

DotAsia Organisation are the official production partner for the 4th AFA...
I've been given a man briefcase which gives me access to some of the celebs.

ADVENTURES IN DOMAIN INVESTING

MORGAN LINTON.COM



Why .Asia? I'll Tell You Why!
by MORGAN on MARCH 25, 2010

So far this trip I've focused on my adventures in Hong Kong so I thought it was time to give a bit more insight into what I learned about investing in the Asian domain market!

15 tweets

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BreakupClub.Asia

- Feature film starring Jackie Chan's son
- Social networking site for the heartbroken



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20 hours ago

分手說愛你 Breakup Club (Blogger Reviews)
<http://alexbb.mysinablog.com/index.php?op=ViewArticle&articleId=2366717>
從《分手說愛你》得到的啟示 (三十過後一個人住)
alexbb.mysinablog.com
活在當下, 無愧於心
Friday at 9:36pm

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分手說愛你 Breakup Club has 21,854 fans



彭浩翔 作品

A Pang Ho-Cheung Film

維多利亞壹號

dreamHome



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English 中文

DreamHome.asia

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LITTLE BIG SOLDIER

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www.大兵小將.asia

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Coming Soon...



DonnieYen.asia

精武風雲

Legend of Fists



甄子丹 饰演
【斩妖情侠】



Mass Market Adoption of .Asia



ENTER THE SITE

11:14:42

www.avex.asia

homan.asia

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angelababy.asia

Angelababy official website (アングラベビー公式サイト) - Mozilla Firefox

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TOP NEWS PROFILE BLOG GALLERY CONTACT

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.Asia for Artists & Celebrities...

www800.asia

MONGOL800 ga FESTIVAL

Top News About Artist Ticket Access

モンパチが主催する

MONGOL800 ga FESTIVAL

What a Wonderful World!!

2009年10月3日

music of the people, by the people

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morimori.asia

MoriMori Company

HOME EVENT ARTIST LABEL LINK CONTACT

MMC

MMC DESIGN

ANOTHER DIMENSION

EX

Lilas

MoriMori Company presents EVENT

出演者随時募集中!!

2009.08.09 NEW RELEASE!!

ANOTHER DIMENSION 収録CD予約開始!! 世界...

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Album we walk abreast

好評発売中!

収録曲

1. Free
2. 太陽のあふれ
3. 自由のアスカ?
4. 愛のうた
5. 女が笑えば
6. Window
7. となりで
8. 10. 秘密
9. 11. こめかみ
10. 12. 夜 / 朝

ネット予約

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What's New

- 2009/07/28 【山田】ライブ決定! STARLIGHT EXPLOSION'09
- 2009/07/28 【名古屋】野外ライブ決定! 東院院跡坊夏まつり
- 2009/07/28 【LLC】ガストライブ決定! BATTLE HEAT in STARPIAA

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Read halysy.sakura.ne.jp

nevertap.asia

EVENT INFO RULES REGISTRATION RANKINGS MEDIA

"A tournament for all grappling styles. 3 rounds of 3 minutes, no points, judges decide the winner, FINALS IN A REAL CAGE. Start preparing for the NEXT Nevertap Asia"

FIRST NEVERTAP ASIA A SUCCESS

Tiger Muay Thai hosted a successful and exciting weekend of MMA/Grappling action held in Thailand. Kicking off the event, was the Seminar hosted by 9x UFC veteran Mike Swick. Close to 50 participants showed up for Swick seminar, including KOTC Vet Hamzeh, BJJ Black Belt Alex Prates and Switzerland's Enomoto brothers.

SOI Asia Project Page - Mozilla Firefox

SOI School on Internet Asia Project

What's SOI Asia
English / Japanese / Malay

Partner Organizations

Lectures

Calendar

Operator Workshops

Satellite Dish Pictures

Publications

Staff Page
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Useful Links

What's New

May 26th, 2009 **new!** ←CHECK

Trends in mobile networking

This course will focus on different aspects of mobility in computer networking. The attention from the international community given the sociological impact mobility has on day life. We will study the topic from both a traditional manner and by raising further the topics we will consider are:

- Definition of mobility
- How mobility influence network
- Traditional mechanisms to deal with mobility
- Mobility vs. different types of networks
- Mobility as an advantage
- An overview of mobility models
- Mobility and applications

This course will be composed of two lectures. The first one will focus on traditional mobility and address more recent questions that are being investigated by the research community.

GNOME Asia Summit - Mozilla Firefox

GNOME Asia Summit 2008
Beijing China - October 18-19

GNOME.Asia Summit 2008 Schedule Sponsors Live Summit Location 中文 English

Welcome to the GNOME.Asia Summit

Go GNOME-Free Your Desktop
Beijing, China - October 18-19

The first ever GNOME.Asia Summit was held at the Beihang university, Beijing, China, from October 18th to 19th, 2008. GNOME Foundation is organizing GNOME.Asia Summit in collaboration with Sun Microsystems, Beijing Linux User Group (BLUG) and China OSS Promotion Union (COPU). Approximately 300 people are expected to attend. During the two day summit there will be a variety of presentations focusing on growing the Asia GNOME community and showcasing GNOME platform technologies. There will also be demonstrations of upcoming projects and brainstorming discussions of challenges different facets of GNOME in Asia.

The GNOME.Asia Summit focuses primarily on the GNOME desktop, applications, and services.

.Asia for Regional Conferences & Events...

childlearn.asia

Child Learn

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Activities
Global Unions Conf.
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School Infrastructure
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Child Labour Elimination Resource Network (CHILD LEARN) is a non-profit organization with which it has been established to ensure proper long-term usage of Child Labour School's lands and buildings. The board comprises representatives from campaign partner unions in India. It was registered in April 2003 as a company under the Companies Act, 1976 under the Ministry of Home Affairs, Government of India. Child labour free world, a world where every child has access to school and workers are upheld.

Our Mission is

- To pull out children from work and provide education
- To equip the schools with necessary infrastructure
- To provide children safe drinking water, books, uniforms, medical benefits

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Digital Media

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Breaking News

Ion Orchard appoints Tribal DDB
21-May-09, 14:40

Fernanda Romano quits JWT for Euro RSCG global...
21-May-09, 14:38

M2B enters partnership with Baidu
21-May-09, 09:17

Profero bolsters

Read www.brandrepublic.asia

adrc.asia

Asian Disaster Reduction Center (ADRC)

ADRC
Asian Disaster Reduction Center (ADRC)

ADRC Top About ADRC Activities Disaster Information DRR Information of Member Countries Events Publications & Newsletter

TOP PAGE

What's new

- ADRC Highlight vol.194 [English]
- ADRC Highlight vol.190 [Russian]
- 2008/11/12 The Asian Conference on Disaster Reduction 2008 (ACDR2008) was hosted in Bali by the government of the Republic of Indonesia on 12- 14 November 2008. >>>Read more
- 2009/05/08 2009/05/08 Fifteen people were killed when a typhoon pounded the northern Philippines, triggering mudslides and tearing roofs off houses before weakening, officials said on 8 May 2009. >>>Read more
- 2009/05/05 2009/05/05 On May 5, 2005, flash floods and landslides triggered by heavy rains dumped by a typhoon have killed 20 people and left three missing in the Philippines. >>>Read more

Online Resources

GLIDE number >>>About GLIDE number

Disaster Management Support System >>>About Disaster Management Support System

Reports on ADRC Projects

- Tsunami Awareness Questionnaire Survey
- Natural Disasters Data Book - 2006
- Hamura no Hi Tsunami Awareness

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media asia

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[www.dnamedia.com](#) - Export Services in Technology, Media Planning and Buying

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Media reports on an emerging **media** and has grown to be the authoritative voice of the **media**, marketing and advertising community in the **asia** pacific region.

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[Welcome to Media Asia](#)

In this article you can write if you have any questions about channels, opinion about **Media Asia** website, or if you have any ideas to improve the website or ...

[Tamil Radio/TV Section](#) - [Frequency Index](#) - [Satnews 2009](#)

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[Media Asia Entertainment Group - Wikipedia, the free encyclopedia](#)

19 Jun 2009 ... **Media Asia** Entertainment Group (traditional Chinese: 寰亞綜藝娛樂集團有限公司), **Media Asia** Group (traditional Chinese: 寰亞綜藝集團), ...

[en.wikipedia.org/wiki/Media_Asia_Entertainment_Group](#) - [Cached](#) - [Similar](#)

[Media Asia](#) - [[Translate this page](#)]

《建國大業》群星雲集慈善首映禮同慶建國60周年. 2009-09-21.

[www.mediaasia.com/](#) - [Cached](#) - [Similar](#)

[The Asian Media Information and Communication Centre \(AMIC ...](#)

Includes information about the organization, its seminar, training and research programmes.

- Searching: Media Asia
- 2 generic and highly searched keywords
- **media.asia** ranks #1

hi-en.asia

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News

When we reached the "Flower Road" ...

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kuromame.asia

Black Soybean online shop in Japan, and dedicated to serving healthy and delicious "KuroMame".

黒豆日本

Japanese Homemade KuroMame worldwide delivery

Shopping

- black soybean tea
- Dried black soybean
- Japanese crackers, soy sauce flavor
- Japanese crackers, salad flavors
- Tanblack

Order Form

Convenient website

YAHOO! BABEL FISH

YAHOO! FINANCE

日本語 | 中文 | 한국어 | English

honda.asia

Welcome to Asia Honda Motors Website

HONDA
The Power of Dreams

Honda in Asia & Oceania

About Honda | Products | Advanced Technology | Honda CSR | Motorsports | News Center

ASIMO

ASIMO (Advance Step in Innovative Mobility), the world's first true humanoid robot, is one outstanding example of Honda's leadership in advanced technology.



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SEIKO Products Technology Heritage Support About Us Press Release



INTERNET PURCHASES WARNING

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Jan 09 | Information

Dec 08 | Press Information

Nov 08 | Press Release

Oct 08 | Press Information

Richard Garratt prepares

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お車処 こいけ屋

電話一本出前感覚の車屋さん

引取り・納車・代車・無料

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jcgroup.asia

butai.asia

.Asia in Tokyo



.Asia Materials & Resources for Registrars (and Resellers)

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JACKIE CHAN LEEHOM WANG

導演 丁晟
動作導演 成龍

雷聲戰鼓新戲象 2月25日清瀾出征

WWW.大兵小將.ASIA

KEEPCLICKING.ASIA

AngelaBaby Asia
Face of Clarins Takes Asian Fans by Storm

New Jackie Chan Movie to Feature Asia IDN
www.KR4.com | www.littlegoldier.asia

WWW.KEEPCLICKING.ASIA

Asians Crave Online Entertainment

According to a study by research firm Strategy Analytics, Asia's online entertainment market is expected to reach US\$2.1 billion by 2015, up from US\$1.1 billion in 2010. This includes spending on music, video, gaming, and other digital content. The report also notes that the percentage of mobile internet users in Asia is expected to reach 40% by 2015, up from 20% in 2010.



DotAsia Named Production Partner for "Asian Oscars"

The 4th Asian Film Awards will take place on the 21st of March, 2010 and DotAsia has been the first to be the production partner for the awards. The bringing together of a strong team of regional, including Singapore, will ensure that the awards are a truly Asian event. The awards will be held in Singapore, Singapore, and will be a truly Asian event. The awards will be held in Singapore, Singapore, and will be a truly Asian event.

Top 10 Internet Activities of Asian Internet Users

| | |
|-------------------|-------|
| Instant Messaging | 73.2% |
| Email | 65.0% |
| Search Engine | 64.0% |
| Web Browsing | 59.0% |
| Video Streaming | 44.0% |
| Music Streaming | 43.0% |
| Shopping | 42.0% |
| Instant Messaging | 41.0% |
| Instant Messaging | 41.0% |
| Instant Messaging | 41.0% |
| Instant Messaging | 41.0% |

Why IDNs will Matter in Asia

As the Internet grows in Asia, the need for local domain names (IDNs) will become increasingly important. This is because many users in Asia prefer to use local domain names for better searchability and to support local businesses. IDNs will also help to reduce the prevalence of phishing and other security threats.

Culture

ART 21, founded in 2001, is a leading contemporary art gallery in New York City. It has a focus on international contemporary art and has hosted many major exhibitions.

Music

The band Green Day released their new album '21st Century Breakdown' in 2009. The album features a mix of punk rock and pop music.

Books

The global publishing giant Hachette has announced a new initiative to support independent publishers in Asia. This will help to promote local talent and increase the diversity of the Asian book market.

Food

Singapore and Taiwan continue to lead in the global food and beverage market. Both countries have a strong focus on quality and innovation in their food industries.

Exclusively on Asia...

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Every .Asia Registration Helps Fund Community Work in Asia

NetMission Asia: A non-profit organization that provides internet access and training to underserved communities in Asia.

OLPC Asia: The Open Learning Environment for Kids (OLEK) project, which provides low-cost laptops and educational software to children in Asia.

ISIF Asia: The International Science and Innovation Foundation, which supports research and innovation in Asia.

Paragon100 Asia: A program that provides internet access and training to underserved communities in Asia.

HK DSF Asia: A program that provides internet access and training to underserved communities in Asia.

Creative Commons Asia: A program that provides internet access and training to underserved communities in Asia.

Asia Leading the World Out of Global Recession

Asia is leading the world out of the global recession, according to a report by the Asian Development Bank. The report notes that Asia's economies are growing faster than those of other major regions, and that the region is expected to reach a new level of economic growth by 2015.

Integrated Asian Marketplace Set to Spark Regional Trade

The Asian Development Bank has announced a new initiative to create an integrated Asian marketplace. This will help to reduce trade barriers and increase the flow of goods and services between Asian countries.

.Asia Domain Improves SEO for Searches Relevant to Asia Market

Using a .Asia domain can significantly improve your search engine optimization (SEO) for searches relevant to the Asian market. This is because search engines like Google and Bing prioritize local content and domains.

Asian Events & Conferences Embracing the .Asia Domain

BlogPost-Asia: A platform for sharing news and information about Asian events and conferences.

Asian Events & Conferences: A directory of upcoming events and conferences in Asia.

Embracing the .Asia Domain: A guide to using .Asia domains for your business.

KeepClicking.Asia Newsletter & Social Media Site

Business

ASIA: A platform for sharing news and information about Asian business and economics.

ASIA: A platform for sharing news and information about Asian business and economics.

Asia Domain Improves SEO for Searches Relevant to Asia Market

ASIA: A platform for sharing news and information about Asian business and economics.

ASIA: A platform for sharing news and information about Asian business and economics.

Malaysian launch online video channel!

ASIA: A platform for sharing news and information about Asian business and economics.

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ASIA: A platform for sharing news and information about Asian business and economics.

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BASEMENT, CALIFORNIA TOWER, 32 D'AGUIAR STREET, LAN KWAI FONG, CENTRAL, HONG KONG

WWW.PLAYCLUB.ASIA

SunZi.Asia: The Art of War for Domaining

孫子兵法

WWW.SUNZI.ASIA



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OLPC Sichuan Deplo
★★★★★



OLPC Sichuan Deplo
★★★★★





.Asia the ".com" for ASIA.
dotASIA is the natural WEB ADDRESS for Asia

[Retail Partners](#)[Reseller Partners](#)[All Accredited Partners](#)[sort by partner](#)[sort by location](#)

Get your dotASIA domain now!

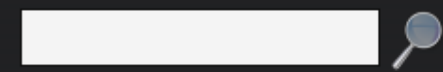
.Asia - Gateway to the ASIA market.

Visit one of our Retailer Partners to **claim your name in Asia** today!



.Asia Community Projects

DotAsia as a not-for-profit organisation with a mandate to promote Internet development and adoption in Asia.



ASIA
PACIFIC
REGIONAL
INTERNET
GOVERNANCE
FORUM (ROUND
TABLE)
2010.06.14(Mon)-16(Wed)

HONG
KONG
INTERNET
GOVERNANCE
FORUM
CONFERENCE
2010.06.17(Thu)-18(Fri)

YOUTH IGF CAMP
網絡管治青年論壇
INTERNET
GOVERNANCE
FORUM
2010.06.12(Sat)-14(Mon)

Quick Links

- ▶ Asia Pacific Regional IGF Roundtable
- ▶ Hong Kong IGF Conference
- ▶ Youth IGF Camp
- ▶ Transcripts (via Agenda)
- ▶ Keynote Speakers
- ▶ Speakers Profiles
- ▶ APriGF on Twitter
- ▶ IGF Official Website

A Message from the Chairman

“ I sincerely welcome all the participants to our three activities and look forward to their active and valued contribution to internet governance issues to further the relevant interests of our community, local and regional. ”

... read full message

CONFERENCE TRANSCRIPTS AVAILABLE

- Over 350 participants from over 20 countries across 3 consecutive events

NetMission.Asia

NetMission Ambassadors program

網域使命
青年使者計劃

< digital inclusion >
國際交流團
International Exchange Tours
自創公益行動 <數碼共融>
Community Projects <care about the internet you love>
體驗知識義工 <和諧社群>
Intellectual Volunteer Experience
<知識改變生活>



- [Home](#)
- [The Organizer](#)
- [The Program](#)
- [Application](#)
- [Exchange Opportunity](#)
- [Enquiries](#)
- [Blog](#)
- [Seminar Series](#)



NET MISSION .ASIA Seminar series

NET MISSION .ASIA Ambassadors program



About the Program





www.olpc.asia

| 1 |  |  |  |
one laptop per child

IDN.Asia Launch

ภาษาไทย.เอเชีย
中文.亞洲
हिंदी.एशिया
中文.亞洲
العربية.آسيا
한글.아시아
日本語.アジア

Sunrise Policies Posted at: IDN.asia

| | | |
|---|---------------------|--|
| Sunrise 1: Governmental Reserved Names | Pre-Sunrise | Governments submit reserved names list |
| | Sunrise 1 | Activation of domains from the governmental reserved names list |
| Sunrise 2: Registered Marks | Exact Match | Domain Name Applied For is an Exact Match with a registered trademark |
| | Acceptable Match | <ul style="list-style-type: none"> • Exception for spaces, punctuations, etc. • Exception for mark and entity identifiers • Exception for the term "Asia" • Exception for TLD Suffix • Consideration for Romanization • Consideration for Figurative Marks |
| Sunrise 3: Registered Names & Extended Protection | Registered Entity | Registered companies / societies / etc. in the DotAsia Community |
| | Registered Domain | Registered <ASCII>.ASIA domains <ul style="list-style-type: none"> • Official translated names of <ASCII>.ASIA Sunrise 2a names • Native form of <ASCII>.ASIA Romanized or transliterated names |
| | Extended Protection | <ul style="list-style-type: none"> • Combination of registered marks • Addition of goods & services descriptor • Domains subject of UDRP • Combination of marks & entity name |

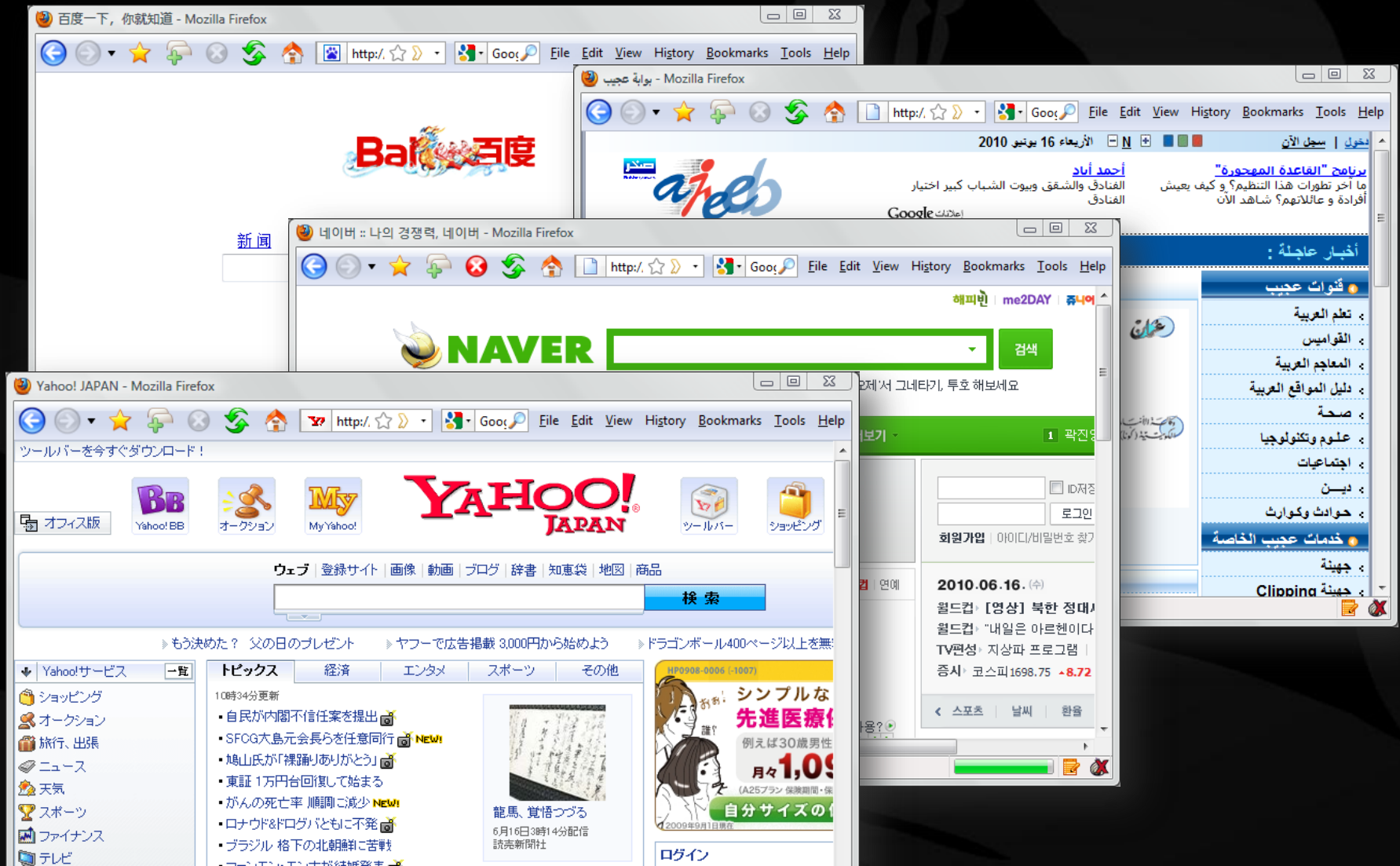
Launching IDN.Asia

- **Estimated Timeline (see www.IDN.asia):**
 - Q2/Q3-2010: Finalization of Policies
 - Q3/Q4-2010: Pioneer Phase
 - Q4-2010 : Sunrise
 - Q2-2011: Landrush
 - Q3-2011: Go Live
- **IDN Policies to be completed**
 - Chinese/Japanese/Korean
 - Arabic (including Urdu/Persian/etc.)
 - Thai
 - Indic (including Tamil/Hindi/etc.)
 - Extended Latin (Vietnamese/Filipino/etc.)



Businesses are known in their native languages

Users communicate & search in their own native language





Prospective Market Impact of IDN:

Increase perceived value of domain names

alphanumeric cod → meaningful name

Domain portfolio for SEO

converting search traffic → ppc market

Every .Asia Domain Contributes to Internet Development in Asia

love.from.asia

Edmon Chung

<edmon@registry.asia>



A dark, atmospheric scene featuring a glowing neon sign that reads "ASIA" in a stylized, cursive font. The sign is positioned in the lower right quadrant of the frame. The background is a deep, dark blue or black, with faint, ethereal light patterns and shapes that suggest a complex, possibly architectural or natural, environment. The overall mood is mysterious and futuristic.

ASIA