

APTLD



Issues discussed recently in APTLD

- Marketing and Promotion of ccTLD
- IDN ccTLD Membership





Marketing and Promotion

- Some medium- small ccTLDs have a lot of potential to grow
- With new IDN ccTLD introduced to the name space, need to adjust the overall promotion strategy
- Also, new gTLD may, or may not affect ccTLD's business model



Marketing and Promotion

- Website competitions
- Viral video promotion
- Media releases
- Campaigns and events
- ccTLD as local identity
- How to work better with registrars to promote business
- Branding and promotion strategy for DN ccTLD

Marketing and Promotion

- Survey and research will be conducted
- Database on market intelligence will be developed for members' reference



IDN ccTLD Membership

Why it is an issue:

- AP Region will probably have most IDN ccTLD
- Around 30 AP region IDN strings in root now
- A new group of stakeholders in the region



IDN ccTLD Membership

Similar to topics of ccNSO IDN PDP WG2

- Membership definition: APTLD Ordinary Membership limited to ccTLD on the ISO 3166 List? IDN ccTLD?
- If the Ordinary Membership shall be open to organisations other than ccTLD, what is the demarcation?
- Voting: one-territory, one-vote? One membership, one vote?



IDN ccTLD Membership

Actions:

- Discussion Papers to be circulated to members
- Email discussion
- Continue discussion in Busan (Aug) and Tasmania (Nov) Members' Meeting
- Facilitated discussion with IDN WG2



Other happenings in Hong Kong

- AGM
- new representative from middle east newly elected to the Board

Secure Registry Operations Course



Other happenings in Hong Kong

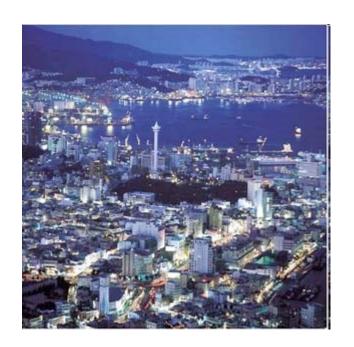
City Tour and seafood!





Next Meeting

- Busan, South Korea: August 2011
- See you there!





For More Information...

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