



Corporate Backgrounder (July 2007):

Brief Introduction of the DotAsia Organisation

DotAsia Organisation is a not-for-profit, membership based organisation incorporated in Hong Kong. DotAsia entered into contract with ICANN (Internet Corporation for Assigned Names and Numbers) on December 6, 2006 to act as the sponsoring organization and the registry operator for the .Asia sponsored generic top-level domain [gTLD].

Asia has developed into a global force in the international commercial, political and cultural network. The .Asia domain aspires to become a nucleus, intersection and breeding ground of Internet activity and development in the region.

DotAsia Organisation's mission is to operate as a viable not-for profit initiative that is focused on the management of the .Asia Registry as an Internet namespace with global recognition and regional significance dedicated to the needs Asia Internet community. One of its core mandates is to reinvest its surpluses in socio-technological advancement initiatives relevant to the Asia community. These include initiatives such as digital inclusion projects that bridge the digital divide, contributions to assisting children and students in developing countries to get online, research and development efforts to promote positive adoption of the Internet in the region, and many other meaningful programs.

The vision of the DotAsia is to leverage the successful and cooperative Internet community in Asia and expand this collaborative approach to other areas of the growing economies. DotAsia seeks to provide a coherent and meaningful online identity that embraces the diversity and dynamism of the region. At the same time, it exemplifies itself as a responsible and open infrastructure operator that champions inclusive-based bottom-up self governance, standards compliance and contribution to the global community.

The membership structure at DotAsia is constituted of 2 main types of members: 1. Sponsor Members are organisations in Asia as defined by ICANN's Asia / Australia / Pacific Region (based on the ICANN Region definitions) that manage and operate any of the country code Top Level Domain (ccTLD) registries (e.g. .CN, .JP, .KR, .IN, .SG, etc.); 2. Co-Sponsor Members include Internet, Information Technology, Telecommunications, non-profit, NGO or other relevant community organisations in the Pan-Asia and Asia Pacific region. Currently, 20 Sponsor Members and 3 Co-Sponsor Members have joined the organisation. DotAsia continues to openly recruit new members to further expand its reach across the region in the governance of the organisation.

DotAsia also partners with Afilias Limited as its registry technology operator, which provides the .Asia Registry with core registry services, including operations of the Shared Registry System (SRS); DNS services, and technical support and customer service operations for registrar support. Afilias is the world's second largest gTLD registry company, and the leading registry services provider. They currently operate .INFO, .ORG, .IN and 8 other ccTLDs, with a total of over 10 million domains under management, representing over 10% of the world's total number of domains.

The term "DotAsia" describes the organization as an entity, whereas the term ".Asia" (or .ASIA / .asia) denotes the top-level domain name itself and is used to describe the registry, as well as its domain names, technologies, policies or matters concerning the registry (i.e. .Asia Registry, .Asia domains, .ASIA Sunrise Policies, etc.)