



2007, the Sunrises
in .Asia

Global Recognition. Regional Significance.

The Value of a .Asia Domain

Why should I register for a .Asia domain? What can I use it for?

First and foremost, the ".Asia" top-level domain is a natural term used in everyday language. A simple inquiry at the Overture website revealed that the word "Asia" (or "Asian") was searched for 309,369 times in the month of February 2007 alone. This is compared with 69,584 searches for terms containing Europe and 14,706 searches for terms containing EU.

The word "Asia" is already used in many brand and company names:

- Searching for the exact term "Asia Ltd" on Google returned about 1.5 Million results
- The Monster.com Companies Database showed 289 company names that started with the term "Asia"
- 733 records were found with the term "Asia" in the USPTO (US Patent and trademark Office) trademark database (compared to 669 records returned for the term "Europe")

The term "Asia" is not only used in company names, but also in many facets of everyday living:

- A brief search with the term "Asia" on Amazon.com yielded 966 entries in magazines (compared to 435 for Europe) and over 200,000 entries in books (comparable to about 350,000 for Europe)
- Search for the terms "Conference Asia" (and its variants) on Google returned more than 1.3 Million results

The term "Asia" is versatile in its usage, and can be used equally well to signify both where an entity comes from, as well as to identify its intended audience. **Whether it is the local company expanding to the region, or a multinational setting up a regional headquarters, the word Asia is often appended to the brand to connote a stronger sense of affiliation.**

Harnessing The Value of .Asia

The .Asia domain can be an asset to your company and brand beyond just brand protection. Even as your company's main online identity remains the same, a .Asia domain can be utilized in creative ways to bring additional value to your businesses without diluting your global brand.

The many areas where a .Asia domain provides value include:

- Domestic companies expanding to the region
Baidu.Asia / IndiaTimes.Asia / AllNipponAirways.Asia
- Global company with Asia focused sectors
McKinsey.Asia / Nike.Asia / LouisVuiton.Asia;
- Regional exhibition or conferences related websites
ITU Telecom Asia; CommunicAsia; Asian Film Festivals
- Regional focused promotional events
Advertising campaigns or sponsorship for the Asian Games, Asia Cup or other Asia events and initiatives

What is most exciting is not just the use for the events themselves, but for sponsors of such regional events. For example, if you are sponsoring the Asian Games, having a .Asia domain of your brand on all the materials around the venue would harmonize with your efforts and provide an online home for your regional project better than any other domain extension.

Many existing domain names and URLs already contain the name "Asia". They can now find a natural top-level domain extension for their activities that is consistent with the scope and audience of interest. Above all, the ".Asia" extension not does not take away from the brand, yet at the same time provide clarity and value.

The Niche of the .Asia Domain

The .Asia top-level domain provides value that complements local country-code domains and other generic domains. Perhaps the best analogy could be drawn from the media industry. There are the global media channels such as CNN and BBC World and the Time Magazine, and then there are their regional channels such as CNN Asia, BBC Asian Network or Time Asia. In addition, there are the locally focused media news stations, magazines and newspapers such as JapanTimes or the Bangkok Post.

Each has its place, space and value. Like the Asia regional focused media, ".Asia" endeavors to serve its niche audience and market. It is in this niche that the .Asia domains epitomize their value. DotAsia believes that this niche is nevertheless substantial. With over 60% of the world's population, and being the fastest growing and most diverse and dynamic region in the world, its potential for future economic and technological growth is unquestioned.

The Growing Asia Market

The .Asia domain aspires to provide prime virtual real estate to fuel and support this growth online. Asia already has by far the largest number of Internet users. According to InternetWorldStats.com, there are more than 400 Million people online in Asia (including the Middle East and Australia, Asia alone at 399 Million), compared with 315 Million in Europe and 253 Million in North America.

No longer are these just passive browsings any more. The Asian Internet community is making a run for their share of the cyber realty. The Blog Herald estimates that **there are already 25 million blogs in Asia Pacific, while Technorati reports that close to 100,000 blogs tag their posts with the term Asia (or its variants). Traffic to Asia originated sites are also rapidly growing.** Alexa.com ranking places approximately 30% of the most visited sites around the world from Asia, these include Baidu, QQ and Yahoo Japan.

Appropriating a recent quote from the CEO of one of Germany's largest state owned banks, "In order to stay in the game, you have to be in Asia." This is not about whether Asians utilize the term "Asia" to directly identify themselves as individuals. Nor is it about whether there is a unified view of the geographical representation of Asia. **The significance is that "Asia" as a term is well-established and commonly used in all aspects of everyday life, especially as an identifier for the scope of origin, interest or audience.**

Whether it is being entered into search engines or used as part of a company or event name the ".Asia" domain can be used to signify anything that is related to Asia, by Asians and the Western world alike. The .Asia domain captures this accepted natural usage without diluting or taking away the distinctiveness of a concept, a brand or any name.

"In order to stay in the game, you have to be in Asia."

Who can register a .Asia domain? What are CED and OPN Contacts?

The .Asia top-level domain is dedicated to the Asia community. Based on the registry contract with ICANN, the DotAsia Organisation will adopt the boundaries defined by ICANN (<http://www.icann.org/montreal/geo-regions-topic.htm>) for the Asia / Australia / Pacific (AP) region as a basis for its scope of eligibility.

The design of the .Asia Charter Eligibility Requirement further takes into consideration an inclusive approach to allow for all relevant members of the community to participate and benefit from the introduction of the .Asia domain.

Anyone (person or entity) can be a registrant for .Asia domains. In order to satisfy the .Asia Charter Eligibility Requirement, one of the associated contacts for the applied domain (be it the registrant, administrative, technical or billing contact) must be a legal entity in Asia (i.e. within the localities described by the ICANN AP Region). A legal entity may be a natural person or a juristic entity (such as a corporation).

Charter Eligibility Declaration Contact (CED Contact)

- The CED Contact is not an additional contact.
- The CED Contact is legal entity designated to make the Charter Eligibility Declaration
- The registrant must specify which contact to be listed as the CED Contact.
- Additional information must also be provided. These include
 - 1) Locality of the claimed Legal Entity status
 - 2) Type of Legal Entity
 - 3) Form of Identification
 - 4) Identification Number / Code of Reference

In the case where the CED Contact is not the registrant, the CED contact and the registrant will be jointly accountable for the domain registration. Nevertheless, the Registrant (Registrant Contact) will remain the "operating contact" for a domain, including for domain transfers and the reappointment of a CED Contact for a domain.

Note: The CED contact and the registrant are both responsible for responding to dispute resolution proceedings. Upon the submission of a domain application, the registrant submitting the application must accept, represent and warrant that he / she has made known of the CED Contact, and the CED Contact has agreed, that the Registrant Contact and the CED Contact will jointly be defined as the Registered Name Holder. If the CED Contact fails to provide consent for the registration, the domain registration will be considered to be registered in bad faith and may be cancelled.

Operations and Notifications Contact (OPN Contact)

Registrants for .Asia domains may also specify an Operations and Notifications Contact (OPN Contact) for each domain. The OPN Contact will receive direct notifications / reminders via email from the registry during Sunrise when:

- Documentary evidence is requested
- Acceptance or declining of an application
- Commencement and closing of auctions

The OPN Contact may also be provided login to the central auction system to participate by placing bids directly in the auction (depending on the registrar policies).

Note: The OPN Contact is an optional feature that may or may not be provided to end registrants depending on the range of service provided by the registrar. The OPN Contact is an optional field. If it is not filled out, the registry will communicate through the representative registrar only. All notifications will be copied to the sponsoring registrar, who is ultimately responsible for customer support to registrants throughout the Sunrise process.

Registering a .Asia domain

To purchase a .Asia domain, registrants must go to an ICANN Accredited Registrar or one of their affiliates. Final domain prices for registrants are not set by the registry and may vary from registrar to registrar depending on the range of services provided. In general, the .Asia Registry charges its registrars a per domain-year fee per registration submitted. As part of the commitment to ICANN for equal treatment of registrars, .Asia Accredited Registrars are offered the same service fee structure.

During Sunrise, an application fee (to cover the verification cost) is charged per domain application. This application fee is generally non-refundable. The only exception is if an application for a domain is cancelled by the registry because the domain has already been allocated in a previous phase of Sunrise. For example, if a domain is applied for in SR2a, but has not yet completed verification before SR2b commenced. During SR2b an applicant applies for the same domain name. If the application in SR2a is eventually successfully verified and accepted, then the application for SR2b will be cancelled and a refund is provided back to the sponsoring registrar.

Note: This refund is a service fee refund from the registry to the registrar and may or may not be applicable for registrants depending on policies of a particular registrar.

Why are there so many phases in the .Asia Sunrise?

The .Asia Sunrise Process

Preserving the stability and security of the Internet is one of the most critical elements in the introduction of the .Asia domain. This includes ensuring that the rights of others are appropriately protected and considered. More specifically, we believe that abusive capturing of names, such as those with geopolitical significance or those associated with intellectual property rights is to be discouraged. The .Asia top level domain name Sunrise Process is designed to allow for a stable and orderly introduction of the .Asia top-level domain into the social and technical fabric of the Internet.

The .Asia Sunrise Process is divided into 3 main phases:

Sunrise 1 (SR1): Governmental Reserved Names

Sunrise 2 (SR2): Registered Marks (i.e. trademarks and service marks)

Sunrise 3 (SR3): Registered Entity Names (i.e. company names, etc.)

Sunrise 1 (SR1): Governmental Reserved Names

Prior to Sunrise 1 (SR1), governments in the Asia Pacific region are invited to submit a list of reserved names that are relevant to their local community within the context of the .Asia top-level domain to the .Asia Registry (Pre-Sunrise). These include: country names, major province and city names, as well as names and marks currently in use by the governments. At the start of SR1, governments and their relevant bodies will be able to activate (i.e. register) domains from this list of reserved names.

Sunrise 2 (SR2): Registered Marks

Sunrise 2 (SR2) is fine-tuned into three sub-phases with corresponding priorities. **Sunrise 2a (SR2a)** is an **Early Bird Sunrise** for registered marks that are in use and have been registered at an earlier date. In order to qualify for SR2a the mark must have been applied for before March 16, 2004. **Sunrise 2b (SR2b)** allows **General Marks** applied for before December 6, 2006 to claim their corresponding domain.

The requirements for **Sunrise 2c (SR2c)** is the same as SR2b. SR2c however provides **Extended Protection** for registered mark holders by allowing for registrations consisting of combinations of the registered mark itself and words from the class description of the registered trademark. For example, if you own a registered mark "ABC" in Class 1: "Chemicals" based on the NICE classification system, not only will you be able to apply for "ABC.Asia" during SR2a/b, you may also apply for "ABCchemicals.Asia" in SR2c.

Applications received in SR2 will be verified for their conformance to the Sunrise Policies. Registrants must be the owner or an assignee of the corresponding trademark. Verification agents will be appointed to review applications based on the information received. The verification agent is delegated with the capacity to obtain from applicants (directly or via registrars) documentary evidence relevant to their claimed registered marks.

Note: No documentary evidence is required at application unless requested by the verification agent during all phases of SR2. To further facilitate the application process the verification agent will also be able to assist applicants in amending minor application errors (such as typos and clerical mistakes) with confirmation from the applicant.

Sunrise 1 (SR1): Governmental Reserved Names

Pre-Sunrise: Solicitation of Reserved Names from governments.
SR1: Activation of Reserved Names via ICANN Registrars.

Sunrise 2 (SR2): Registered Marks

SR2a: Early Bird Sunrise

- Mark must be applied for prior to March 16, 2004
- Mark must be issued and valid
- Applicant must have demonstrable usage of the mark in the Class for which it is registered in (where class system applicable)

SR2b: General Marks Sunrise

- Mark must be applied for prior to December 6, 2006
- Mark must be issued and valid

SR2c: Extended Protection

- Mark must be applied for prior to December 6, 2006
- Domains based on the registered mark combined with words from the class description for which the mark is registered in

Sunrise 3 (SR3): Registered Entity Names

- Registered Entity (e.g. company) within Asia
- Documentary evidence required and posted publicly

If the verification agent is unable to successfully verify a registered mark claim upon thorough review of an application, a notification will be sent to the applicant indicating that the application has been declined. **The applicant may thereupon request for reconsideration** within 7 days of the notification. At this time the applicant may provide additional information and documentary evidence to further support their claim. Based on the new information, the verification agent will reconsider the application. If the reconsideration process was successful, the application will be accepted and will not be prejudiced against other successfully verified applications within the same phase. If however upon reconsideration, the verification agent is still unable to successfully verify the claim, the application will be declined.

The .Asia verification process or the Sunrise process in general is not intended to adjudicate the validity of a registered mark. The result of the verification or reconsideration process should not prejudice the right of the applicant to subsequently seek to assert its rights to a particular domain name through UDRP or other processes

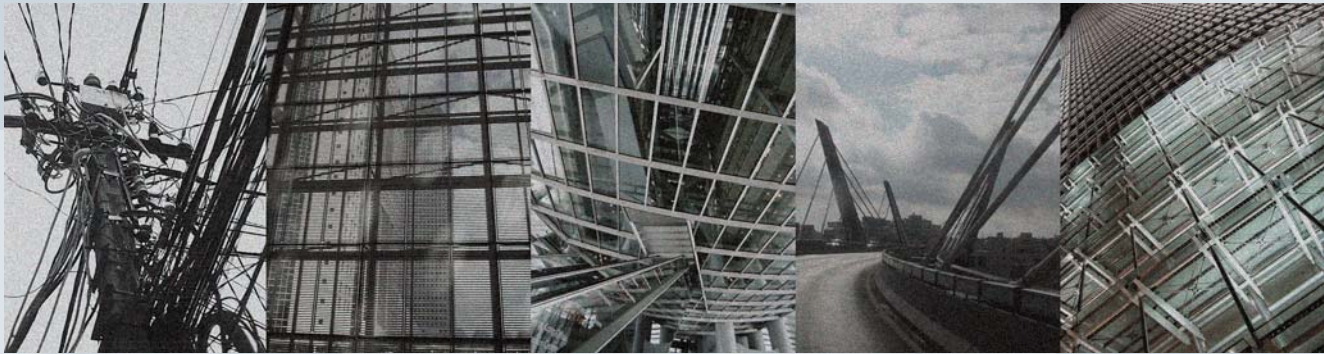
Sunrise 3 (SR3): Registered Entity Names

Within the Asia community many businesses, especially small and medium sized enterprises (SME), do not have registered trademarks for their brands and company names. In consideration for this, Sunrise 3 (SR3) is designed to give companies and organisations in Asia reasonable priority to register their corresponding names under the .Asia domain.

Along with the domain application, applicants must also upload an electronic copy of their business registration certificate (or equivalent) as documentary evidence of the entity registration.

Note: Documentary evidence sent in during SR3 will not be verified. However the documentary evidence submitted will be posted publicly and may be challenged for their validity.

The simplistic pursuit of a First-Come-First-Served (FCFS) process essentially renders into a lottery-like situation when registrars and registrants go on a chaotic race for their names at the opening of a registry



Why are auctions being held between domain applicants?

DotAsia is committed to an orderly and equitable launch of the .Asia domain. The .Asia Sunrise Policies are designed to provide reasonable priority for owners of relevant prior rights (such as trademarks and company names) in an effort to protect their intellectual properties.

Unlike the simplistic pursuit of a First-Come-First-Served (FCFS) process, which essentially renders into a lottery-like situation when registrars and registrants go on a chaotic race for their names at the opening of the registry; the .Asia Startup process (for Sunrise and Landrush) offers a calm, equitable and rational alternative. **All registration applications for the entire period of a particular Sunrise or Landrush phase will be considered to be received at the same time.** All applications received within the same period will be treated equally without prejudice.

Domain names that received only one application (and are successfully verified according to the Sunrise Policies) will be allocated to the applicant. If a domain name received more than one qualified application, an auction will be held for the domain between the qualified applicants. Auctions will be conducted with reasonable transpar-

ency in an English-style format (i.e. each bid is higher than the previous, with the auction ending when no participant is willing to bid further, and the winner being the highest bidder). **Prior to the commencement of an auction, each qualified bidder will be provided with the registration information of the other qualified bidders.** This allows participants to assess the identifications of other bidders, as well as to consider whether or not to participate in the auction.

No auction will be conducted for domains with only one qualified applicant. Public WHOIS service will not be available during the Sunrise and Landrush application period. This is arranged to prevent domain application information being harvested and used against the applicant.

Employing an auction format also means that **you will not need to submit your domain names to multiple registrars in hopes of increasing your chances for snatching the names that you want.** Working exclusively with your trusted registrar, would not disadvantage your ability to secure your domain name. Allocation of domain names are processed in an orderly, fair and well understood manner, even for competitively

sought after names. All in all, in many cases, it should work out to be more economical for most trademark owners.

As Bruce Tonkin, chairman of the Generic Names Supporting Organization at ICANN, said in a recent interview with Managing Intellectual Property magazine, he prefers the auction system because "it may work out cheaper for companies than paying multiple registrars to get to the head of the registration queue, as has been the case in other domain name launches."

Furthermore, DotAsia believes that the success of a top-level domain lies in the active usage and value of domains registered. Rather than allocating domain names by an almost sheer chance like process (as in the FCFS models), **the auction model allows for the party most interested in the name and with the best business model for developing the domain to bid for a name with a price higher than the marginal utility of other bidders.** Most importantly, through a competitive bidding process, DotAsia intends to encourage positive usage of domain names by winning registrants, as well as to reduce the need for, unmitigated defensive registrations.

It may work out cheaper for companies than paying multiple registrars to get to the head of the registration queue





















About the DotAsia Organisation:

DotAsia Organisation Limited 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 be the sponsoring organisation and the registry operator for the .Asia sponsored generic top-level domain.




At DotAsia, we use the term "DotAsia" to describe our organisation 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.).

Current Members of the DotAsia Organisation:

Sponsor Members are organisations in the Pan-Asia and Asia Pacific region, 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 in the

	.AF - Afghanistan Network Information Center (AFGNIC)		.KH - .KH, Cambodia		.PH - PH Domain Foundation, Philippines
	.BT - Bhutan Communications Authority		.KR - Korea Network Information Center (KRNIC)		.SG - Singapore Network Information Centre (SGNIC)
	.CN - China Internet Network Information Center (CNNIC)		.KZ - Kazakhstan Network Information Center		.TJ - Information Technology Center, .TJ ccTLD Manager, Tajikistan
	.ID - Country Code Top Level Domain Indonesia (ccTLD-ID)		.MN - .MN ccTLD Registry, DataCom Co., Ltd., Mongolia		.TW - Taiwan Network Information Center (TWNIC)
	.IN - .IN ccTLD Registry, India		.MO - Macau Network Information Center (MONIC)		.UZ - Computerization and Information Technology Developing Center, .UzInfoCom.
	.IR - .IR ccTLD Registry, Iran		.NU - Internet Users Society - Niue (IUSN)		.VN - Vietnam Internet Network Information Center (VNNIC)
	.JP - Japan Registry Service Co., Ltd. (JPRS)		.NZ - The Internet Society of New Zealand (InternetNZ)		

Co-Sponsor Members are Internet, Information Technology, Telecommunications, non-profit, NGO or other relevant community organisations in the Pan-Asia and Asia Pacific region.

	APNG - Asia Pacific Networking Group		APNIC - Asia Pacific Network Information Centre		PAN - Pan Asia Networking, International Development Research Centre
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Membership continues to be open to all eligible organisations, and efforts are exerted to outreach and recruit new members to further the participation across the region in the governance of the organisation. The governance of the organisation is driven by ccTLDs, who bring forth a wealth of knowledge with regards to the operation of a top-level domain registry. This is augmented by the expertise in broad bottom-up policy development from regional groups relevant to the community.

DotAsia has chosen Afilias Limited as its registry technology provider. Afilias will be providing the .Asia Registry with core registry services, including operations of the Shared Registry System (SRS); DNS services, as well as technical support and customer service operations for registrar support.

As a service provider, Afilias will not own, or become a member of DotAsia, and will only participate in a consultative role in the formation of .Asia policies as a technology provider, and in order to ensure a fast, stable, and secure registry system.

The vision of the DotAsia is to leverage the successful and coopera-

tive Internet community in Asia; to further this collaborative approach to other areas of the growing economies. DotAsia aspires to provide a coherent and meaningful online identity that embraces the diversity and dynamism of the region, and also exemplify 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 mission of the organisation 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. **Beyond the registry operations, the core mandate of the organisation is to reinvest its surpluses in socio-technological advancement initiatives relevant to the community.**

These may in the future 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.

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