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INFORMATION PACKAGE



[www.registry.asia](http://www.registry.asia)  
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# .ASIA IDN SUNRISE PROCESS

## Priority Registration Process for Chinese, Japanese and Korean .Asia Domain Names



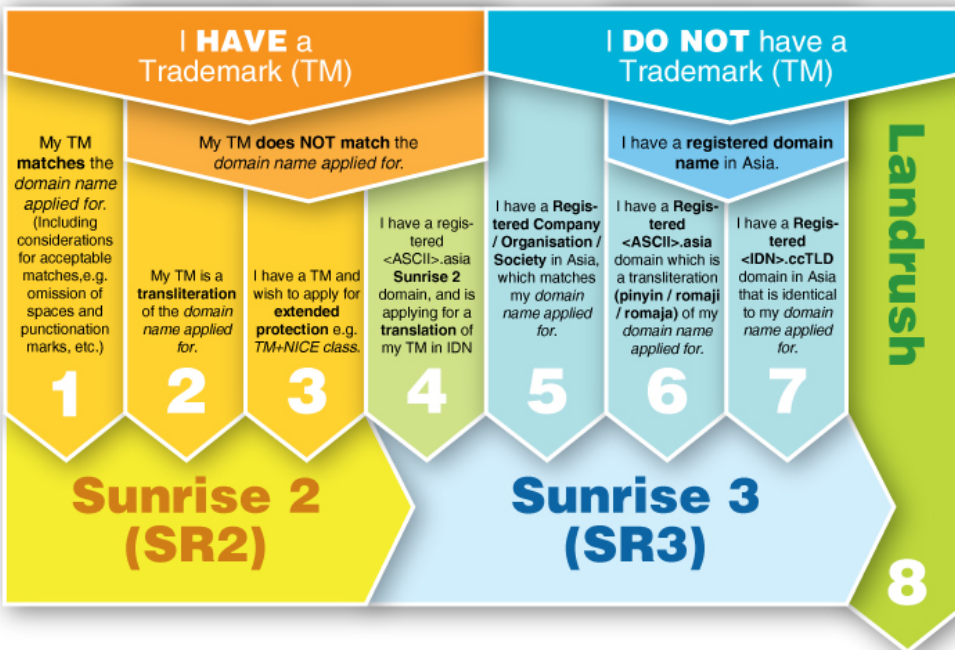
The .Asia IDN Sunrise Process is a priority registration period designed to promote an orderly introduction of Internationalized Domain Name (IDN) registrations for the .Asia Top-Level-Domain (TLD). Following the framework of the successful .Asia Sunrise and Landrush in 2007, which achieved 100% satisfaction from an online survey, over 40,000 auctions and resulted in 0 disputes, DotAsia is implementing an enhanced and simplified process for the introduction of Chinese, Japanese and Korean IDNs (<http://dot.asia/policies/DotAsia-IDN-Sunrise-Policies-COMLETE--2011-04-19.pdf>):

### Sunrise 1 (SR1): Governmental Reserved Names

SR1 is an ongoing process for the activation of Governmental Reserved Names described in the .Asia Reserved Names Policy (<http://dot.asia/policies/DotAsia-Reserved-Names--COMPLETE-2007-08-10.pdf>). In general, it includes country, province, city names as well as other government related terms and phrases. Consent from the respective government is required for the registration (i.e. activation) of these reserved names.

### Sunrise 2 (SR2) & Sunrise 3 (SR3): Registered Marks & Registered Names

The following diagram summarizes the eligibility requirements for SR2 and SR3 applications:



#### NOTES:

- All Sunrise phases will proceed in parallel, from May 11 – July 20, 2011.
- Applications received for SR2 and SR3 phases will be treated as received at the same time (SR2 applications maintain priority over SR3).
- SR2 applications are automatically considered for SR3 (if it is found not qualifying for SR2); SR3 applications are automatically included into Landrush (if found not qualifying for SR3)
- **IDN Landrush runs from Aug 2 – Oct 11, 2011**

- If there is only one successful applicant for a domain, it will be allocated to the applicant (no auction is required). If more than one applicant to the same domain passes the verification process (for the same priority), all successfully verified applicants will be invited to bid for that domain in an auction.
- Eligible Registered <ASCII>.Asia and <IDN>.ccTLD domains and trademarks must be registered on or before May 10, 2011 (Cut-off Date) to participate in Sunrise.

**.ASIA CJK IDN SUNRISE: START:** May 11, 2011

**DEADLINE: July 20, 2011**

[www.registry.asia](http://www.registry.asia)

[info@idn.asia](mailto:info@idn.asia)

# VALUE OF IDN .ASIA DOMAINS



[www.idn.asia](http://www.idn.asia)

Customers are Searching in Their Native Languages.  
Do You Have a Domain that Speaks to Them?

Asia is continuing its rapid growth as the world's most populated Internet marketplace. With already over 800 Million users connected and an expectation to expand to more than 2 billion Internet users by 2013, Asia is also the fastest growing online ecommerce market. The vast majority of these users will not be navigating the Internet in English. Internationalized Domain Names (IDN) – web addresses represented in local languages, will help drive brand identity, search patterns and Internet market behaviours online and offline, not unlike the sweeping developments and value creation witnessed in the English and alphanumeric centric Internet in the late nineties and early millennia.

There are about 200 million domain names registered today, representing an estimated US\$10 billion annual market, including secondary market and value added services. Much of this is currently concentrated in the US and Europe. With IDN, users and businesses in Asia will much better recognize the investment value of domain names because of the ability to represent offline identities and concepts online in their native languages. The deployment of IDN has the potential to dramatically expand the domain market in Asia.

## Asian Users Search in Their Native Language

Navigating the Internet in one's native language will be natural for the hundreds of millions of users coming online from China, Japan, Korea and around Asia. From popularity of search engine keywords, we already see that most Asians search in their own language. IDN will play an amplifying role in supporting increased search volume and improved search engine ranking results. While most web addresses today are still English alphanumeric, most of the searches are done in local languages. According to IDNblog having a portfolio that includes IDN allows you to take advantage of both search volume as well as web ranking. "Asia", itself, is a highly searched and natural type-in keyword. Together with IDN, the ".Asia" web extension helps to improve SEO (Search Engine Optimization) organically. The ".Asia" domain provides improved relevance for websites to users searching from Asia as well as for Asia related information, bringing you closer to customers in Asia.

## An Asian-Friendly Brand that Speaks the Language

Small and Medium sized Enterprises (SMEs) around the world will benefit from .Asia IDNs. Local SMEs in Asia are known in their native language names. Relationship matters when it comes to doing business in Asia. With IDN .Asia domains, you can leverage your existing brand to build your online presence that speaks the language of the Asian users. SMEs outside of Asia can become more Asian-friendly simply by adopting a .Asia domain as their web address. Having an IDN .Asia domain in local languages will benefit your business, your website by many folds. Companies will not only gain from the sheer brand value of having web addresses that are reflective of their mark, but also a brand that is memorable for users in Asia, and reap the invaluable SEO benefits of catching local language searches.

## IDN Drives Domain Valuation in Asia

When users see everyday phrases, names and brands in their own language used in domain names, it will change the value of domain names in the Asian market mindset. Without IDN, for the millions of users in Asia, domain names will remain foreign. With "카지노.kr" ("Casino").kr just sold for over US\$10,000 and "日本.com" ("Japan").com sold for US\$100,000, the secondary market sales are already showing the value of IDN. The value of domain names is driven by the traffic it attracts, the keyword value for search and the perceptual value. The appreciating value of IDN in Asia also means the increasing importance of ensuring that your brand is protected in the Asian languages online. For Asia, the beginning of IDN could be the beginning of a new domain goldrush.

**.ASIA CJK IDN SUNRISE:** START: May 11, 2011

**DEADLINE: July 20, 2011**

**.ASIA CJK IDN LANDRUSH:** START: Aug 2, 2011

**DEADLINE: October 11, 2011**

# .ASIA IDN PIONEER DOMAINS



[www.idn.asia](http://www.idn.asia)

## Promoting the Active Usage of IDN .Asia Domains with Celebrities, Social Initiatives and the Community

While the .Asia IDN Sunrise Policies are designed to provide a logical and orderly launch of IDNs under the “.Asia” Top-Level-Domain (TLD), the IDN Pioneer Domains Program builds upon this foundation to encourage active usage and development of the best IDN .Asia domains. Besides generic names and global brands, the Program also supports social initiatives and celebrities to mark their .Asia domains. Artists are often targets for abusive registrations, and many do not have a trademark to participate in Sunrise. The Program allows DotAsia to work closely with stars like Donnie Yen on “http://甄子丹.Asia”, Jackie Chan’s movie “http://大兵小将.asia” and community initiatives such as “http://撐大運.asia” in support of the upcoming Universiad in China, to protect and showcase the global development of the “.Asia” domain.

### IDN Pioneer Domains Program Application process

The IDN Pioneer Domains Program will accept applications at the same time as the IDN Sunrise process (from May 11 to July 20, 2011). Commercial as well as non-commercial organizations and individuals are welcome to participate. Applicants submit a detailed proposal describing the business, marketing and community plans for their use of the .Asia IDN. Based on the assessment of the proposal received, .ASIA Pioneers (i.e. Selected Applicants) will be selected. The following table summarizes the 5 categories in the IDN Pioneer Domains Program:

<b>1</b>	<b>Community Pioneers</b>	Community Pioneers are invited to propose commonly used words and phrases (aka generic words) as .Asia names, such as “交易.asia”, “ビデオ.asia”, “게임.asia”, etc. Non-commercial initiatives may also apply as the Community Pioneers for names corresponding to their organisation.
<b>2</b>	<b>Global Brand Pioneers</b>	While the .Asia Sunrise processes provide comprehensive protective measures for trademark owners, the Pioneer Domains Program offers proactive brand holders who are committed to the Asia community the IDN .Asia domains that best matches their products and businesses.
<b>3</b>	<b>Partner Pioneers</b>	Accredited registrars, technology, service providers and partners of DotAsia are encouraged to adopt and utilize IDN .Asia domains for promoting the .Asia domain and their other services.
<b>4</b>	<b>Celebrity Pioneers</b>	Celebrity names are often neglected in the startup of a new domain registry. Yet they are often highly vulnerable names as well. Through the Celebrity Pioneers program celebrities with fans in Asia can utilize their IDN .Asia domain for their next concert, movie or tour and protect their names.
<b>5</b>	<b>Social Pioneers</b>	Through Social Pioneers, DotAsia seeks to reach out to NGO (Non-Government Organisations), NPOs (Non-Profit Organisations), geographical indications and other social enterprises and initiatives to offer to them an opportunity to leverage the best IDN .Asia domains to further their cause in Asia.

**Marketing Deposit Requirement:** A Marketing Commitment Deposit of US\$1,000 is required for Community and Global Brand Pioneers (Not required for Partner / Celebrity / Social Pioneers). Non-commercial initiatives, students and recent graduates may apply for Financial Assistance Consideration to waive the Marketing Deposit Requirement.

**.ASIA IDN PIONEER DOMAINS PROGRAM:** START: May 11, 2011

[www.think.asia](http://www.think.asia)

**DEADLINE: July 20, 2011**

[info@idn.asia](mailto:info@idn.asia)

# .ASIA IDN TLD & IDN VARIANTS



## Commitments for a Complete IDN Experience with IDN TLDs and Comprehensive IDN Variant Policies

Since its inception, DotAsia has been a driving force for the complete and compliant implementation of IDNs. Asia is one of the most important regions for IDN. Asia is already the largest Internet marketplace with over 800 million users online. However, that represents only 20% penetration. IDN will help bring the Internet to the rest of the people in Asia who do not speak English. IDN is nevertheless not complete without a full IDN experience that includes the IDN TLD (Top-Level-Domain), as well as a well thought out IDN Variant policy, especially for gTLDs, such as “.Asia” where multiple scripts and languages are expected under the TLD.

### .Asia IDN TLD Commitment

DotAsia is the first gTLD (Generic Top-Level Domain) to include provisions for maintaining IDN gTLDs alongside the “.Asia” TLD in its original application to ICANN in 2004. DotAsia believes in minimizing user confusion to promote the adoption of IDN in the DotAsia Community. One of DotAsia’s commitment to facilitate user adoption of IDN is to offer a consistent experience for users across the continuum of “.Asia” IDN TLDs. While the current launch pertains only 2nd-Level IDN registrations under the “.Asia” (ASCII) TLD, DotAsia is committed to offer registrations of a particular domain name under a .Asia IDN TLD only to the Registered Domain Holder of the particular second level domain under the “.Asia” (ASCII) TLD.



### .Asia IDN Variant Policy Considerations

DotAsia is the first and only TLD to implement a fully compliant and consistent set of IDN Variant policies for the coexistence of Chinese (ZH), Japanese (JA) and Korean (KO) IDNs under one TLD. The .Asia IDN CJK (Chinese Japanese and Korean) policies are based on and are consistent with the JET Guidelines, the CDNC Recommendations, and were developed in consultation and cooperation with and with the advice from language experts, CNNIC (.CN) in mainland China, JPRS (.JP) in Japan, KRNIC/KISA (.KR) in Korea, HKIRC (.HK) in Hong Kong



DotAsia understands the multilingual nature of the .Asia zone as a gTLD. Unlike in the case of ccTLDs (e.g. for .JP) where only Japanese IDN registrations are expected, both Chinese and Japanese IDNs are expected under the .Asia domain. Because of the unified Han Ideograph approach for Unicode, there is an overlap between the character repertoire between the Japanese and Chinese IDN Scripts, more specifically, Kanji characters used in Japanese can also be found in Chinese. This means that it is possible that a Japanese IDN consisting of Kanji characters only can appear to be like a Chinese domain name for a Chinese .ASIA domain name user. For example, for a Japanese registration: “学习中.asia”, it is possible for a Chinese user to identify it as a Chinese domain name and consider “學習中.asia” to be equivalent. Therefore, for Kanji only IDNs, IDN variants {e.g.: “學習中.asia”, “学习中.asia”, “學習中”} will be reserved (but not included in the DNS) and not available for registration.



The .Asia IDN Policies took into consideration the CDNC Tables (Simplified and Traditional Chinese), Hong Kong Supplementary (Cantonese) characters as well as the considerations for the character overlap between Chinese and Japanese (Kanji) to address CJK cross-script confusability in a gTLD.



## VALUE OF .ASIA DOMAINS



Access the Most Dynamic Market with One Domain:  
Use “.Asia” to gain an edge over your “.com”petitors!

With over 800 million users online, Asia is already the most populous Internet marketplace in the world. The majority of the Asian population is younger than 30, and Asia’s networked youth is living 38 hour days, multi-tasking online, redefining Internet business as the global leader in virtual goods consumed, mobile shopping, gaming, and blogging. This is fueling Asia’s rapid growth in eCommerce and new media ad spending. Yet with only 20% penetration, Asia is expected to be the fastest growing region. This means great opportunity for your business.

To harness this tremendous potential, your own .Asia domain is indispensable. Cutting through matters, and online, that means standing out in search engines. As a natural type-in keyword, a “.Asia” domain helps improve your search engine optimization (SEO) and ranking for users looking for Asian information as well as the hundreds of millions of users searching from Asia. Whether you’re local, expanding regionally, or if you are from America, Europe, elsewhere, looking to market into Asia, a “.Asia” domain instantly turns your brand into an Asia friendly name. And that makes a difference here in Asia, where relationship means business.

### **.Asia domain improves SEO for your website in the Asian market.**

Keyword domains enhance search rankings. “.Asia” is a frequently searched type-in keyword. Search engines rank “.Asia” domains favorably for users from Asia. Using a “.Asia” domain (e.g. [www.domain.asia](http://www.domain.asia)) therefore improves SEO naturally for users from Asia as well as users looking for Asian information.

### **.Asia is a natural fit and speaks to Asian audiences worldwide.**

New businesses and local small-medium sized enterprises (SME) expanding across Asia, Asian conferences, celebrities and global brands are readily adopting “.Asia” domains. Use a “.Asia” domain for content and audiences related to Asia. A “.Asia” domain makes your brand friendly to Asians and strengthens your message to Asian audiences.

### **Every .Asia domain contributes to bridging the digital divide in Asia.**

Since our launch in 2008, DotAsia, a not-for-profit organization, has contributed to numerous community projects for the Asian Internet, e.g. One-Laptop-Per-Child ([www.OLPC.asia](http://www.OLPC.asia)), etc. Choosing a “.Asia” domain means you are contributing to making a difference for the digitally disadvantaged in Asia.

### **DotAsia Organisation (<http://www.registry.asia>)**

While the “.Asia” domain is all about business, as a not-for-profit organization, DotAsia is committed to social responsibility and sustainability. Every “.Asia” domain registered contributes to community programs such as sending laptops to children in rural villages (<http://www.olpc.asia>), R&D grant funds (<http://www.isif.asia>), open source software (<http://www.oss.asia>), Internet governance and youth volunteer program (<http://www.netmission.asia>), bridging the digital divide (<http://hk.dsf.asia>), supporting social entrepreneurs (<http://www.paragon100.asia>), disaster relief and rebuild efforts (<http://www.relief.asia>) and many more.

The core mandate of the DotAsia Organisation is to promote Internet development and adoption in Asia. The organization oversees the ‘.Asia’ top-level Internet domain name, and is formed as an open consortium of official top-level-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, APRALO and APTLD.

The Asian Century is here. The .Asia domain aspires to embrace the dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region. Asia is where the Internet’s traffic is turning towards, and “.Asia” places you at the center of this movement. What are you waiting for? Stake your claim now in the exploding Asia Internet marketplace. Get your “.Asia” domain name today.