





DotAsia Organisation

DotAsia 조직

Seoul, Regional ICANN

2008.09.11

Overview / 개요

- **DotAsia Organisation**
DotAsia 조직
- **.Asia TLD Update**
.Asia TLD 업데이트
- **Upcoming Promotion**
다가오는 판촉 행사

DotAsia Organisation / DotAsia 조직

- **DotAsia is a Not-for-profit Organisation that contributes surplus proceeds back to the Asia community.**

DotAsia는 수익금을 아시아 지역사회에 재기부하는 비영리 단체입니다.

- **Digital inclusion projects**

디지털 보급 사업

- **Education advancement initiatives**

교육 개선 사업

- **Regional wide research and development programs (Including Disaster relief initiatives)**

지역별 연구 개발 프로그램 (재난 구호 사업 포함)

Digital Inclusion Projects / 디지털 보급 사업



社解 ITRC 資訊科技資源中心 Your One-stop IT Caretaker

Home | About Us | Digital Solidarity Fund | Core Applications Project | Digital Inclusion | Products & Services | News

Bridging ICT Power

Location : Home >> Digital Solidarity Fund >> Background

Background

Advancement in information and communication technologies (ICT) has dramatically transformed people's lives in the last few decades, bringing new opportunities in education, employment and socio-economic development. At the same time, however, the gap between those who have access to ICT and those who have not is believed to be widening rapidly. This digital divide constitutes a major problem to modern society especially in the area of social development and poverty alleviation. To prevent disadvantaged groups from being further marginalized in information society, special attention is required at both the policy and program level to promote universal and affordable ICT access.

- <http://itrc.hkcss.org.hk>
 - DotAsia is a contributor and partner to the Digital Solidarity Fund

*DotAsia는 디지털연대
기금(DSF)의 기부
단체 겸 파트너입니다.*

Regional Wide Research and Development Programs / 지역별 연구 개발 프로그램

- <http://isif.asia>

– DotAsia is a contributing partner to the Information Society Innovation Fund



*DotAsia는 정보사회혁신
신재단(ISIF)에 기부하
고 있습니다.*

http://relief.Asia

- First of the very few international efforts to gain access for relief materials to be delivered into the hardest hit areas in Myanmar
- Donated more than US\$20,000 to disaster relief in Myanmar and China
- Purchased and delivered GPS personal tracking and SOS devices to be used in relief and rebuild efforts in the Sichuan earthquake and the recent Guangdong floods.



-미얀마에서 가장 큰 타격을 입은 지역에 접근하여 구호 물자를 전달하는 극소수의 국제 사업 중 최초

-미얀마 및 중국의 재난 구호에 미화 US\$20,000 기부

-쓰촨 지진과 최근의 광둥 지역 홍수의 구제 및 개선 작업에 사용할 GPS 개인 추적 장치와 SOS 장비 구입 및 제공



.Asia for the Asia Century
아시아 시대를 위한 .Asia

Asia is Where Its at

- **The 21st Century has been touted by media and businesses as Asia's century.**

언론과 기업은 아시아가 21세기의 주인공이라고 말해 왔습니다.

- **Intra-Asia Investment Reinforces Integration : Asia is the biggest direct investor of Asia itself.**

통합을 강화하는 아시아 내부 투자: 아시아의 가장 큰 직접투자자는 아시아 자체입니다.

- **Asia is one of the most fascinating places in the world today – the world is actively searching for information on Asia**

아시아는 현재 세계에서 가장 매력적인 지역 중 하나입니다. 온 세계가 아시아에 대한 정보를 적극적으로 찾고 있습니다.

- **.Asia TLD is a logical index for websites that is focused on Asia**

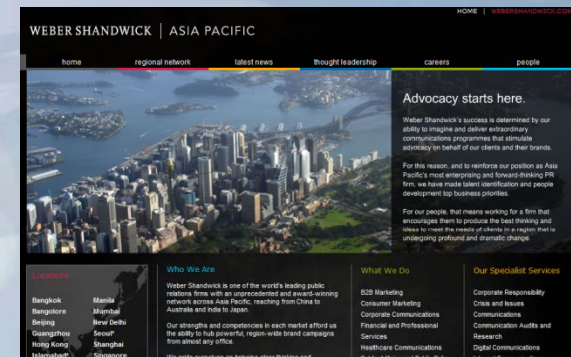
.Asia TLD는 아시아에 초점을 맞춘 웹사이트 정보의 논리적인 인덱스입니다.

Multinational Corporations / 다국적 기업

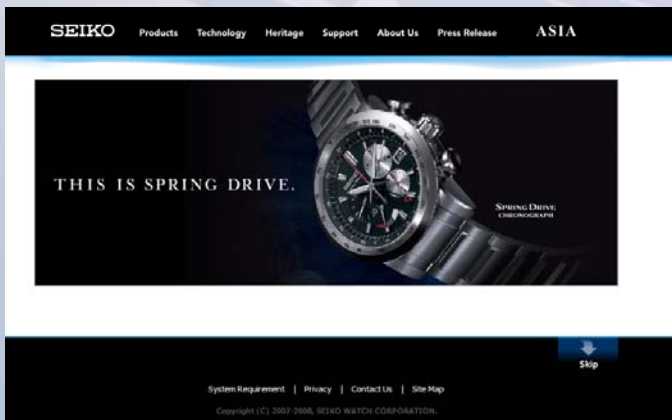


- ❑ Honda.Asia
- ❑ Levis.Asia

- ❑ WeberShandwick.Asia
- ❑ LiveNation.Asia



- ❑ Seiko.Asia
- ❑ ING.Asia



from.Asia / for.Asia

Asia



THIS IS CRITERIA.

Me.



criteria

LOVED BY MIRIAM YEUNG.
IS IT YOU?

SEIKO
JAPAN
1000000000
1000000000
1000000000

SEIKO

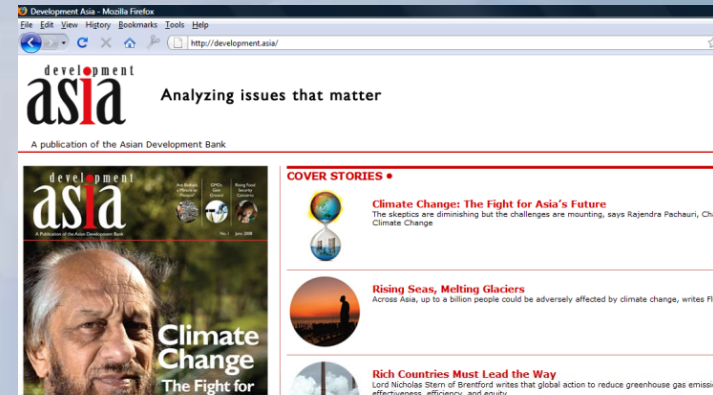
www.seiko.asia

Within the Region / 아시아 내



- ❑ JjiNews.Asia
- ❑ JobAuction.Asia

- ❑ Development.Asia
- ❑ Gnome.Asia



- ❑ KuSo.Asia
- ❑ Kuromame.Asia



from.Asia / for.Asia

.Asia

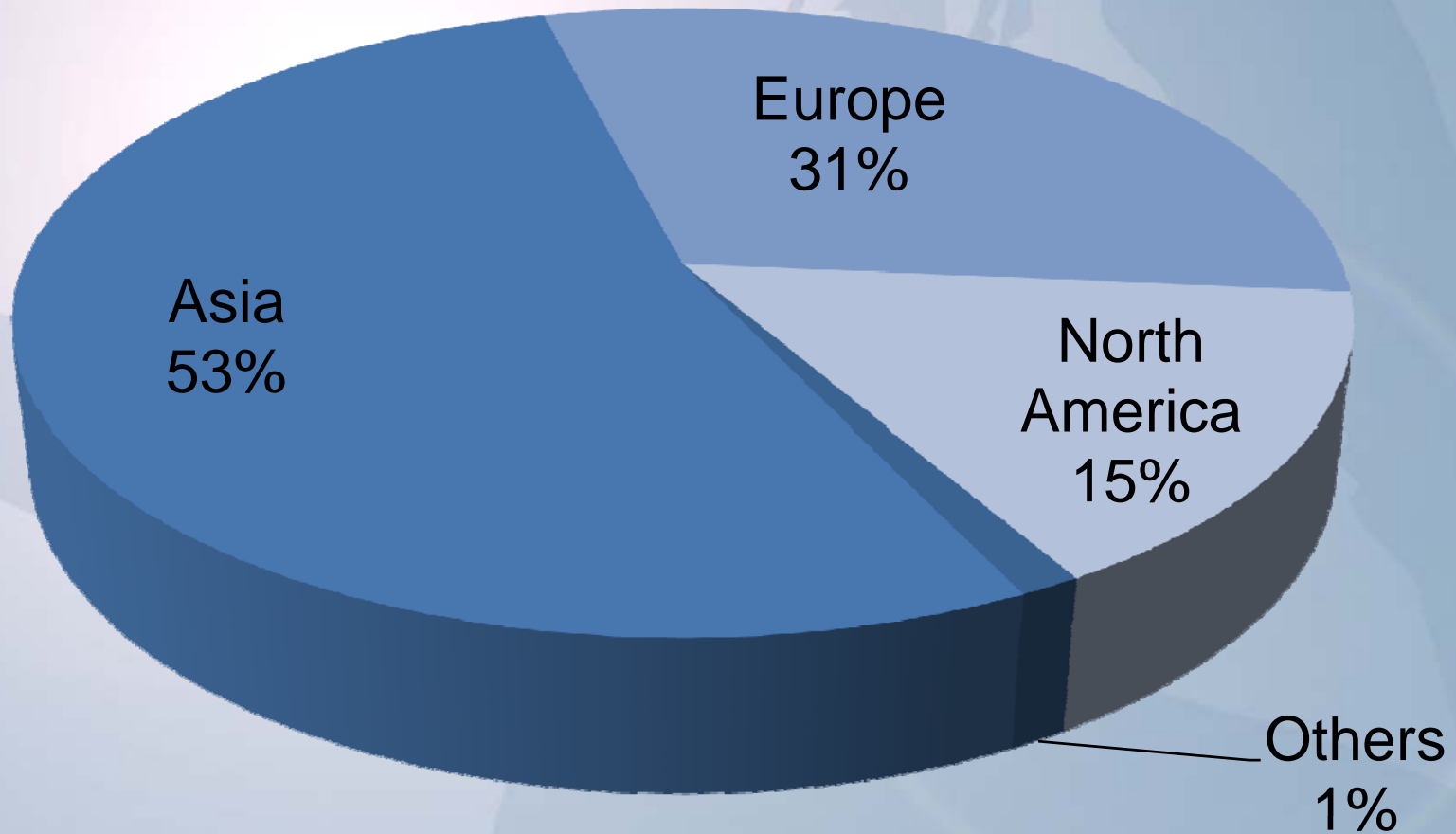
www.GMA2008.Asia



from.Asia / for.Asia


.Asia

Distribution by Registration / 등록에 의하여 배급



.Asia Auction Updates / .Asia 경매 업데이트

- **Completed - More than 39,000 names in Auction**
완료 - 경매에 부친 39,000 개가 넘는 도메인명
- **Over US\$1 million shared with registrars**
등록기관과 100만 달러 이상의 수익 분배
- **Top 3 auctions / 상위 3대 경매**
 - Discover.Asia US\$112,111
 - Sex.Asia US\$83,334
 - Buy.Asia US\$73,000
- **Top 1% auctions average: US\$10,000**
상위 1% 경매 평균 금액: US\$10,000
- **Top 10 auctions average: US\$55,000**
상위 10대 경매 평균 금액: US\$55,000



Growth Promotion Program
성장 승진 프로그램

Oct 2008 Promotion / 2008년 10월 판촉행사

- **.Asia is giving out over US\$1M to registrars in auction commissions**

.Asia는 등록기관들에게 100만 달러가 넘는 경매 커미션을 제공합니다.

- **Registrars who helped promote .Asia are seeing the return**

.Asia 판촉을 지원한 등록기관들은 수익을 얻고 있습니다.

- **Double-Double Program designed to motivate registrars to promote .Asia to realize the market**

등록기관이 .Asia를 선전하여 시장을 넓히도록 동기를 부여하는 더블-더블

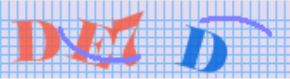
.Asia Double-Double Discount Program


/ .Asia 더블-더블 할인 제도

- **Program Highlights 주요 행사**
 - **Oct 2008 – 50% off all .Asia registrations**
목표량은 각 등록기관마다 다릅니다
 - **Nov 08 – Jan 09 – 50% off all .Asia registration if target is met for Oct**
08년 11월 ~ 09년 1월 – 10월 목표량 달성 시 모든 .Asia 등록 50% 할인
 - **Feb – Apr 09 – 50% off all .Asia registration if target is met again**
09년 2-4월 – 다시 목표량을 달성할 경우 모든 .Asia 등록 50% 할인
- **Volume Target is different for each registrar**
목표량은 각 등록기관마다 다릅니다.
- **Reward .ASIA Registrars who have been helping promote .ASIA**
.ASIA 판촉을 지원한 .ASIA 등록기관을 보상합니다.
- **September 15, 2008 - Enrolment deadline!**
2008년 9월 15일 - 병적편입 마감 시간!

Enroll NOW! 지금 등록하십시오!

- http://registrars.registry.asia/marketing/double_double

Registrar Enrolment Form:	
Registrar Name:	<input type="text"/>
Registrar ID:	<input type="text"/>
Specific Promotion Contact (IF APPLICABLE):	
Contact Name:	<input type="text"/>
Contact Email:	<input type="text"/>
Telephone:	<input type="text"/>
Mobile:	<input type="text"/>
Authorization:	
I certify that:	
<ul style="list-style-type: none">• the above information is true and correct to the best of my knowledge and belief;• we have read and understand the program details and rules for the .ASIA Double-Double Discount Program;• we intend to participate in good faith and to promote .ASIA registrations and pre-registrations actively to our existing customers and through mass market communications; and,• we understand that should we fail to comply with the rules of the program, we will be disqualified and will have to pay the normal full amount for domain registrations in the .ASIA registry.	
Name:	<input type="text"/>
Position:	<input type="text"/>
Date:	<input type="text"/> Format: yyyy/mm/dd
Passphrase:	<input type="text"/>
Image Verification	
	Please enter the text from the image on the left <input type="text"/> Reload Image



Thank You!
감사합니다!

Edmon CHUNG edmon@registry.asia

Ching CHIAO, chiao@registry.asia

Leona CHEN leona@registry.asia

