Domain Name Industry as a New Revenue Stream for Service Providers in Asia Pacific

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Edmon Chung

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What is “.asia”?

www.domain.asia
Every .Asia Domain Contributes to Internet Development in Asia

love.from.asia

Edmon Chung
<edmon@registry.asia>
ASEAN – the new engine of growth for Asia and the World

-- Philip Kotler
Geographical Imbalance of Applicants

- North America: 911 (47.2%)
- Europe: 675 (35%)
- Asia Pacific: 303 (15.7%)
- Latin America: 24 (1.2%)
- Africa: 17 (0.9%)

Total: 1191 (67.71%)

Europe (280):
- KY: 91
- Afilias: 31
- VRSN: 12
- Amazon: 76
- TLDH: 70
# 5 out of Top 10 Registrars for New gTLDs from Asia

<table>
<thead>
<tr>
<th>Rank</th>
<th>Registrar Name</th>
<th>Registrars</th>
<th>Client Base</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>GoDaddy.com, LLC (GoDaddy Group)</td>
<td></td>
<td>875,004</td>
<td>12.04%</td>
</tr>
<tr>
<td>2</td>
<td>Alpnames Limited</td>
<td></td>
<td>724,343</td>
<td>9.96%</td>
</tr>
<tr>
<td>3</td>
<td>GMO Internet Inc.</td>
<td></td>
<td>561,839</td>
<td>7.73%</td>
</tr>
<tr>
<td>4</td>
<td>Internet Domain Name System Beijing Engineering Research Center LLC (ZDNS)</td>
<td></td>
<td>380,468</td>
<td>5.23%</td>
</tr>
<tr>
<td>5</td>
<td>eNom, Inc. (Rightside)</td>
<td></td>
<td>351,119</td>
<td>4.83%</td>
</tr>
<tr>
<td>6</td>
<td>Uniregistrar Corp (Uniregistry Corp.)</td>
<td></td>
<td>337,514</td>
<td>4.64%</td>
</tr>
<tr>
<td>7</td>
<td>Network Solutions, LLC (Web.com)</td>
<td></td>
<td>297,734</td>
<td>4.10%</td>
</tr>
<tr>
<td>8</td>
<td>Chengdu West Dimension Digital Technology Co., Ltd.</td>
<td></td>
<td>266,277</td>
<td>3.66%</td>
</tr>
<tr>
<td>9</td>
<td>Xin Net Technology Corporation</td>
<td></td>
<td>235,730</td>
<td>3.24%</td>
</tr>
<tr>
<td>10</td>
<td>Alibaba Cloud Computing Ltd. d/b/a HiChina (<a href="http://www.net.cn">www.net.cn</a>)</td>
<td></td>
<td>234,861</td>
<td>3.23%</td>
</tr>
</tbody>
</table>
Top 10 .Asia Countries / Territories (by New Creates in 2013/14)

<table>
<thead>
<tr>
<th>Country</th>
<th>2014</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>62554</td>
<td>77241</td>
</tr>
<tr>
<td>China</td>
<td>10390</td>
<td>45145</td>
</tr>
<tr>
<td>US</td>
<td>4666</td>
<td>6216</td>
</tr>
<tr>
<td>Australia</td>
<td>3971</td>
<td>8488</td>
</tr>
<tr>
<td>India</td>
<td>3813</td>
<td>6135</td>
</tr>
<tr>
<td>Singapore</td>
<td>1515</td>
<td>2698</td>
</tr>
<tr>
<td>Indonesia</td>
<td>1510</td>
<td>1615</td>
</tr>
<tr>
<td>Malaysia</td>
<td>1482</td>
<td>1664</td>
</tr>
<tr>
<td>Germany</td>
<td>1108</td>
<td>1853</td>
</tr>
<tr>
<td>Hong Kong</td>
<td>1022</td>
<td>1906</td>
</tr>
<tr>
<td>Korea</td>
<td>591</td>
<td>5203</td>
</tr>
<tr>
<td>Viet Nam</td>
<td>545</td>
<td>3918</td>
</tr>
<tr>
<td>------</td>
<td>----------</td>
<td>----------</td>
</tr>
<tr>
<td>2015</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2014</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2013</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Accredited Registrars for .Asia

- 2013: 156
- 2014: 171
- 2015: 194
- 2016: 250

In Production
10,000,000 SMEs in India
Only 500,000 Has a website
Jon Postel: 1943-1998
More than just a name.
Realize the Great Value of a “.Asia” Domain for Your Business:
Name is a Fundamental Part of a Brand Whether for Global or Local Brands
Location, Location, Location..
How to take control of your BRAND with a PERSONAL WEBSITE

http://facebook.asia/localshop
Internationalized Domain Names (IDN)
Users Search in Their Native Language
How many APPs would a user download? Really...
Why would you pay to bring traffic to your competitors?
THE GLOBAL GOALS
For Sustainable Development

FUTURE FRIENDLY.

INDIVIDUAL WELL-BEING
1. Poverty
2. Zero Hunger
3. Good Health and Wellbeing
4. Quality Education
5. Clean Water and Sanitation
6. Sustainable Cities and Communities
7. Affordable and Clean Energy
8. Industry, Innovation and Infrastructure
9. Responsible Consumption and Production
10. Peace and Justice
11. Life on Land
12. Life below Water
13. Climate Action
14. Life on Land
15. Peace and Justice
16. Industry, Innovation and Infrastructure
17. Responsible Consumption and Production

ECONOMIC INFRASTRUCTURE

EQUITABLE SOCIETY

NATURAL ENVIRONMENT
Internet of Things

fridge.john.asia
tv.john.asia
sink.john.asia
oven.john.asia

Internet of Names
SEPTEMBER 19 – 22, 2016
Future... not just about volume...
Strategic Domain Value
Identities that Connect with People
Every .Asia Domain Contributes to Internet Development in Asia

love.from.asia

Edmon Chung
<edmon@registry.asia>