"DOMAIN NAME INDUSTRY AS A NEW REVENUE STREAM FOR SERVICE PROVIDERS IN ASIA PACIFIC"
Let's Have a Quick Overview of:

- Domain Name Industry – APAC Potential
- Internet Ecosystem - APAC
- ccTLD as Part of the Overall ccTLD Market in the APAC Region
- ccTLD Count in the Regional Markets
- Domain Name Density in the Regional Markets
- Cybersquatting: Most Domain Name Dispute Fillings
Domain Name Industry Potential in Asia Pacific

- The Asia Pacific region enjoys a significant amount of Internet users and has a vast business prospects and huge potential in the Internet industry.

- The private sector in the region needs to explore the prospects of domain name industry in the region.

- Compared to the US and Europe, the region needs to do more in order for the domain name industry to be explored as a new revenue stream for service providers, entrepreneurs, and investors.

**Asia Pacific: Internet User Penetration 2014-2019**

**Asia Pacific: Mobile Internet Penetration 2014-2019**

*Data Source: CISCO Systems, Statistica, Industry News*
Domain Name Industry Potential in Asia Pacific

• There is also dire need of proper knowledge and understanding regarding the domain name industry and the developments that are taking place such as the IDN (Internationalized Domain Names) program by ICANN, and the introduction of hundreds of new generic top level domains (ngTLDs).

• Trade, business and brand owners in the APAC region should be aware of the fact that other parts of the world have already been moving ahead in the domain name industry.
Domain Name Industry Potential in Asia Pacific

<table>
<thead>
<tr>
<th>Cyrillic script</th>
<th>Arabic script</th>
<th>Brahmic script</th>
<th>Chinese characters</th>
<th>Other scripts</th>
</tr>
</thead>
<tbody>
<tr>
<td>.рф (rf, Russia)</td>
<td>مص. (Masr, Egypt)</td>
<td>.বাংলা (Bangla, Bangladesh)</td>
<td>.中国 (Zhōngguó, China)</td>
<td>.გე (GE, Georgia)</td>
</tr>
<tr>
<td>.срб (srb, Serbia)</td>
<td>ایران. (Iran)</td>
<td>.भारत (Bharat, India)</td>
<td>.台灣 (Táiwān, Taiwan)</td>
<td>.한국 (Han-guk, South Korea)</td>
</tr>
<tr>
<td>.укр (ukr, Ukraine)</td>
<td>پاکستان. (Pākistān, Pakistan)</td>
<td>..Cells (Cinkappūr, Singapore)</td>
<td>.新加坡 (Xīnjiāpō, Singapore)</td>
<td>.հայ (hay, Armenia)</td>
</tr>
</tbody>
</table>

- Domain names represented by characters other than the traditional ASCII characters (a through z).
- IDNs could contain letters or characters from non-Latin scripts (for example, Arabic or Chinese).
- Enables the global community to use a domain name in their native language or script.
The State of ccTLD in Asia Pacific

ccTLD in the APAC Region

- China .cn
- India .in
- Japan .jp
- Indonesia .id
- Bangladesh .bd
- Vietnam .vn
- Philippines .ph
- South Korea .kr
- Thailand .th
- Pakistan .pk
- Australia .au
- Malaysia .my
- Taiwan .tw
- Nepal .np
- Hong Kong .hk
- Sri Lanka .lk
- Singapore .sg
- New Zealand .nz
- Mongolia .mn
- Papua New Guinea .pg
- Fiji .fj
- Timor-Leste .tl
- Maldives .mv
- Afghanistan .af

Domain Name Industry as a New Revenue Stream for Service Providers in Asia Pacific
“There were over 314 million domain name registrations across all top-level domains (TLDs) by end of 4Q 2015. An increase of 25.9 million, or 9 percent, year over year.”
The State of ccTLD in Asia Pacific

Domain Name Density (Domain Names Per 1000 Population)

Data Source: DomainTools.com, ccTLD registries, Industry news, etc.
The State of ccTLD in Asia Pacific

Cybersquatting: Most Domain Name Dispute Filings 2015

United States: 800
France: 300
Germany: 200
United Kingdom: 200
Switzerland: 100
Netherlands: 100
Italy: 50
Spain: 50
Sweden: 50
Denmark: 50

Guess what?

Data Source: DomainTools.com, ccTLD registries, Industry news, etc
Conclusion

• The APAC region has a huge population with a vast business prospects in the Internet and related services.

• According to ICANN’s global consumer research (June 2016), average awareness and visitation is on the rise. There is a strong regional difference for the new gTLDs – awareness of ngTLDs in APAC is as much as 20 points higher than in North America and Europe.

• With the evolving landscape of the Internet industry in the APAC region, the domain name industry seems to have enormous potential for service providers, start-ups and entrepreneurs.
Thank you!