



Asia Pacific Regional Internet Governance

Forum – #APRIGF2016

Taipei, Taiwan, 27-29 July 2016

Workshop

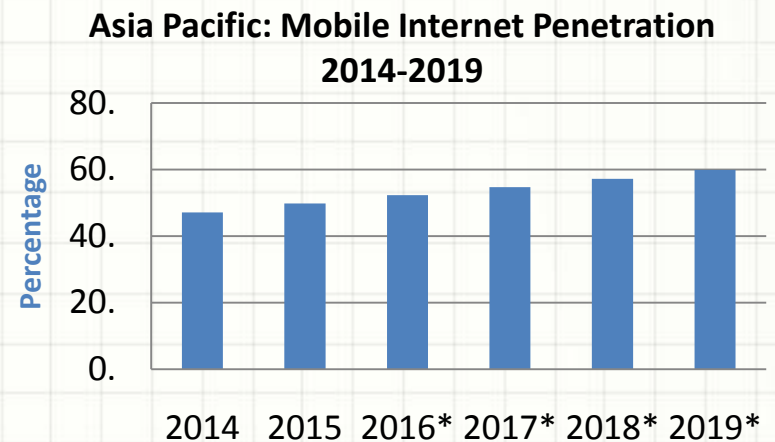
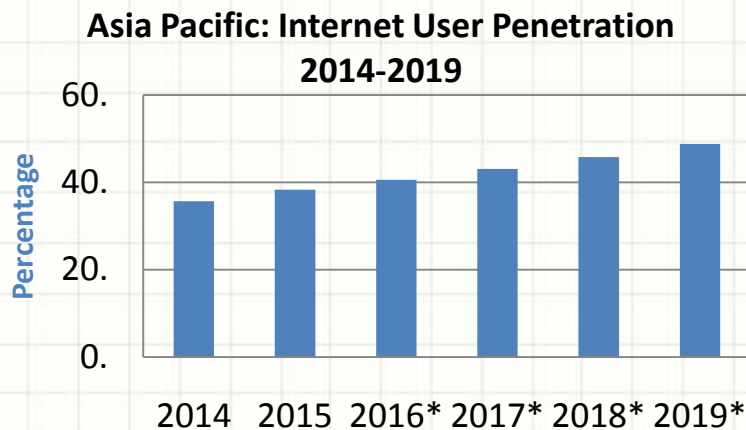
**“DOMAIN NAME INDUSTRY AS A NEW
REVENUE STREAM FOR SERVICE PROVIDERS
IN ASIA PACIFIC”**

Lets 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.

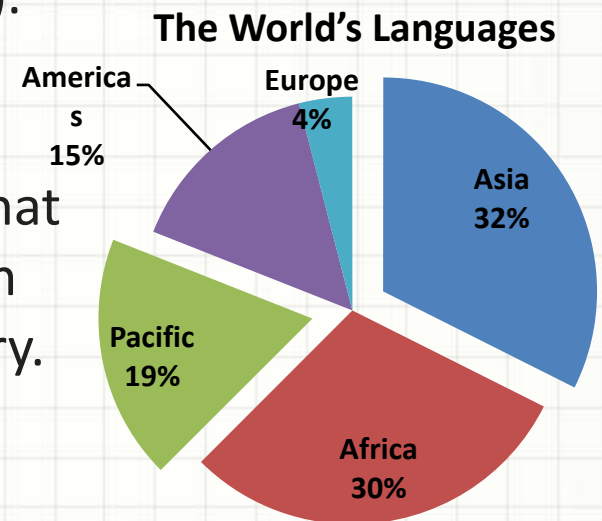


Domain Name Industry Potential in Asia Pacific

- 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.

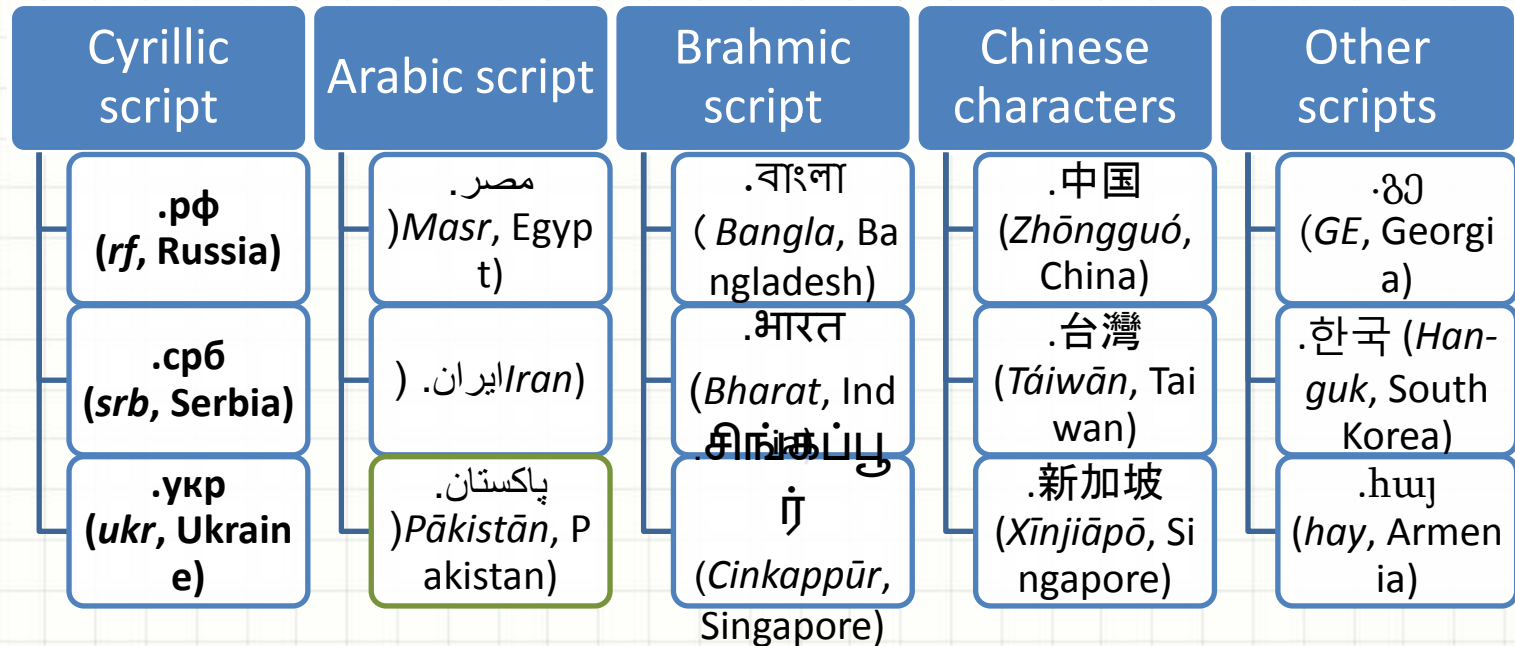


Image Source: ICANN



Data Source: The Washington Post

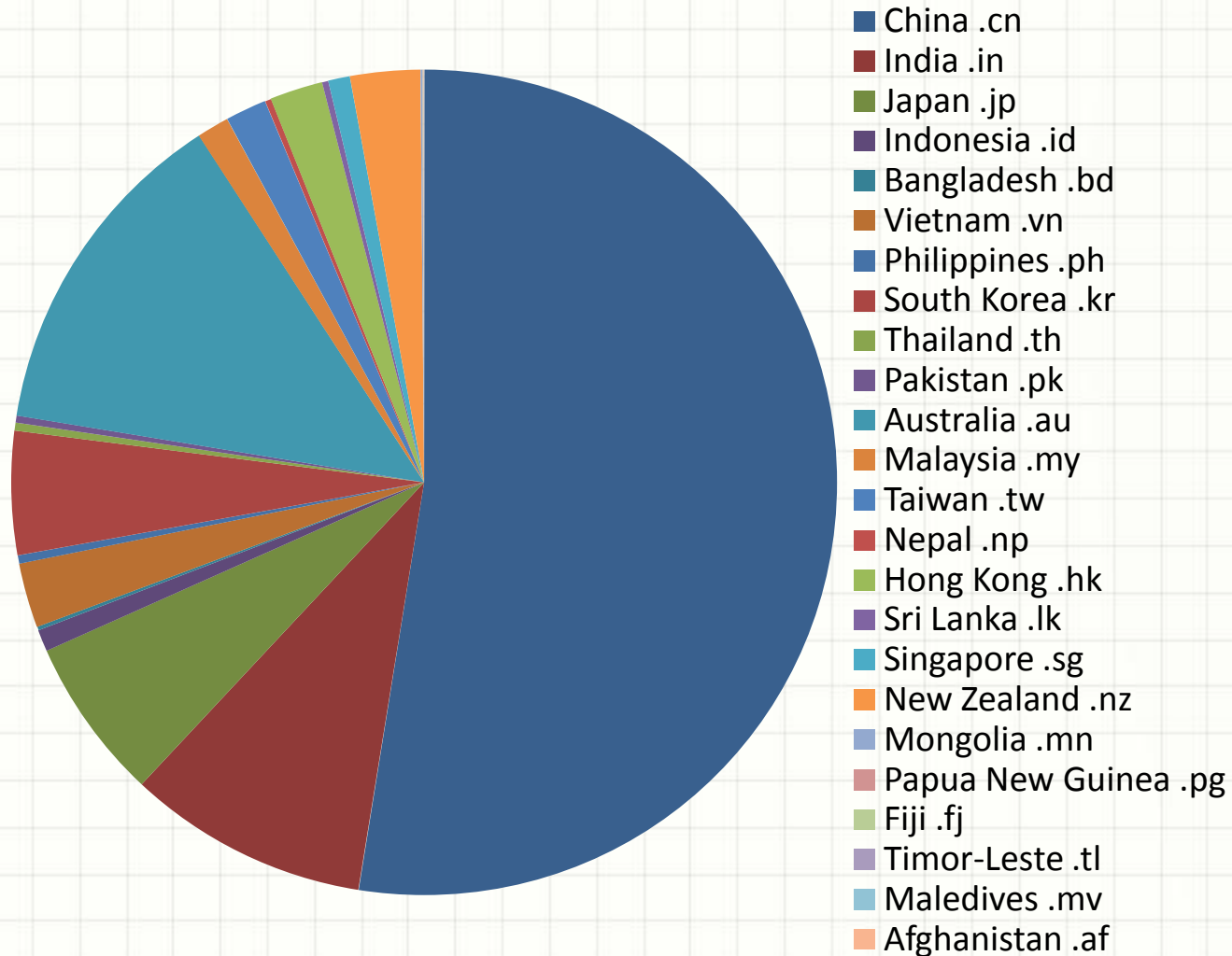
Domain Name Industry Potential in Asia Pacific



- 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

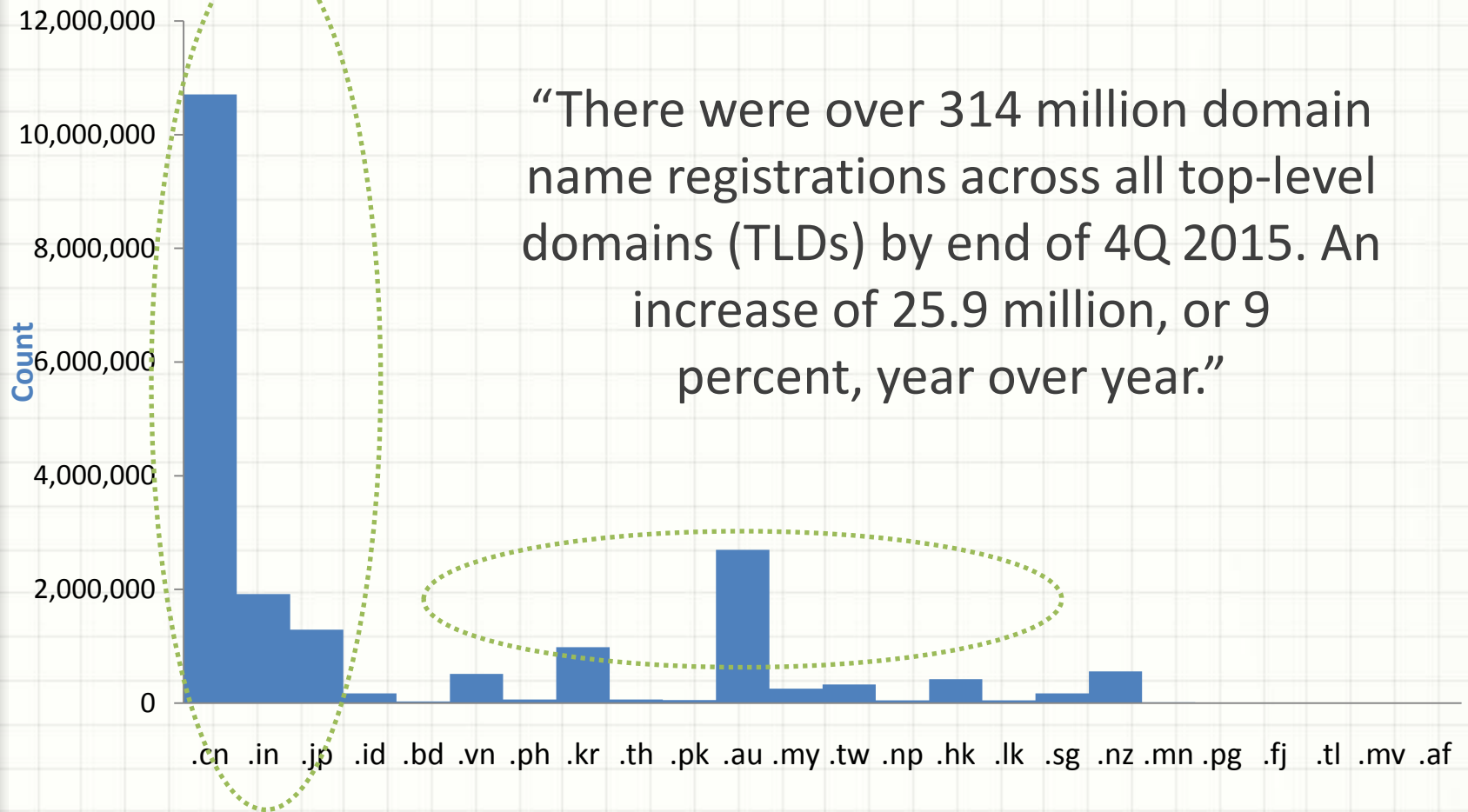
ccTLD in the APAC Region



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

The State of ccTLD in Asia Pacific

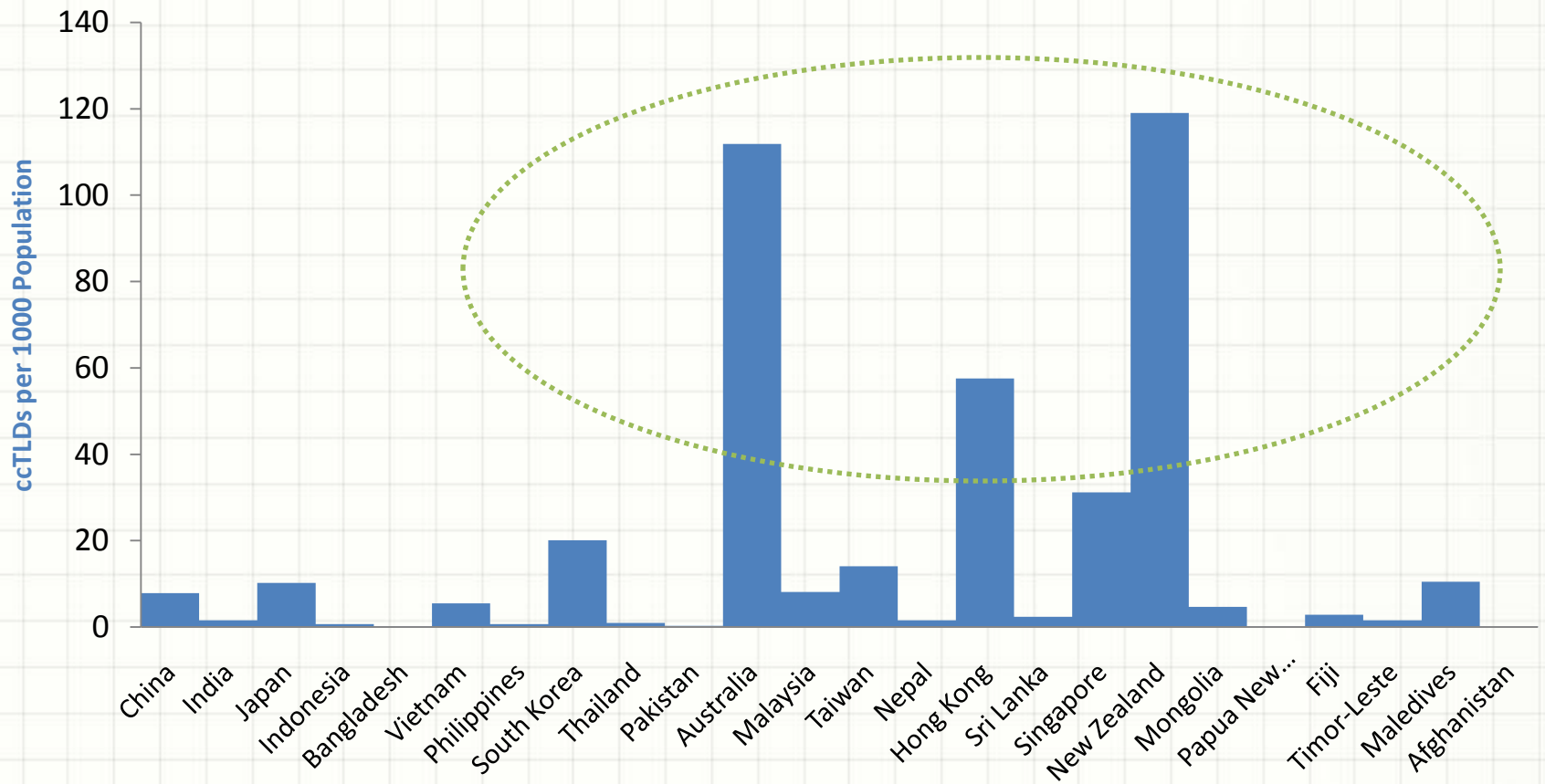
ccTLD Count



“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

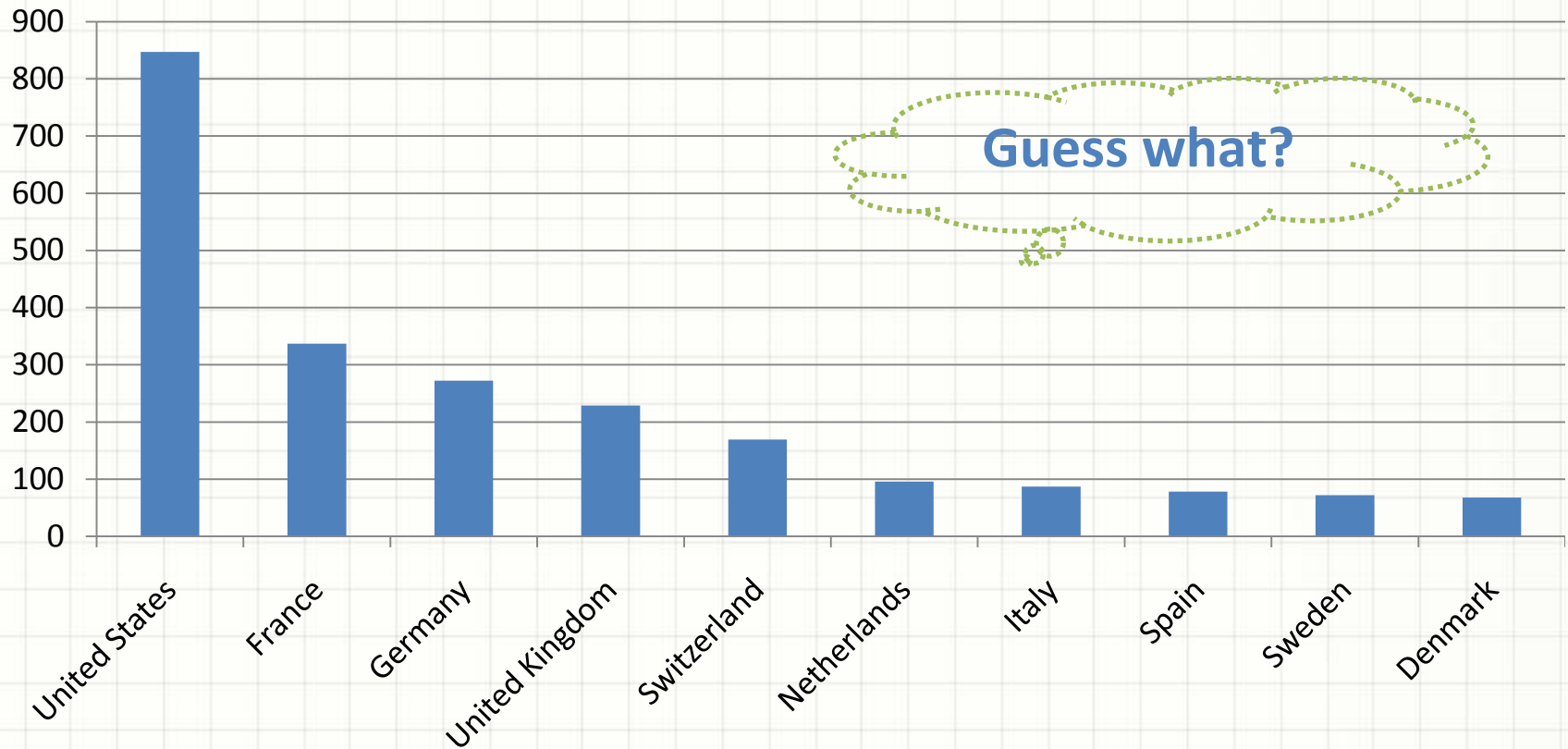
Domain Name Density (Domain Names Per 1000 Population)



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

The State of ccTLD in Asia Pacific

Cybersquatting: Most Domain Name Dispute Filings 2015



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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!