Overview

- 2008: A Year in Review
  - DotAsia Giving Back: Community Projects
  - .Asia Start-up Auctions
  - .Asia in Asia

- 2009: Asian Markets Worldwide
DotAsia Community Projects

- **Relief.Asia**: Disaster Relief and Rebuild knowledge platform
- **ISIF.Asia**: R&D Innovations grants fund for ICT
- **CreativeCommons.Asia**: Sharing & Creative community
- **DSF.Asia**: Digital Inclusion project grants fund
- **OSS.Asia**: Regional Open Source Software platform
- **OLPC.Asia**: One-Laptop-Per-Child Initiative in Asia
.Asia Startup Auction Updates

- Sunrise + Landrush >500,000 applications
- 0 Disputes
- All Auctions Completed August 2008
- More than 40,000 names in Auction
- Top 1% auctions average: US$10,000
- Top 10 auctions average: US$55,000
Auction Commissions to Registrars

- Over US$1 million shared with registrars
- Most commission paid to a registrar to date
  - Over US$260,000
- More than US$10,000 paid to over 20 Registrars
Celebrities.Asia Their Domain

www.wer.asia
www.ella.asia
www.evocative.asia
www.cj7.asia
www.gma2008.asia
www.hkaff.asia
www.phuketfilmfestival.asia
www.kapildev.asia
www.vivianchow.asia
www.parkingmovie.asia

copyright from.Asia / for.Asia
Rapid Adoption & Utilization

www.honda.asia
www.levis.asia
www.webershandwick.asia
www.panasonic.asia
www.openweb.asia
www.ironmanchina.asia
www.acer.asia
Rapid Adoption & Utilization

www.panasonic.asia
www.money.asia
www.kuromame.asia
www.subaru.asia
www.webpower.asia
www.brandrepublic.asia
www.keepwalking.asia
Rapid Adoption & Utilization

www.ing.asia
www.mheducation.asia
www.livenation.asia
www.olympics.asia
www.aigo.asia
www.kingston.asia
www.gnome.asia
THIS IS CRITERIA.

Me.

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IS IT YOU?

www.seiko.asia
In 2008 More Than 10 Million Internet Users Have Typed-in a .Asia domain
Welcome to the Cambridge University Asia Law & Business Association (CUALA). Established in 1999 under the auspices of Dr. Stephanie Palmer, CUALA, with its 700 members, associates and a worldwide network, is one of the largest and most dynamic societies in Cambridge. We are also honoured to have as our patrons the former Chief Justices of Singapore and Hong Kong - HIs Hon. Mr. Yong Pung Hon and Hon. Mr. Andrew Li respectively.

2009 is set to be an exciting year for CUALA. In last term, CUALA is proud to present our flagship event: the Annual Conference. Following the success of last year’s Conference, CUALA brings you once again our best conference on the east.

from.Asia / for.Asia
• Continue to Work with Celebrities

• Create Attractive Marketing Collaterals for You
Celeb Marketing Collaterals

Taking Advantage of the Pervasiveness of Asian Pop-Culture Inside and Outside of the region
Available @ http://registrars.registry.asia

from.Asia / for.Asia
March 26, 2009
First .Asia Renewal

✓ Stay Tuned for New Promo Programs

✓ Innovative Marketing Collaterals from the Registry

✓ Focus on .Asia market outside of the Region
.asia the leading edge domain for Asians worldwide.
WWW.THINK.ASIA
Thank You!

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