Issues discussed recently in APTLD

- Marketing and Promotion of ccTLD
- IDN ccTLD Membership
Marketing and Promotion

• Some medium-small ccTLDs have a lot of potential to grow

• With new IDN ccTLD introduced to the name space, need to adjust the overall promotion strategy

• Also, new gTLD may, or may not affect ccTLD’s business model
Marketing and Promotion

• Website competitions
• Viral video promotion
• Media releases
• Campaigns and events
• ccTLD as local identity
• How to work better with registrars to promote business
• Branding and promotion strategy for IDN ccTLD
Marketing and Promotion

• Survey and research will be conducted

• Database on market intelligence will be developed for members’ reference
IDN ccTLD Membership

Why it is an issue:

• AP Region will probably have most IDN ccTLD
• Around 30 AP region IDN strings in root now
• A new group of stakeholders in the region
IDN ccTLD Membership

Similar to topics of ccNSO IDN PDP WG2

• Membership definition: APTLD Ordinary Membership limited to ccTLD on the ISO 3166 List? IDN ccTLD?

• If the Ordinary Membership shall be open to organisations other than ccTLD, what is the demarcation?

• Voting: one-territory, one-vote? One membership, one vote?
IDN ccTLD Membership

**Actions:**
- Discussion Papers to be circulated to members
- Email discussion
- Continue discussion in Busan (Aug) and Tasmania (Nov) Members’ Meeting
- Facilitated discussion with IDN WG2
Other happenings in Hong Kong

• AGM
• new representative from middle east newly elected to the Board
• Secure Registry Operations Course
Other happenings in Hong Kong

• City Tour and seafood!
Next Meeting

• Busan, South Korea: August 2011
• See you there!
For More Information…

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