

*Asia Pacific*

*Top Level Domain Association*

**APTLD**



# 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

# 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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