

# JULY-AUGUST 2007: PIONEER DOMAINS PROGRAM



## BE A .ASIA PIONEER. GET THE BEST .ASIA DOMAINS WITH THE BEST IDEAS!

*The .Asia Pioneer Domains Program is a unique opportunity for anyone to develop exciting new websites with the best domain names from the .Asia registry.*

*Applicants will be invited to submit a brief proposal for the domain of their choice.*

*The quality of the ideas for utilizing the domain name will be the basis of the allocation of the domain.*

*The best proposal wins the right to operate the best .Asia domains.*

*What might your idea be for Health.Asia? or Chat.Asia? Think big! Think .Asia!*

**Among the Global Top 10 websites, more traffic is coming from Asia (25.5%) than from the US (17.7%) or the EU (12.7%).** This is according to the latest statistics (May 11, 2007) reported by Alexa Web Search. 13.6% of the traffic going to the Big 3: Yahoo, MSN and Google comes from Asia, compared to 12.5% for US and 7.7% for EU. Will this translate into traffic to .Asia domains? Not on day one. But with more than 60% of the world's population and the rapid growth in the economies of the region, appropriating a quote from the CEO of a top German bank, "In order to stay in the game, you must be in Asia."

Asia already has by far the largest number of Internet users. According to Internet World Stats, **there are more than 400 Million Internet users in Asia** (including the Middle East and Australia, Asia alone is estimated at 399 Million), compared with 315 Million in Europe and 253 Million in North America. A new research from Windows Live Spaces, estimates that nearly 50% of Asia's Internet users have their own blog, staking their interest for a presence on the virtual real estate of the cyberspace.

The .Asia registry is operated by the DotAsia Organisation. DotAsia is a not-for-profit organisation with a focused mission of operating a world-class top-level domain registry, and a mandate to reinvest its surplus proceeds into community projects for the region. DotAsia is committed to fostering a vibrant and thriving community for .Asia. We understand that one of the biggest challenges for a new top-level domain is to attract interest into building meaningful content and websites for the domains.

The .Asia Pioneer Domains Program is designed to encourage visionaries to create relevant websites with the best prime real estate of the .Asia domain. Write down your idea for operating a .Asia domain, make a commitment to promote that name, and you can become a pioneer and an owner of the .Asia domain you want. Imagine all the exciting things you can do with Music.Asia! Business.Asia! Trade.Asia!

While the Sunrise process for .Asia aims to protect the prior rights of others, the Pioneer Domains Program intends to ignite constructive investments into the development of some of the best names in .Asia. This in turn will drive traffic, awareness and business to .Asia domain names.

"Asia" is a short, natural word that is used in everyday language, and is readily a major destination of interest for searches in cyberspace. The **Overture website reports that the word "Asia" (or "Asian") was searched for 309,369 times in the month of February 2007 alone. This is compared with 69,584 searches for terms containing Europe and 14,706 searches for terms containing EU.** The .Asia domain is equally relevant for expressing where you come from as well as who you are speaking to. From Asia / For Asia, the .Asia domain captures the scope of interest and audience concisely and naturally.

When the new world was discovered, who would have thought that it would become the dominant hub of commerce today. Think not only about the Internet landscape now, but for the future that you could create. The Asia Digital Marketing Association (ADMA) proclaimed in its Digital Marketing Yearbook, that **"2007 will be remembered as the year the balance tipped. For the first time, Asia Pacific takes the global lead in some key aspects of the digital marketing mix."** 2007, the Sun-rises in .Asia; The old world has a new domain to accompany its latest evolution. This is your opportunity to become the pioneers and barons of the new virtual frontiers in .Asia. **Think big! Think .Asia!**

The logo for .Asia, featuring the word "Asia" in a stylized, blue, handwritten font. The dot over the 'i' is a large, blue, star-like shape.

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