

DotAsia Strategic Plan 2024 – 2027

Progress Report 2024: Overarching Priorities

A faint, dark blue silhouette of the Asian continent is visible in the background, centered behind the main text.

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DotAsia Strategic Plan 2024-2027

- Feb 2023 (AGM 2023): brief statement of strategic direction
- Strategic Plan Development at DotAsia Board:
 - Jun 2023 – Sep 2023: BCC lead discussions for comprehensive Strategic Plan
 - Sep 2023 (F2F, Seoul): full Board discussions on strategic directives
 - Feb 2024 (F2F, Bangkok): full Board discussions on measures of success
- Member Engagement & Consultation:
 - Dec 12, 2023: Member Engagement session
 - Dec 28, 2023: Draft plan circulated to Members and posted on website
 - Feb 26, 2024: EGM @ APRICOT 2024
- Board Adoption:
 - May 2024: Strategic Plan 2024-2027 adopted (2024.05.002)



Tracking Measures of Success

- Organized in 4 key areas of DotAsia Works & 3 Core Values
 - Total **39 Tracking Measures** Identified (for describing progress in Strategic Plan)
- 4 Key Areas of DotAsia Works
 - Internet Governance & Community Engagement (IG): IG.1/2/3.1-6 [6]
 - .Asia Registry (RY) RY.1/2/3.7-13 [7]
 - Other DotAsia Works (CM) CM.1/2.14-17 [4]
 - DotAsia Organisation & Governance (GO) GO.1/2/3.18-21 [4]
- 3 Core Values:
 - Asia at Heart (CV.A) CV.A1/2/3.22-28 [7]
 - Economically Successful (CV.E) CV.E1/2.29-33 [5]
 - Community (CV.C) CV.C1/2.34-39 [6]



Overarching Priorities

Tracking Measures Identified

- Expanding revenue base by sparking **growth in .Asia**
 - Increased effectiveness of financial resources (**higher % allocable to community contributions**)
 - Resolving the future of Namesphere
 - **Enhancing voice to support the global multistakeholder Internet governance** ecosystems through APriIGF and presence at IGF
 - Strengthening organizational governance to **protect against capture**
- RY.1.7, RY.1.8, RY.1.9 and RY.2.10
 - CV.E1.29, CV.E2.31 and CV.E2.33
 - CV.E2.31 and CV.E2.32
 - IG.1.1, IG.3.5, IG.3.6, CV.A3.27, CV.C1.34 and CV.C1.36
 - GO.1.18, GO.2.20 & GO.2.21



Expanding Revenue Base

- **RY.1.7 Domains Under Management (DUM)**
 - .Asia – Total DUM as at Sept 30 2024: 370,174 (↑20.4%)
 - .Kids – Total DUM as at Sept 30 2024: 4,967 (↑19.9%)
- **RY.1.8 Gross Revenues (DotAsia)**
 - Gross Revenue for year ending Sep 2024 = \$2,435,200 (↑15.3%)
- **RY.1.9 New Creates (.Asia)**
 - January to December 2024: 203,534 (↑17.0%)
- **RY.2.10 ROI on market development (case studies on Market Dev Support)**
 - Collaboration with partners resulted in increase in new creates a year



Increased Funds for Community Projects

- **CV.E1.29** Grants and sponsorships received by DotAsia for community projects:
 - APrIGF \$44,000 (2024) & \$43,000 (2023) ↑2.3%
 - EII \$20,400 (2024) & \$47,454.77 (2023) ↓57.0%
- **CV.E1.30** Project achievements utilizing grants and sponsorships
 - Sponsorship for APrIGF supporting live scribes
 - Sponsorship for AP* Retreat Secretariat work
 - Grants supporting EII outreach
 - Grants obtained supporting NetMission APPO
- **CV.E2.33** Community Contributions as a % of Administrative Expenses
 - 2023: 12.9%
 - 2024: 17.7% (↑37.2%)



Resolving Future of Namesphere (Returning to Surplus)

- **CV.E2.31** Net Domain Income:
 - 2023: US\$1,074,191
 - 2024: US\$1,251,536 (↑16.5%)
- **CV.E2.32** Progress on resolving litigation
 - Completed discovery process preparations for Namesphere case
 - Completing Service Agreement between DotAsia and Namesphere
- Reinforcing support to new gTLDs and ccTLDs from/for the APAC Internet community



Enhancing Voice to Support Global Multistakeholder Internet Governance

- **IG.1.1** Community documents including DotAsia positions: **Total count: 18**
 - Public consultation documents that includes DotAsia position paper positions, publicly posted community/coalition statements and open letters, public comment documents, e.g.:
 - *IGF process inputs (3)* *Netmundial+10 (1)*
 - *CSTD (1)* *GDC process documents (4)*
 - *TCCM statements (4)* *ICANN CP summit statement (1)*
 - *APrIGF synthesis document (1)* *ICANN public comments(3)*
- **IG.3.5** DotAsia team participation in IG Works
 - Number of policy making or organizational meetings increase from 2023-2024 (368/765).
 - Team members with decision making roles in sessions re policy or organization items increased by 208%
- **IG.3.6** Speaking opportunities for DotAsia team: **Team total: 108**
- **CV.A3.27** Invited Speaking Opportunities: **Global total (incl.): 92 / APAC total: 60**
- **CV.C1.34** Community projects supported by DotAsia:
 - DIPCC / IGFSa / APSIG / IGFA / APrIGF / APNG / TCCM / APIGA / yIGF / ISIF (APNIC Foundation) / SEA yIGF / AP* Retreat / APRALO / APASA / APAC Space / ICG / CODI.GROUP
- **CV.C1.36** Funds managed through DotAsia for APAC Internet community: **APSIG / APNG**



Strengthening Organizational Governance to Protect Against Capture

- **GO.1.18** A Member Engagement Survey circulated
 - Data being analysed by the Board and further actions will be taken based on the feedback received.
- **GO.2.20** Amendments to Articles of Association adopted by Members @APRICOT 2024
 - First Board Elections post-amendment successfully held between March and May 2024.
- **GO.3.21** Board Governance developments:
 - DotAsia Code of Conduct (BGC-002):
 - expands scope to include Members and participants at DotAsia activities as well as online spaces
 - Board Code & Consensus Process (BGC-006):
 - Framework reflecting the Board's ethos of a consensus-driven and collegial approach
 - Risk Management Plan (Under development):
 - The document is to establish risk management as well as contingency and business continuity plans in consideration of geopolitical dynamics as well as legal threats.

