

DotAsia Strategic Plan 2024 – 2027

Progress Report 2024: Overarching Priorities

A faint, dark blue silhouette of the Asian continent serves as a background for the lower half of the slide.

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DotAsia Strategic Plan 2024-2027 Development

- 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)



DotAsia Strategic Plan

Organization Structure
& Governance



Board of Directors

Advisory Council

Organizational Structure

AGM & Board

Recent Meetings



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

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



Expanding Revenue Base

- For 2024, DotAsia had been successful in expanding our Revenue Base in all 4 identified indicators, showing healthy growth in Domains Under Management (DUM), New Creates, Gross Revenues, and Return on Market Development activities with Registrars.

- **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 MATBAO: ↑ from 2,000 → 3,000 new creates a year
 - Collaboration with WEBNIC: ↑ from 1,100 → 2,000 new creates a year



Increased Effectiveness & Funds for Community Projects

- In 2024 was successful in increasing % allocation to community contributions and delivered achievements in community projects.
- However, significant reduction in grants received for the EcoInternet Initiative indicates an area needing improvement.

- **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 (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)

- In 2024, DotAsia had been working through the completion of preparations for defending against litigations aimed at our work at Namesphere, and had also taken steps to formalize our contractual relationship with services provided to Namesphere.
- Net Domain Income also increased contributing to DotAsia returning towards operational surplus.
- Furthermore DotAsia is preparing to reinforce our support to new gTLDs and ccTLDs from & for the APAC Internet community.

- 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



Strengthening Organizational Governance to Protect Against Capture

- In 2024 Amendments to the DotAsia Articles were successfully adopted and implemented, enhancing the governance structure of DotAsia
- Continuous improvement of DotAsia's Governance and Board Policy Documents was also achieved.

- **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)
 - Board Code & Consensus Process (BGC-006)
 - SOP on Finance & Payment (BFC-001)
 - Risk Management Plan established



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) *CP summit statement* (1)
 - *APrIGF synthesis doc* (1) *ICANN public comments* (3)
- **IG.3.5** DotAsia team participation in IG Works
 - Participation in policy development and governance meetings: 2023 (368), 2024 (765): **↑108%**
- **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 (**18**):
 - DIPCC / IGfSA / APSIG / IGFA / APrIGF / APNG / TCCM / APIGA / APyIGF / HKyIGF / 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 (**2**):
 - APSIG / APNG

