

# DotAsia Strategic Plan 2024 – 2027

Progress Report Highlights 2025

The logo for www.asia features the text 'www.asia' in a white, sans-serif font. The 'www' is in a smaller font size than 'asia'. A small white silhouette of the Asian continent is positioned above the dot before the 'a' in 'asia'.

www.asia

**Asian** #InspirAsian



# DotAsia Strategic Plan 2024-2027 Development



## DotAsia Strategic Plan

## Organization Structure & Governance



- Feb 2023 (AGM 2023): brief statement of strategic direction
- Strategic Plan Development at DotAsia Board:
  - Jun 2023 – Feb 2024 (Board Adoption May 2024)
- 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
- Progress Report 2024 @ AGM

Board of Directors

Advisory Council

Organizational Structure

AGM & Board Retreat Meetings



The Strategic Plan is organized based on the DotAsia Core Values and Core

# DotAsia Strategic Plan 2024-2027 | Highlights 2025

**1. Contributing to the affirmation of the Global Multistakeholder Internet Governance Model in the WSIS+20 Review Process – *Recognizing the Technical Community and Youth as Key Stakeholder Groups***

**2. Evolving DotAsia Member Engagement and Governance – *Expanded Scope for Sponsor Community Project (SCP) Funds and Strengthened Risk Mitigation Processes***

**3. Advancing Adoption of .Asia and APAC Internet Community in Exploring New gTLD Opportunities – *Developing New Markets in Asia, Launched GoCreate! Domain Innovations Series & Supported APAC NGOs through ASP***

# APAC Youth: WSIS+20

Asia Pacific Youth are co-writing the future of the Internet.  
🚀 Contribute to the WSIS+20 Youth Statement now!



## Happening Soon! Don't Miss the APAC Youth: WSIS+20 Series

A two-day virtual series spotlighting Asia-Pacific youth voices in shaping the future of digital development and cooperation.

📅 02-03 July 2025  
13:00 - 15:00 UTC

Join the series – Register now!

Register at [nma.asia/apac-youth-wsis20](http://nma.asia/apac-youth-wsis20) now!

Organized by: [www.asia](http://www.asia)

# APAC Youth: WSIS+20 Series

A two-day virtual series spotlighting Asia-Pacific youth voices in shaping the future of digital development and cooperation.

📅 02-03 July 2025  
13:00 - 15:00 UTC

Join the series – Register at [nma.asia/apac-youth-wsis20](http://nma.asia/apac-youth-wsis20) now!

Organized by:  
[www.asia](http://www.asia)

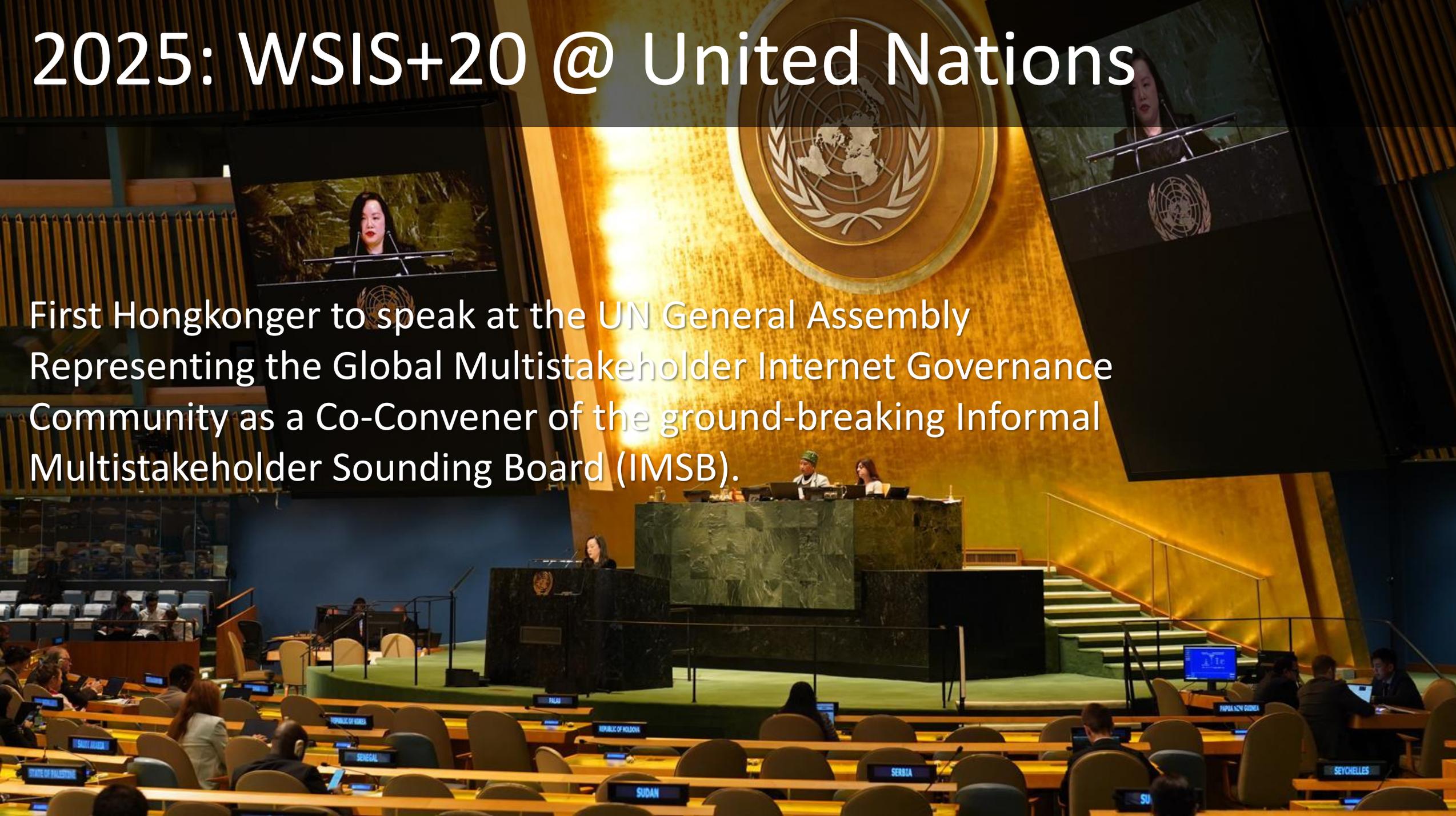
## APAC Youth: WSIS+20 Series

July 02 - 03 Webinar



# 2025: WSIS+20 @ United Nations

First Hongkonger to speak at the UN General Assembly  
Representing the Global Multistakeholder Internet Governance  
Community as a Co-Convener of the ground-breaking Informal  
Multistakeholder Sounding Board (IMSB).



# Member Engagement Development

## Activating NetMission+ Youth Network

- Seeking collaboration with DotAsia Members (Tech Community & ccTLDs)
- IETF Protocol dev / Governance of the DNS / Unique Identifier Systems
- Supporting sustainable **youth participation with substantive outputs**



## Next Round of New gTLDs

- **Seeking partner NGOs** (incl. DotAsia Members & ccTLDs)
- Support with ICANN's Applicant Support Program (ASP)
- Building on sustainable success in supporting .KiDS

## Building an Eco-Friendly Internet Together

- Reaching out to DotAsia Members (incl. GAC/Gov. Representatives)
- **Developing EcoInternet Index Insights:** Do More. Waste Less.
- Start (thinking about) sustainability projects



# TWNIC, Nominet and DotAsia join forces to join the APAC Trusted Notifier Network

by Dot.Asia | May 15, 2025 | .Asia News, Announcements and Updates...



## Recent Content

[DotAsia Celebrates the Launch of the Coalition on Digital Impact \(CODI\)](#)  
2025-05-21

[TWNIC, Nominet and DotAsia join forces to join the APAC Trusted Notifier Network](#)  
2025-05-15

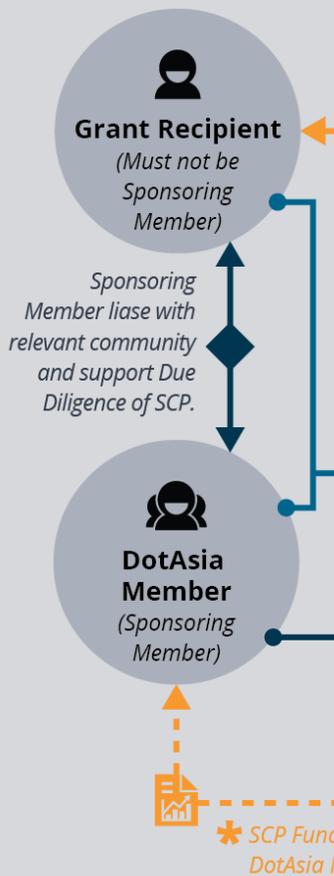
[17th Asia Pacific Next Generation \(APNG\) Camp](#)  
2025-04-01

[DotAsia Annual General Meeting \(AGM\) Minutes Feb 23, 2025](#)  
2025-02-23

[DotAsia Board Meeting Minutes February 20, 21 & 23, 2025](#)  
2025-02-20

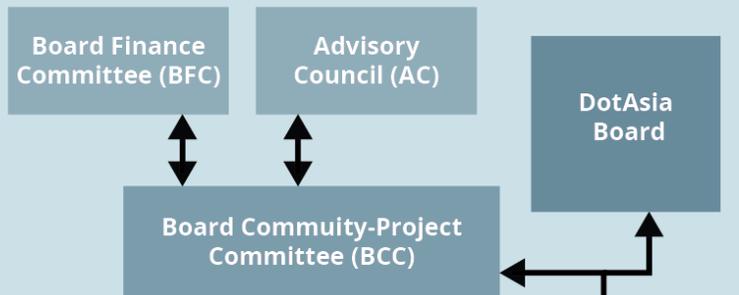
[DotAsia Board Finance Committee Meeting Minutes February 7, 2025](#)  
2025-02-07

## SCP Application & Reporting



## SCP Proposal Evaluation

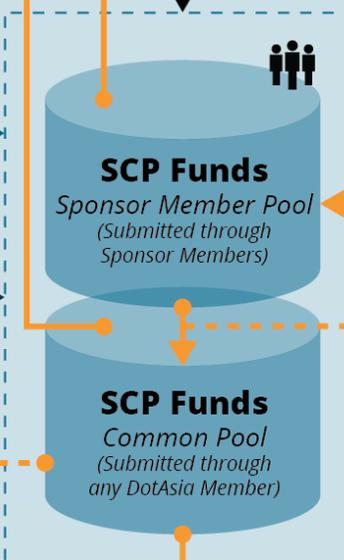
**2** **Evaluation Process** shepherded through the BCC, circulated to other components of the governance bodies (BFC and AC), and approved by the Board.



**3** **Approved funds** transferred directly to Grant Recipient.

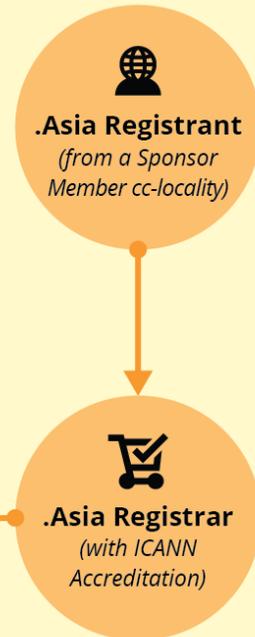
**4** **SCP Report (BCC-003)** submitted upon completion of project

**1** Sponsoring Member works with DotAsia Team to submit **SCP Proposal (BCC-002)**



## SCP Funds Accrual

*SCP Funds are accrued for each regular .Asia domain registration and renewal for a corresponding DotAsia Sponsor Member cc-locality.*



*Unused SCP Funds enter into the Common Pool after 3 years.*

## SCP Funds Expiration

*SCP Funds expire after 6 years, and are allotted to support other Community Projects at DotAsia.*



EcoInternet.Asia



rIGF.ASIA



# Common Pool Concept for SCP

<https://scp.dot.asia>

- Suggested by AC
- Allocate expiring SCP funds into Common Pool
- For cc-localities with fewer .Asia domains
- Expand SCP scope for Co-Sponsor Member communities

www.asia

# 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]



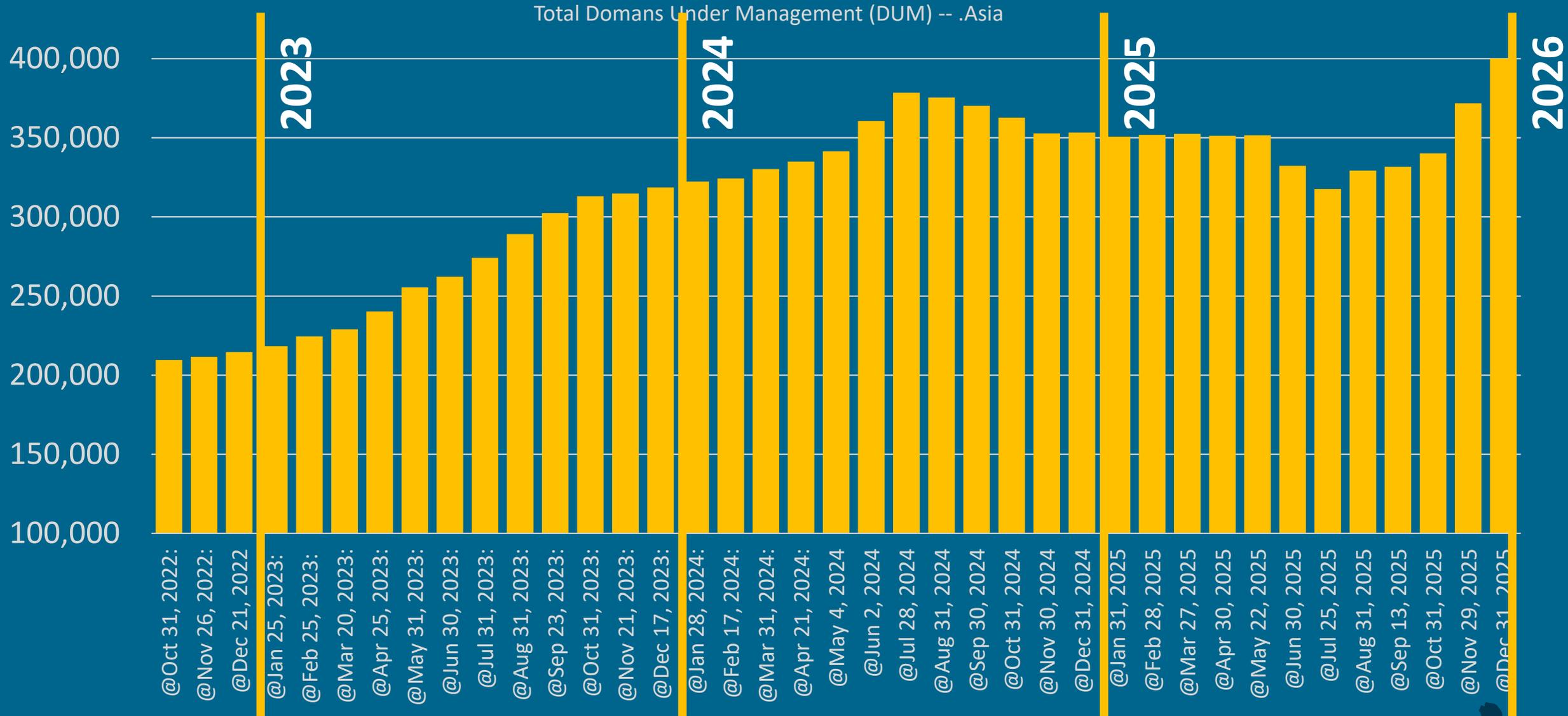
# Expanding Revenue Base

- In 2025, DotAsia expanded its market reach in Central Asia, including new partnerships in Kazakhstan (.KZ) and Uzbekistan (.UZ).
  - With strong uptake in China driven by a mixture of special seasonal and price promotions [RY.2], the total number of DotAsia (.Asia) Domains Under Management (DUM) surged to over 400,000 at the end of the calendar year 2025 [RY.1].
- Strategic growth approach that balances between income and volume growth also supported year-over-year growth in operational domain revenue [CV.E2].

- **RY.1.7** Domains Under Management (DUM)
  - .Asia – Total DUM as at Sept 30 2025: 339,240 (↓8.7%)
  - .Kids – Total DUM as at Sept 30 2025: 5,870 (↑16.7%)
- **RY.1.8** Gross Revenues (DotAsia)
  - Gross Revenue for year ending Sep 2024 = \$1,110,522 (↑3.5%)
- **RY.1.9** New Creates (.Asia)
  - January to December 2024: 255,300 (↑22.8%)
- **RY.3** Development of DotAsia event(s) relevant for the APAC domain market
  - Launched *GoCreate!* Domain Innovations Series: @APAC DNS Forum (May 2025, Hanoi) & @Domain Summit Asia (Nov 2025, HK)



# .Asia Domains Under Management (DUM) Trends:



# Increased Effectiveness & Funds for Community Projects

- 2025 was successful in increasing percentage (%) allocation to community contributions and delivered achievements in community projects.
- The EcoInternet Index (EII) initiative received another round of funding from APNIC Foundation, increasing its impact in more APAC jurisdictions.

- **CV.E1.29** Grants and sponsorships received by DotAsia for community projects:
  - EcoInternet Index (EII) Permeation [2025-27] grant confirmed from APNIC Foundation (↑**28.6%**)
  - Asia Pacific Policy Observatory (APPO) grant
  - APriGF Sponsorships/Grants (↑**5%**).
- **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
  - 2024: 17.7% (↑**37.2%**)
  - 2025: 24.7% (↑**48.8%**)



# Resolving Future of Namesphere (Returning to Surplus)

- Appointed new litigation legal counsel (previous counsel retired).
- Net Domain Income increased contributing to DotAsia returning towards operational surplus.
- Reinforcing support to new gTLDs and ccTLDs from/for the APAC Internet community

- CV.E2.31 Net Domain Income:
  - 2024: USD 1,073,382
  - 2025: USD 1,110,522 (↑3.5%)
- CV.E2.32 Progress on resolving litigation
  - Completed Formal Service Agreement between DotAsia and Namesphere
  - Proceeding towards mediation



# Strengthening Organizational Governance to Protect Against Capture

- Continuous improvement of DotAsia's Governance and Board Policy Documents significantly progressed in 2025.
- Board Elections 2026 will be the final transition year for the newly adopted Articles.

- **GO.1.18** A Member Engagement Survey circulated
  - >40% of DotAsia Members responded. >80% indicated familiarity with the DotAsia Works & >90% believe DotAsia is making meaningful contributions to the Asia Pacific Internet community.
- **GO.2.20** Amendments to Articles of Association adopted by Members @APRICOT 2024
  - Board Elections 2026 will be the final transition year for the newly adopted Articles.
- **GO.3.21** Board Governance developments:
  - In 2025, the number of Board Governance documents and policies updated or established increased (↑100%).
  - Updated:
    - Sponsor Community Project (SCP) Common Pool (BCC-002 & 003), DotAsia Code of Conduct (BGC-002), Board Elections Procedures (BGC-004: BEP 2026), Board Code & Consensus Process (BGC-006)
  - Established: Risk Management Plan (Implementation)



# Enhancing Voice to Support Global Multistakeholder Internet Governance

**IG.1.1** Community documents including DotAsia positions: **Total count: 45 (↑150%)**

- The number of DotAsia and NetMission team members engaged in community discussions and document developments reflecting DotAsia positions increased from 5 to 7 year over year (**↑40%**).
- Public consultation documents that includes DotAsia position paper positions, publicly posted community/coalition statements and open letters, public comment documents.

**IG.3.5** DotAsia team participation in IG Works

- The number of policy making or organizational meetings for the team decreased in 2025 (**2023: 368, 2024: 765, 2025: 708**).

**CV.C1.34** Community projects supported by DotAsia: DIPCC / IGfSA / APSIG / IGFA / APriGF / APNG / TCCM / APIGA / APAC yIGF / ISIF (APNIC Foundation) / SEA yIGF / AP\* / APRALO / APASA / APAC GAC / APAC Space / ICG / CODI / AISA

**CV.C1.36** Funds managed through DotAsia for APAC Internet community: APSIG / APNG / AISA (New) / AF-IG (New) / AP\* (New) / DIPCC (New)

