From: **Information and Software Industry Association (ISIA)**

Date: **10 March 2004**

Re: **Letter of Support for DotAsia Organisation ICANN TLD Bid**

Dear ICANN Board Members,

We are writing to express our support for the DotAsia Organisation as a ccTLD and to establish and operate an Asia Pacific community based sponsored generic TLD.

We understand that the Dot Asia Organisation wishes to submit a bid to ICANN to establish an Asia Pacific based Top-Level Domain (TLD) and undertake to fully support the Organisation in this bid.

We also understand that if the Organisation won this bid, the Organisation wishes to:

- Operate a viable not-for-profit initiative to be a technically advanced, world-class TLD registry for the Asia Pacific community;
- Establish an Internet namespace with global recognition and regional significance for the betterment of the Asia Pacific Internet experience; and,
- Reinvest surplus proceeds into socio-technological advancement initiatives relevant to the Asia Pacific Internet community.

We believe that the .Asia initiative, as proposed by the DotAsia Organisation, is an appropriate and viable structure that is representative of the Asia Pacific community and will serve for the betterment of the Internet experience for the Asia Pacific community. Furthermore:

1. The proposed ccTLD-driven structure will work favourably for the .Asia Registry operationally as well as strategically in the geo-economic regions in Asia Pacific
2. The augmented governance structure with Advisors from Asia Pacific Internet and IT groups ensure broad representation and relevance from the community served
3. Unlike the ".EU" initiative which is driven by the European Commission, the .Asia Registry will leverage the already demonstrated success of Asia Pacific Internet groups (e.g. APNIC, APTLD, APIA, etc.) to be established as a community-based initiative, exemplifying the collaborative nature of the Asia Pacific community.
4. There is a definite role for a regional TLD to play, for example, there are international based magazines, regional based magazines and local magazines. For the same logic there is a place for international based TLDs, regional based TLDs and local TLDs. More importantly, the Asia Pacific Internet community is especially mature and ready to embrace this initiative.
5. The proof-of-concept multilingual TLD option is very appropriate for the diverse and multicultural environment of Asia. The proof-of-concept approach will also allow ICANN to further its study not only on new gTLDs but also the introduction of IDNs.

We therefore ask you to look favourably upon the DotAsia Organisation proposal and to commission for the .Asia TLD to launch and operate the .Asia TLD for the betterment of the Internet experience in Asia Pacific in the contribution to the global Internet community.

Yours faithfully,

(Mrs.) Satti Wong
Chairperson
Information and Software Industry Association