

Unlocking the Potential: Opportunities in the Next gTLD Round – Experience from .Asia, .网站 & .KiDS

2025.03.24 | Bangkok, TH

Edmon Chung

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www.asia
Asian #InspirAsian



.asia
#RiseWithAsia

What is “.asia”?

www.domain.asia



Every .Asia Domain Contributes to Internet Development in Asia



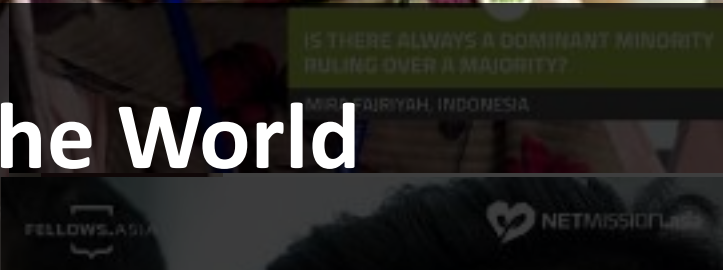
6539
HOW DO I GET STARTED IN INTERNET GOVERNANCE?
HAZWANY JAMALUDDIN, MALAYSIA



6537
GOVERNMENTS ALONE CAN'T LAY OUT THE ENTIRE INFRASTRUCTURE. REGULATED PUBLIC-PRIVATE PARTNERSHIPS ARE THE KEY TO SUCCESS.
ROHAN WROHIWA, INDIA



FELLOWS-ASIA
NETMISSION.LaSa



6532
IS THERE ALWAYS A DOMINANT MINORITY RULING OVER A MAJORITY?
MIR FAIRIYAH, INDONESIA

Young Asians Setting Out to Change the World



6538
IGF MAY NOT HAVE DIRECT POWER BUT IDEAS CAN BE EMERGED FROM THESE FORUMS.
ADITYA GARG, INDIA



6535
EVERYONE'S VOICE SHALL BE HEARD INCLUDING THE MINOR
CHARMAINE LO, HONG KONG



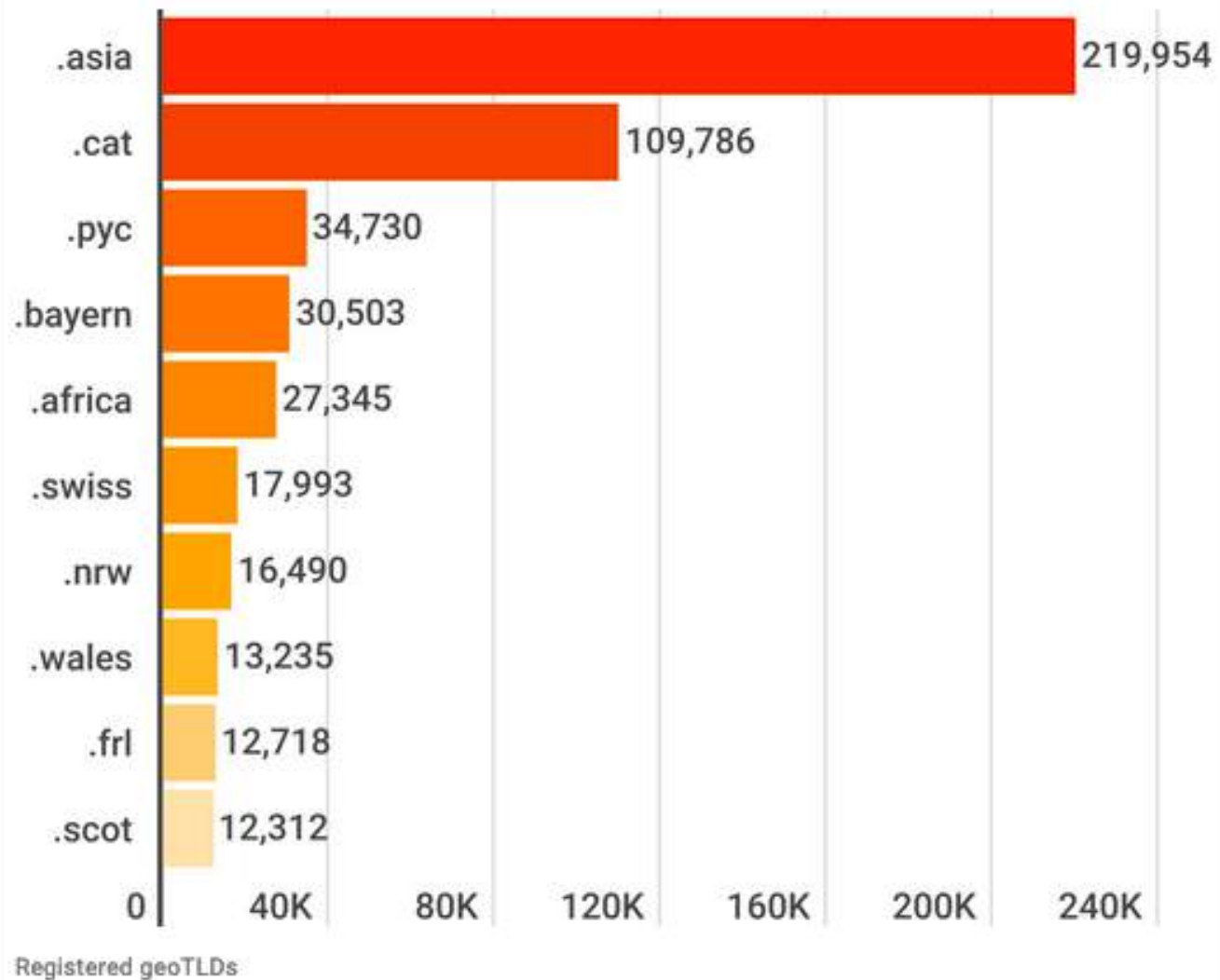
6534
DOES MULTISTAKEHOLDERISM MEAN EQUAL FOOTING FOR ALL STAKEHOLDERS?
WALEED BIN ARSHAD, PAKISTAN

FELLOWS-ASIA
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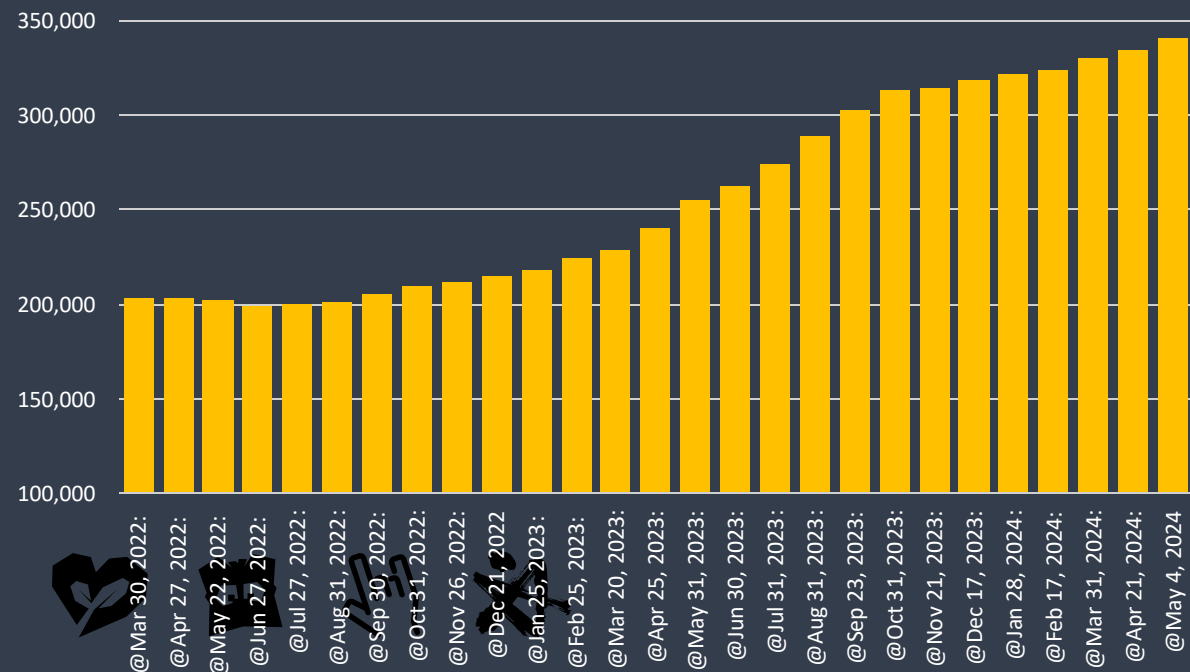
The Global Domain Report 2021 by InterNetX and Sedo: .Asia Top in the Most Successful geoTLDs

The most successful geoTLDs

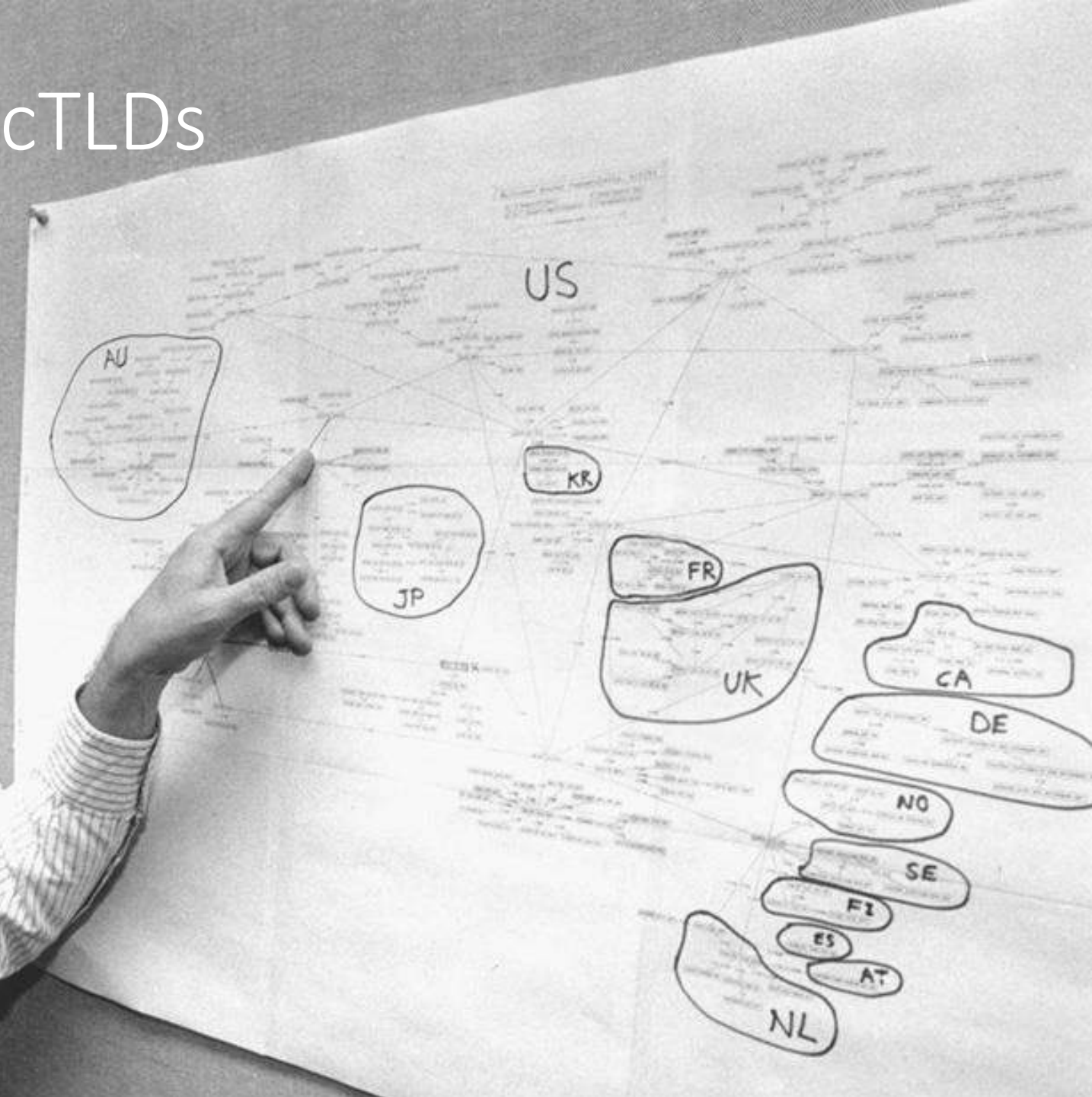
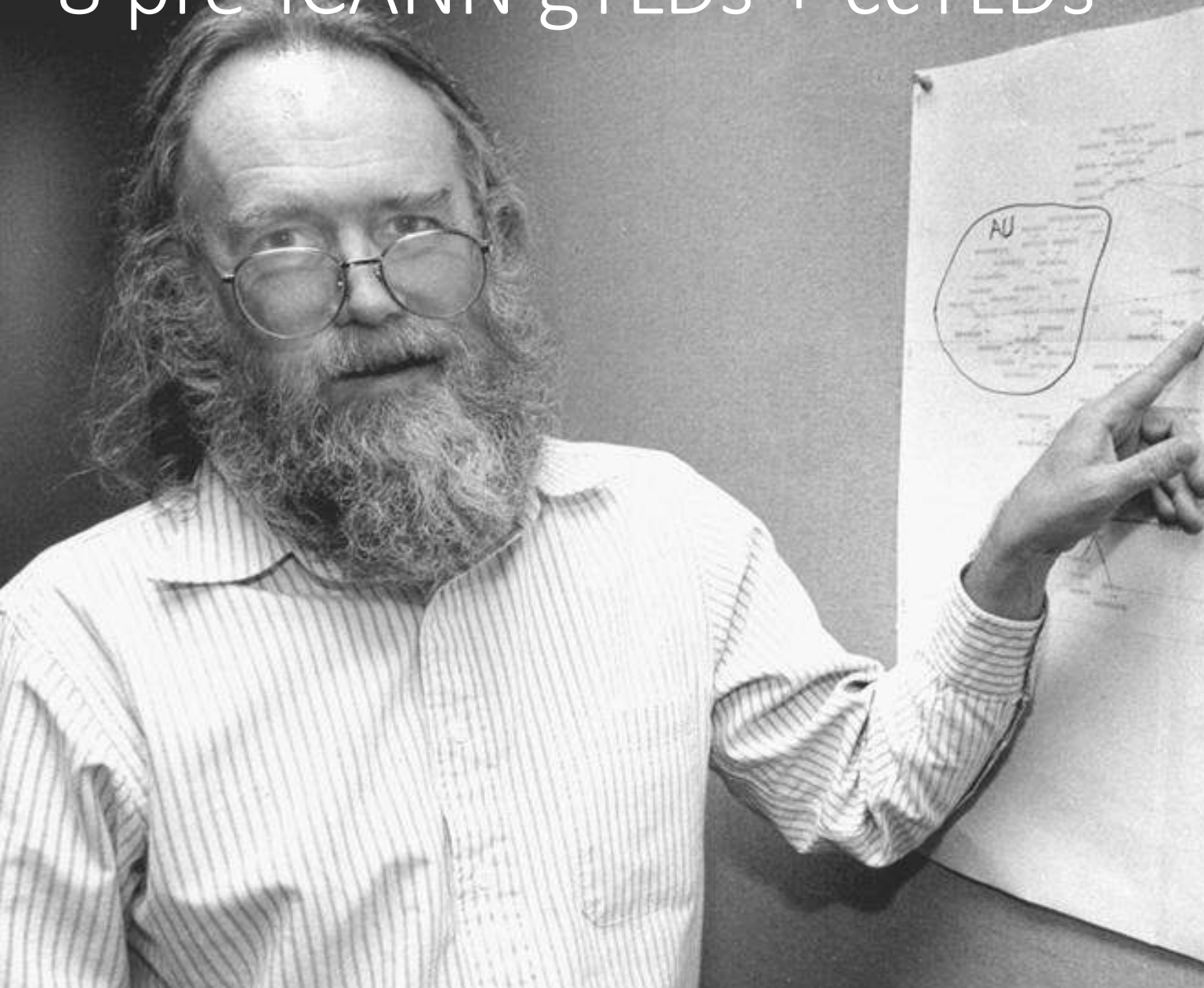
Let's not forget these gTLDs, which represent a region, a community, or even a continent such as .asia, the most registered geoTLD, followed by .cat, for the autonomous region of Catalonia and .pyc for the ethnic community of Russian-speaking people in Kiev Rús.



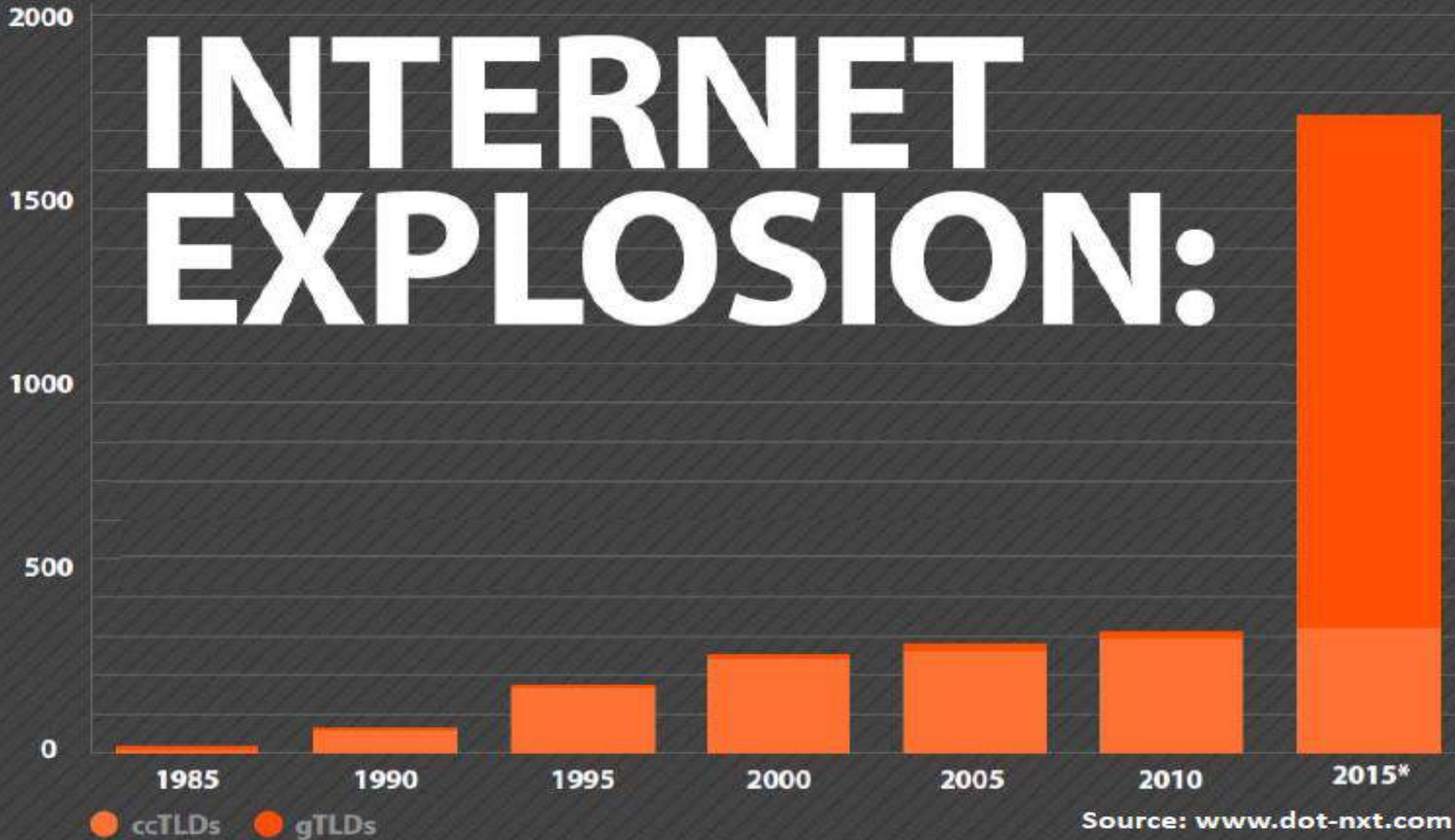
Total Domans Under Management (DUM) -- .Asia



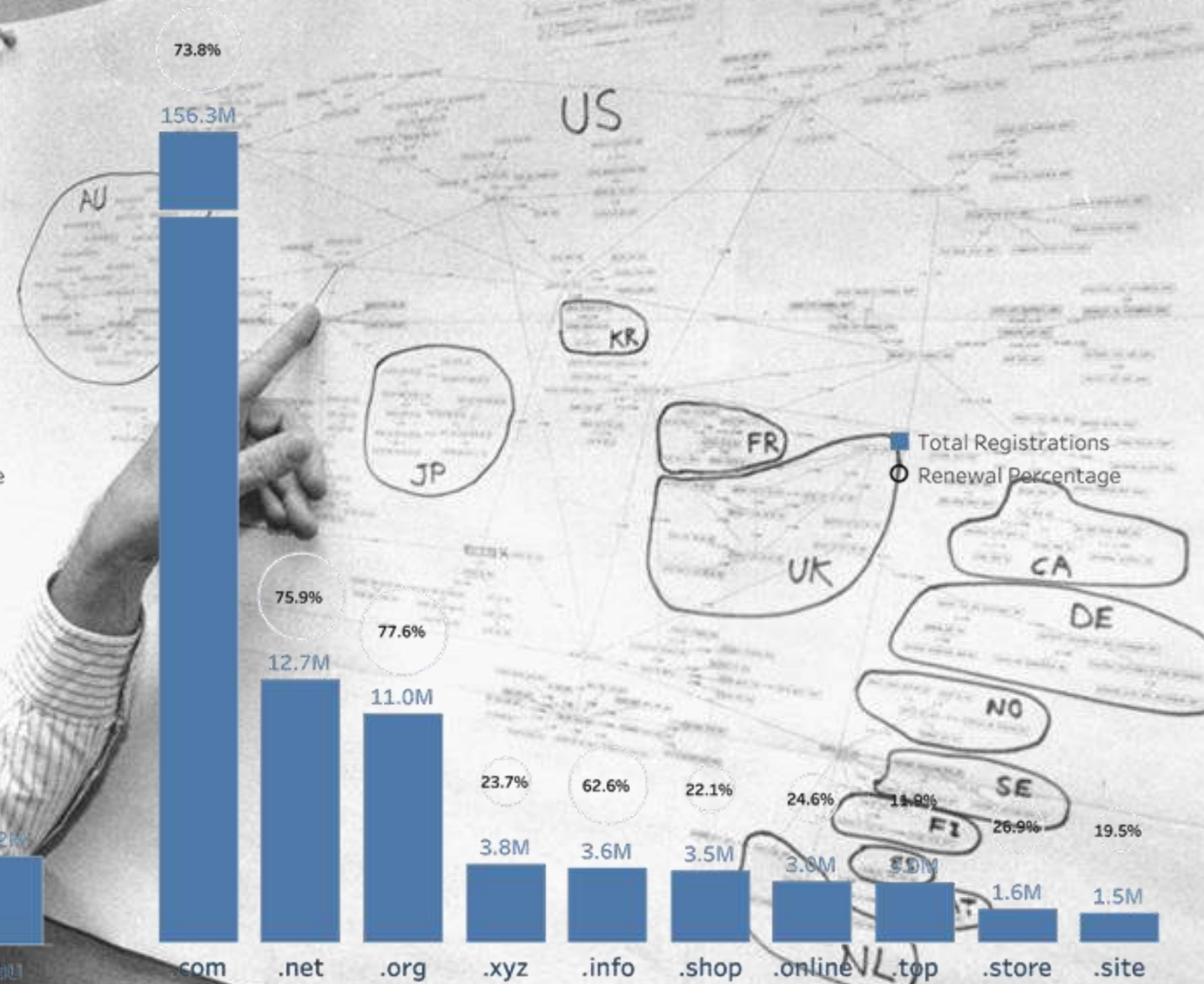
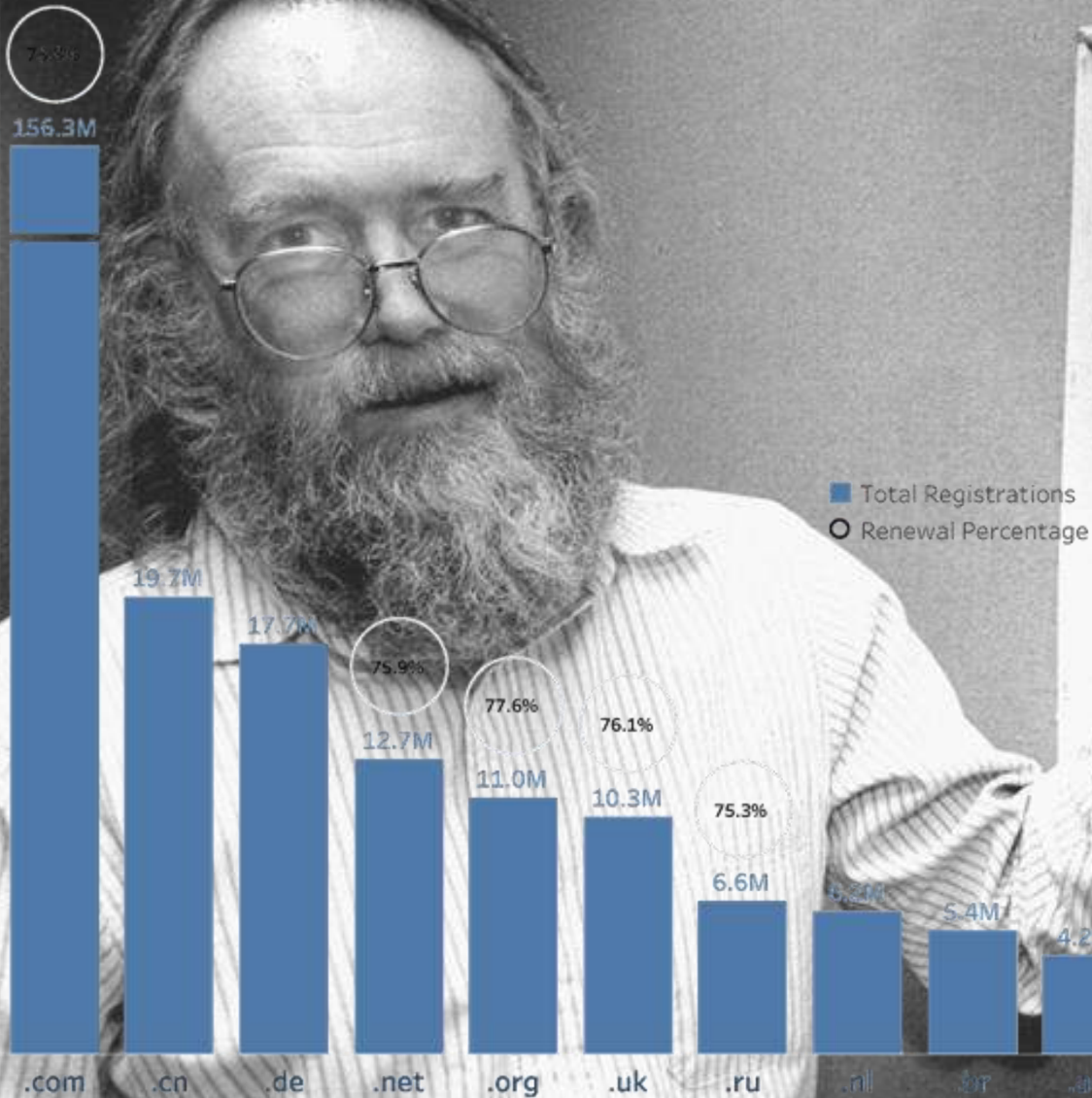
8 pre-ICANN gTLDs + ccTLDs



INTERNET EXPLOSION:



VRSN DNIB 2024Q4 Top TLDs / gTLDs by DUM



Changing Dynamics of Domain Market

- Smaller gTLDs
- Registrant Choice of TLDs
- Pricing Structure of TLDs



Top 40 over 100K (~5%)

	New gTLD	Type	Registry	Backend	Signed	Domains	+/-	% Share
38.	.group		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	8,457	108,066	26	0.35%
39.	.agency		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	8,702	104,512	74	0.34%
40.	.today		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	2,614	104,115	-150	0.34%
41.	.lol		XYZ.COM LLC	CentralNic	4,190	100,316	585	0.32%
42.	.solutions		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	5,634	97,121	0 =	0.31%
43.	.ovh		OVH SAS	AFNIC	37,004	87,960	36	0.28%
44.	.win		Global Registry Services Limited (Do...	GoDaddy Registry	4,299	87,938	172	0.28%
45.	.kred		KredTLD Pty Ltd (PeopleBrowsr Inc.)	CentralNic	0	83,592	1	0.27%
46.	.company		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	10,569	81,400	53	0.26%
47.	.monster		XYZ.COM LLC	CentralNic	431	80,880	-1,506	0.26%
48.	.media		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	6,340	76,983	-4	0.25%
49.	.bar		Punto 2012 Sociedad Anonima Prom...	CentralNic	999	76,372	-650	0.25%
50.	.network		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	8,796	74,976	-36	0.24%
51.	.rocks		Dog Beach, LLC (Identity Digital Inc.)	Identity Digital Inc.	4,334	73,956	39	0.24%
52.	.news		Dog Beach, LLC (Identity Digital Inc.)	Identity Digital Inc.	3,614	70,402	-69	0.23%
53.	.services		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	4,396	69,303	73	0.22%
54.	.ink		Top Level Design, LLC	GoDaddy Registry	2,391	69,129	649	0.22%
55.	.page		Charleston Road Registry Inc.	Google inc.	33,248	66,720	-18	0.22%
56.	.bond		Shortdot SA	CentralNic	480	62,161	1,774	0.20%
57.	.nyc		The City of New York by and through ...	GoDaddy Registry	140	61,896	-29	0.20%
58.	.love		Merchant Law Group LLP	Tucows Registry Services	4,194	61,300	-18	0.20%

Top 240 over 10K (~20%)

	New gTLD	Type	Registry	Backend	Signed	Domains	+/-	% Share
242.	.deals		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	618	10,183	-9 ↓	0.03%
243.	.engineering		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	1,044	10,114	9 ↑	0.03%
244.	.haus		Dog Beach, LLC (Identity Digital Inc.)	Identity Digital Inc.	1,020	9,899	-4 ↓	0.03%
245.	.pictures		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	1,163	9,897	-6 ↓	0.03%
246.	.watch		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	802	9,873	-7 ↓	0.03%
247.	.onl		iRegistry GmbH	Identity Digital Inc.	349	9,705	12 ↑	0.03%
248.	我爱你 (xn--6qq986b3xl)		Tycoon Treasure Limited (Zodiac Hot...	ZDNS	7	9,693	-36 ↓	0.03%
249.	.credit		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	230	9,660	35 ↑	0.03%
250.	.express		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	657	9,654	-5 ↓	0.03%
251.	.sport	!	Global Association of International Sp...	CORE Association	114	9,592	0 =	0.03%
252.	移动 (xn--6frz82g)		Afilias Ltd. (Identity Digital Inc.)	Identity Digital Inc.	26	9,475	14 ↑	0.03%
253.	.sexy		Internet Naming Co.	Tucows Registry Services	143	9,326	-2 ↓	0.03%
254.	.lawyer	!	Dog Beach, LLC (Identity Digital Inc.)	Identity Digital Inc.	551	9,312	-5 ↓	0.03%
255.	.dental		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	543	9,236	0 =	0.03%
256.	.green		Afilias Ltd. (Identity Digital Inc.)	Identity Digital Inc.	821	9,168	17 ↑	0.03%
257.	.fans		ZDNS International Limited	CentralNic	2,492	9,097	3 ↑	0.03%
258.	.university		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	738	8,980	-10 ↓	0.03%
259.	.delivery		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	548	8,971	-4 ↓	0.03%
260.	.holdings		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	883	8,900	-10 ↓	0.03%
261.	.porn		ICM Registry LLC (Minds + Machines ...	GoDaddy Registry	119	8,857	10 ↑	0.03%
262.	.pizza		Binky Moon, LLC (Identity Digital Inc.)	Identity Digital Inc.	754	8,814	-7 ↓	0.03%



Home

Auctions

GoDaddy.TV

Support

Bob's Blog

Domains

Hosting

Email

Site Builders

Business

SSL Certificates

Resellers

Start Domain Search

GO!

Manage

Filter

Upgrade

MY PRODUCTS

Show All My Products >

MY ACCOUNT

MY RENEWALS & UPGRADES

BOB'S BLOG

VENUE DISCUSSION
AHEADStraight talk from
GoDaddy's CEO & Founder

5 survival tips for a brutal economy.
Sneak Peeks of 2009 Super Bowl ads.
Danica Patrick takes a shower.

"Good stuff... fun and informative"
- Cape Cod Br



Sign up for special email offers:

Enter your email address

GO!



Start a Domain Name search:

.com **GO!**

SALE! .com \$9.99* SALE! .info \$9.99* SALE! .me \$14.99
SALE! .tv \$19.99 SALE! .mobi \$7.99*
*Domain transfer - Buy 9 domains or more

View Domain Options & Pricing

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For all new & current customers with any new, non-domain purchase! No quantity limit

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Web instantly!
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with .ORG!
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with .ORG!
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SAVE UP TO 10%

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Get what you need

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99¢/yr guaranteed

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dns2023.asia

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PREMIUM 3050-7470 for help
 \$1,599 +\$21.99/yr
 (Pay \$1,620.99 today)





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\$0.01/1st yr | \$21.99 /2nd yr
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\$0.01/1st yr | \$39.99/2nd yr
 Save \$39.98 (Pay \$40.00 today)





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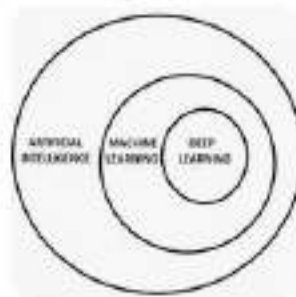

Atom Spinner.AI is for sale



domainwheel.com AI Domain Name Generator (Instan...



GoDaddy What is an .AI domain? All you need to ...



ResearchGate Domains in Artificial Inte...



GoDaddy What is a .AI domain? All you need to ...



GoDaddy What is a .AI domain? ...



domainwheel.com AI Domain Name Generator (Instant Ideas ...



Vecleazy AI generated Fidget Spinner with ...



Freepik background Generativ...



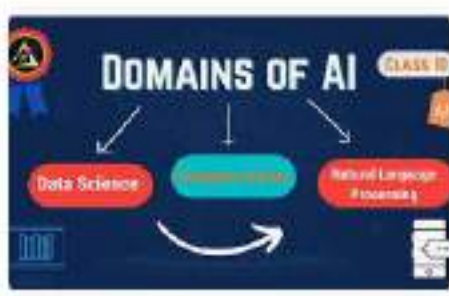
Vecleazy AI generated Fidget Spinner with ...



Deepgram AI-Powered Domain Name Generator ...



ResearchGate AI domains (see online ...



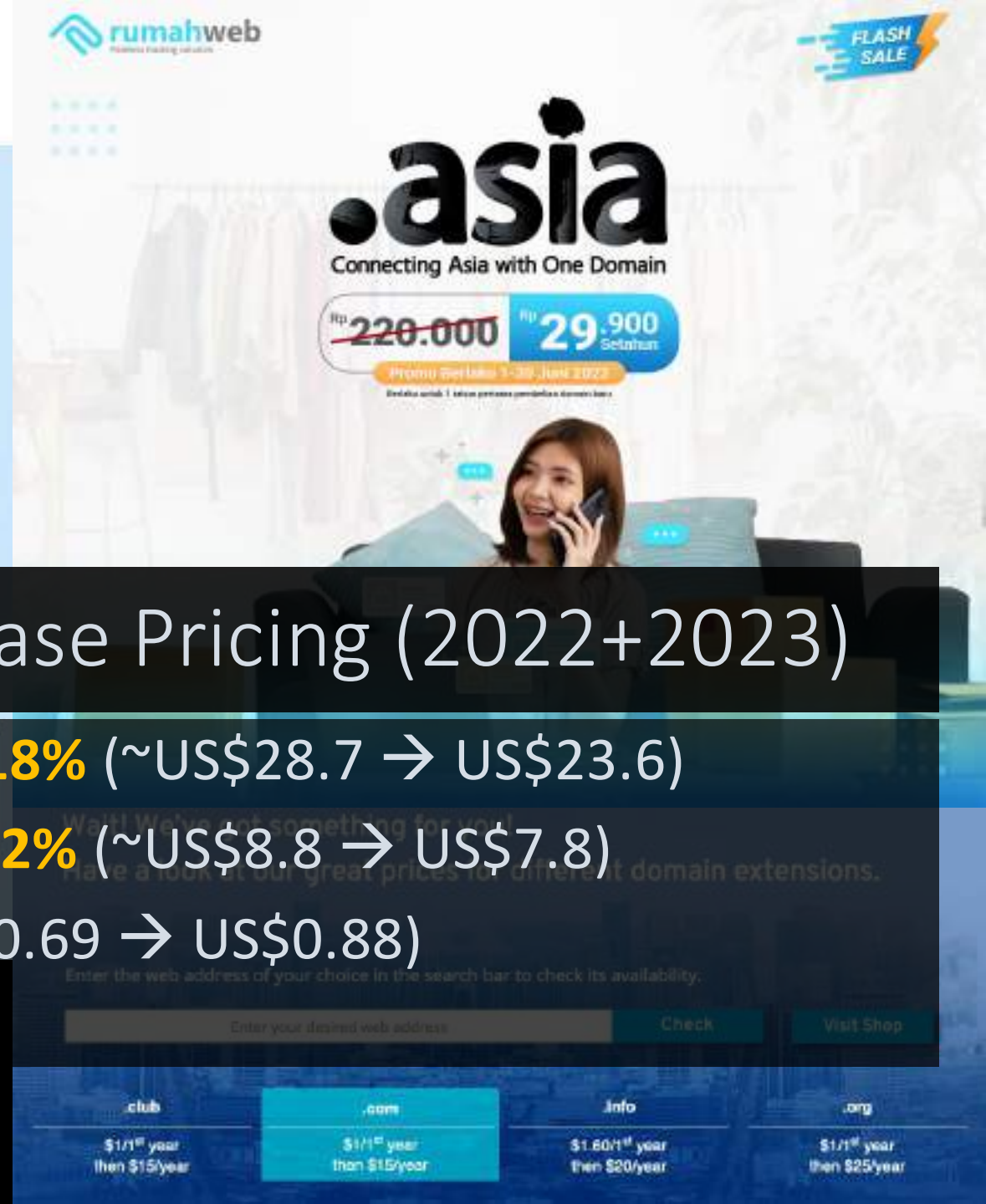
Grab your .com or .ca for as low as C\$0.99*

✓ Trusted by 20+ million customers

✓ Backed by expert 24/7 support

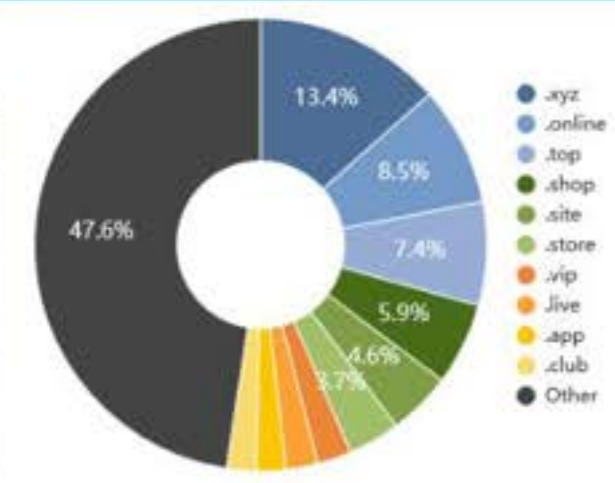
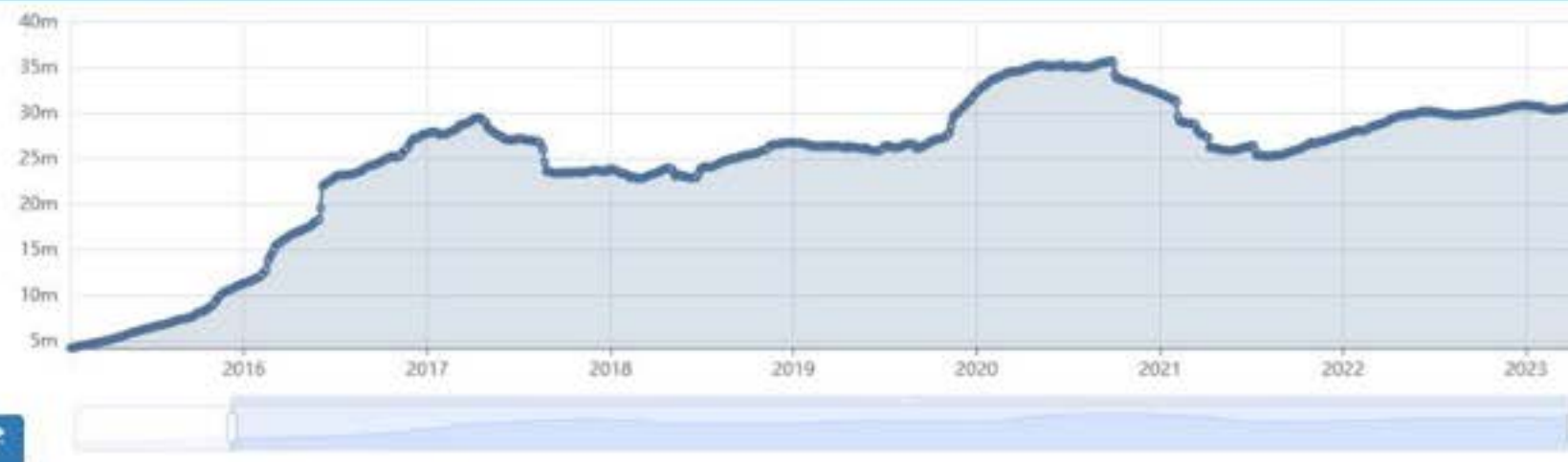
Falling Promo Pricing Raising Base Pricing (2022+2023)

- Average New Registration prices **fell by ~18%** (~US\$28.7 → US\$23.6)
- Median New Registration prices **fell by ~12%** (~US\$8.8 → US\$7.8)
- Lowest Base prices **raised by ~28%** (~US\$0.69 → US\$0.88)



new gTLD Domains

new gTLD distribution



Top 30 Registrars

Registrar	Domains	+/-	% Share
1. GoDaddy.com, LLC (GoDaddy Group)	4,556,471	488 ↑	14.70%
2. NameCheap, Inc.	4,391,515	11,056 ↑	14.17%
3. NameSilo, LLC	1,666,473	5,761 ↑	5.38%
4. Alibaba Cloud Computing Ltd. (HiChina / www.net.cn, Alibaba Group Holding Ltd.)	1,573,316	-6,917 ↓	5.08%
5. GMO Internet Group, Inc. d/b/a Onamae.com	1,155,975	2,019 ↑	3.73%
6. Google LLC	981,667	4,117 ↑	3.17%
7. Dynadot Inc	881,745	-1,951 ↓	2.84%
8. Sav.com, LLC (sav.com)	823,153	5,291 ↑	2.66%
9. Chengdu West Dimension Digital Technology Co., Ltd. (www.west.cn)	800,515	-8,275 ↓	2.58%
10. Hostinger, UAB	774,012	4,304 ↑	2.50%

Top 30 new gTLDs

TLD	Domains	+/-	% Share
1. .xyz	4,165,235	-23,337 ↓	13.44%
2. .online	2,644,254	3,276 ↑	8.53%
3. .top	2,295,079	-2,345 ↓	7.40%
4. .shop	1,823,544	6,983 ↑	5.88%
5. .site	1,416,310	-2,860 ↓	4.57%
6. .store	1,149,262	1,412 ↑	3.71%
7. .vip	750,086	266 ↑	2.42%
8. .live	714,295	-1,381 ↓	2.30%
9. .app	659,329	42 ↑	2.13%
10. .club	649,511	1,498 ↑	2.10%

Value of Domain Names Evolves but Remains



www.asia

A weathered, rectangular sign with a dark border and a light, textured background. The sign is mounted on a dark post. The words "NAME" and "BRAND" are printed in bold, black, sans-serif capital letters, separated by a small black square. The sign shows signs of wear, including scratches and discoloration.

NAME ■ BRAND

More than
just a
name.

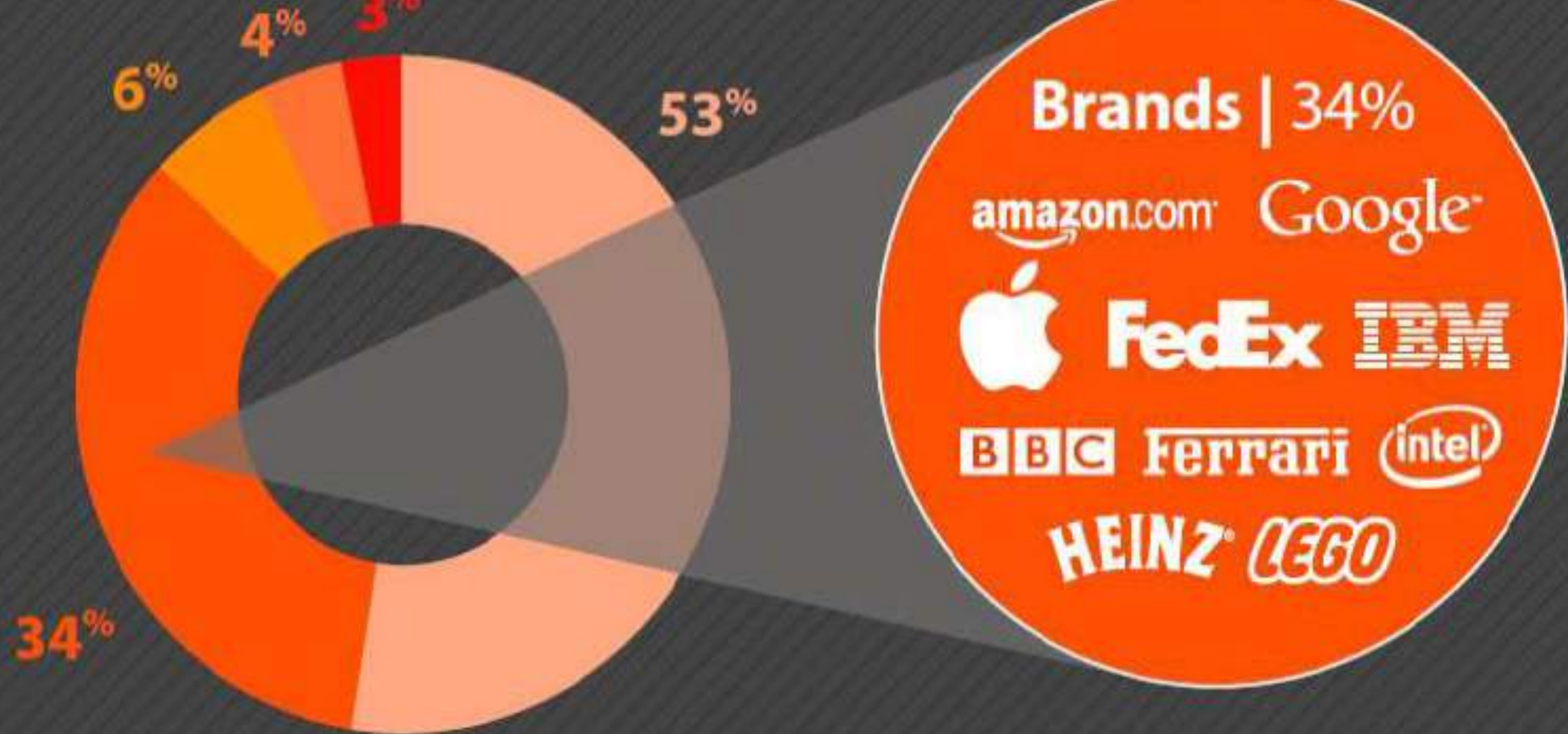


Location, Location, Location...
More than just one name.

Next Round of New gTLDs

- Brand gTLDs
- IDN gTLDs
- Community & Industry gTLDs







Edit your PayLink



Personalise your PayLink to get paid quickly. You can change it twice every 90 days.

My PayLink:

payme.hsbc/edmon

Personalise PayLink



Discover



Friends



Notifications



Me





TOP 10 BEST CITY BRANDS 2023

1



LONDON

84.6

2



NEW YORK

83.0

3



PARIS

79.7

4



LOS ANGELES

78.6

5



SYDNEY

77.9

6



SINGAPORE

77.5

7



TOKYO

77.0

8



SAN FRANCISCO

76.3

9



DUBAI

75.8

10



AMSTERDAM

75.7

Brand & Identity Value of
a gTLD

www.asia

.BKK

.bangkok



書籍 商标 机构セール 通販 游戏 谷歌
政务 在线 موقع 娱乐 公益 中文网 一号店 亚马逊
संगठन ฟูアツシヨン 商城 ڪاٺوليك 莫斯科 飞利浦
католик بيتك 佛山 點看 嘉里大酒店 网址 グーグル
ストア 盛貿飯店 рус 點看 中信 企业 家電 淡马锡
健康 大拿 كوم 信息 онлайн 商店 香港電訊 همراه 食品 天主教
慈善 招聘 网店 手机 بازار 닷컴 ابوظبي 餐厅 дети 诺基亚
орг عرب 盛貿飯店 微博 香格里拉 موزايك
购物 شبكۃ 工行 手表 ポイント 政府
移动 八卦 اتصالات 新闻 عليان
大众汽车 联通 网络 深圳 莫巴يلي vermögensberatung
电讯盈科 网站 世界 欧莱雅 сайт 普利司通
クラウド 集团 时尚 公司 三星 嘉里 アマゾン
كويوتل كوم 我爱你 珠宝
ارامكو 机构体制

网站

网站



.网站

Internet of Things



fridge.john.asia
冰箱.王某.网

tv.john.asia
电视.王某.网

sink.john.asia
厨房.王某.网

oven.john.asia
烤箱.王某.网

Internet of Names



KiDS

OPEN FOR REGULAR REGISTRATIONS **NOV 29 2022**

Help keep .KiDS safe

[Submit Abuse Report](#)



Child Online Safety 101

When creating a screen name for your kids, do not include personal information like their last name or date of birth.



SAFER INTERNET DAY 2023

Tuesday Feb 7



KIDS
KIDS' BEST INTEREST DOMAIN.



Spielen, lernen & entdecken mit sofobator KIDS
 Eine tolle Lern- und Spiel-App für alle Kinder
 Spielplatz lernen und die Welt entdecken

95% positiv bewertete App

3x Top bewertetester App

GREAT JOB!

HELPPING PARENTS & CAREGIVERS DESIGN THEIR OWN HANDBOOK FOR RAISING AMAZING KIDS. YOU'RE DOING A GREAT JOB!

LATEST ARTICLES

pop art! kids

A sensory art studio for children aged 3-6 through 5 yrs old

Pop Art! kids is greatly inspired through the

Die App für glückliche Kinder und entspannte Eltern

100% positiv bewertete App

TOMMI

Die TOMMI-Matrasen 2022 werden hier...

Pop Art! Kids

Das 100% positiv bewertete App für glückliche Kinder und entspannte Eltern

Every Child Deserves Quality Time

Unlock the Magic of Storytelling

READ & LISTEN to stories that engage, excite & educate

Read & Listen to stories that engage, excite & educate

ART CITY OPENS POSSIBILITIES THROUGH CREATIVITY.

הנחות מיוחדות בקטלג בלעדיו לאתר

MADRASA .kids

Create stories as unique as your kids

Endless visual stories on your device

Art City

ADDO

STEERE PIETEN VOOR KINDEREN EN KLEUTERS

BE. KIDS

Kindergartenfotograf und Schulfotograf

Kinderfotografie - authentisch und professionell

ARTCLUBS.KIDS

Art Clubs for Kids

.kids Domain Names

Make good choices online with .kids.

Available now! Starting at

\$35.99* **\$17.99***/1st yr



For helpful big people,
.kids is the right
domain.



As the only child-centric top-level domain name, a **.kids** domain lets parents know that you care enough to choose a safer, more trustworthy and positive online experience for children.

A **.kids** domain is SEO-optimized and perfect for:

- Any individuals, organizations, and businesses that create entertaining and educational web content for children and youth.



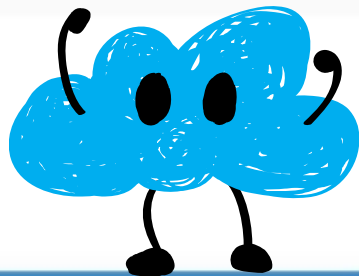
nTLDStats Statistics Services </> API Help

Registrar Registry Backend **New gTLDs** Country

.kids

Domains: 5,092 (0.01%)
 In Zonefile: 4,961 (97.43%)
 Signed Zones: 64 (1.26%)
 Upcoming Deletes: 54 (1.06%)
 Registry: DotKids Fo

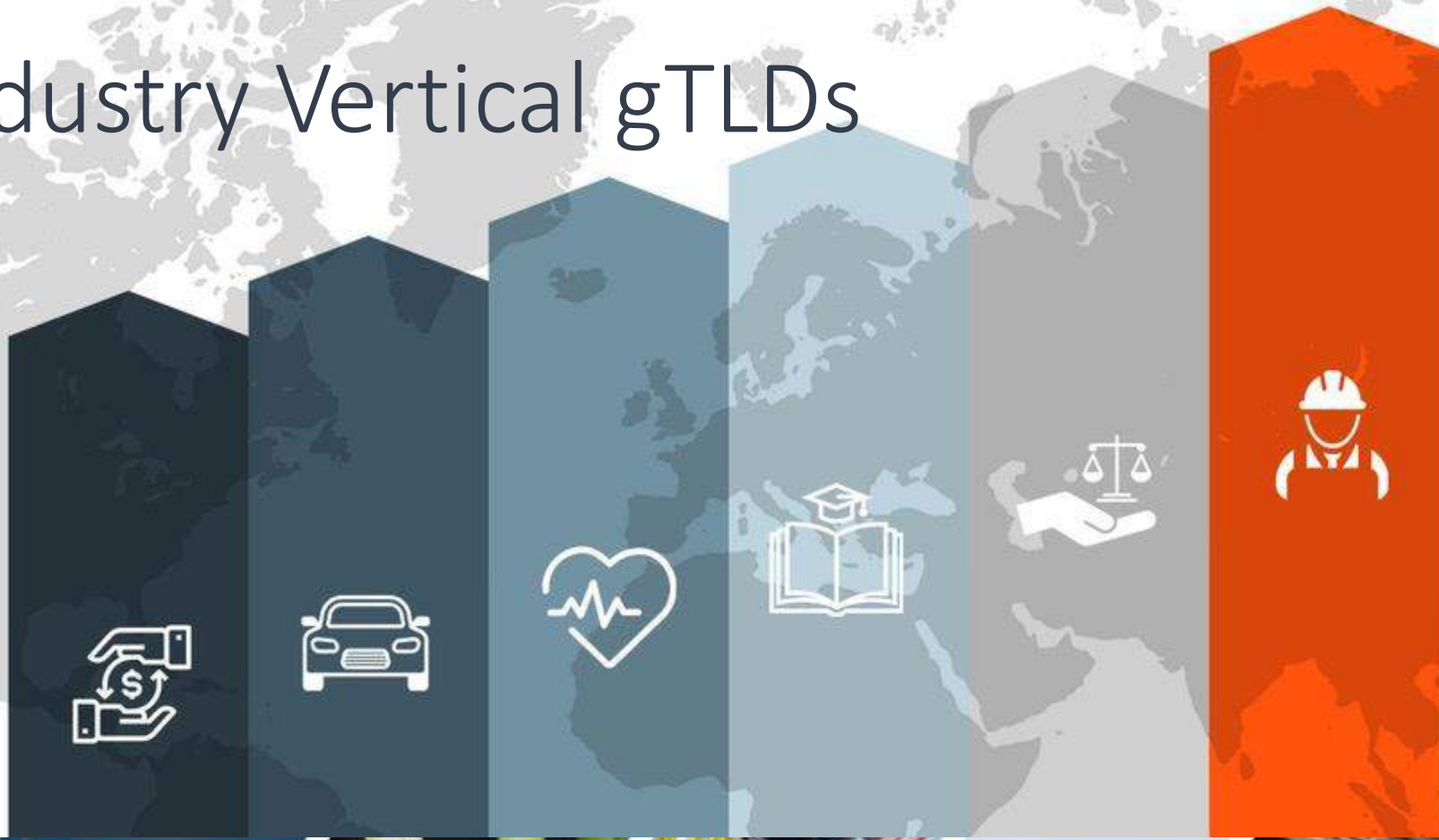
Registry Backend: Identity Digital Inc. [DR](#) | [RA](#)
 Rest. / Documents: N/A
 Rankings: N/A
 Website:

- @Dec 20, 2023: 4,541
- @Jan 30, 2024: 4,614
- @Feb 29, 2024: 4,664
- @Mar 31, 2024: 4,650
- @Apr 24, 2024: 4,691
- @May 15, 2024: 4,738
- @Jun 4, 2024: 4,717
- @Jul 30, 2024: 4,812
- @Aug 31, 2024: 4,902
- @Sep 30, 2024: 4,967
- @Oct 30, 2024: 5,092
- @Nov 30, 2024: 5,193
- @Dec 31, 2024: 5,261



SME Industry Vertical gTLDs



REGISTER NOW



GoCreate! Domain Innovations

<https://apacdnsforum.asia>

- **Collaboration with ICANN APAC Hub**

- Alongside CP Summit & **APAC DNS Forum (May 5-9, Hanoi, VN)**
- 3 sessions: 2 workshops + 1 social

- **Go Create! Domain Innovations**

- **Networking Reception (CP Summit Day Day 2 / APAC Forum Day 0, May 7): 1700-1900**
- **Session 2A (APAC Forum Day 1, May 8): 1545-1645 – New Ways of Using Domains**
- **Session 4B (APAC Forum Day 2, May 9): 1445-1545 – Getting Hooked on Domains**

Register for the APAC DNS Forum

May 5-9, Hanoi, Viet Nam!

Don't miss this unique opportunity to network, learn, and collaborate. Join industry leaders, policymakers, and technical experts at our upcoming APAC DNS Forum 2025 in Hanoi, Viet Nam. Explore the latest trends, innovations, and opportunities shaping the Domain Name System (DNS) and the future of the Internet in APAC.

[Read the Full Announcement](#)

APAC DNS Forum 2025



Source of Value of Domain Names: Uniqueness, Scarcity & Interoperability



.genAI

.coin

.mix

.chips

.wallet

.平台

.gear

.fab

.meds

.siam

.人工

future



.pillow

.ห้าง

.bkk

.logistics

.bbl

.gems

.sofa

.spice

Thank You
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