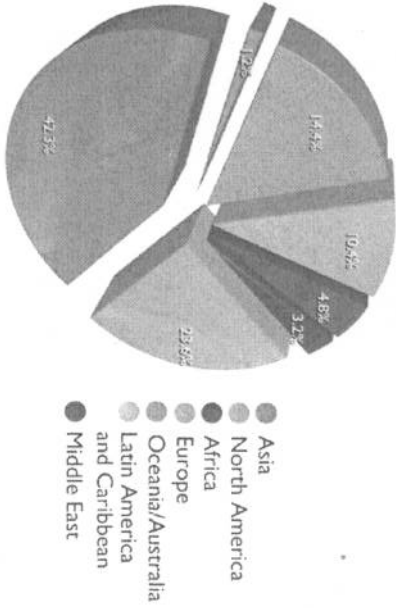


Did you know that...

- APRALO is made up of more sub-regions than any other region and comprises more than 70 nations reaching from Turkey to New Zealand? *Visit our trials*
- APRALO is the region with the most Internet users, the most people still offline and the greatest growth potential in the coming years?
- You can now get a domain name in many local languages of the region, such as 大兵 / 大将 .asia
- Due to the region's diversity and growth, Asia-Pacific Internet users are among the most concerned by current Internet policy discussions?
- As a member of APRALO, you have a direct impact on the direction of the international body responsible for some of the Internet's key resources?



What is APRALO?

APRALO encompasses all Internet end-users in Asia, Australasia and the Pacific Islands. Together with other regions, we have a direct impact on the direction of the Internet Corporation for Assigned Names and Numbers (ICANN), working to ensure that the expansion of the Internet serves the public interest. As more Internet domain names and Internet Protocol (IP) addresses are required to keep pace with end-user demand, we advance policies and services that reduce confusion and abuse while enhancing security, accessibility and stable growth.

APRALO consists of civil society organizations, nonprofits and individuals that represent the rights of Internet users from Dubai to Sydney. We represent their views in the bottom-up, consensus based, multi-stakeholder (ICANN) policy development process. And we can always benefit from new perspectives.

We are individuals and organizations that are formally recognized by ICANN as At-Large Structures. To ensure that we represent views as diverse as our region, we encourage individual and groups to join us. Membership is simple and free of charge. *If you are a group within your region*

Find out more at <http://www.apralo.org> or contact us at info@apralo.org.

Two of the key issues of importance to APRALO are outlined below.

IPv4 to IPv6 Transition

How serious is the IPv4 address pool depletion and need for IPv6 implementation? One good source is Internet Addressing: Measuring Deployment of IPv6, a recent report from the Organization for Economic Co-operation and Development. It says:

IPv4 is expected to run out of previously unallocated addresses in 2012. When IPv4 addresses are fully allocated, operators and service providers must support the newer version of the Internet Protocol (IPv6) in order to add additional customers or devices to their networks.

Some of you may think, "Oh, then let's deploy IPv6 network and migrate existing network resources to IPv6." Sounds simple, but is it? Implementing IPv6 network actually means, so long as people also use existing IPv4-based networks and resources, you need to run both IPv4 and v6 networks and resources at the same time.

For more on this topic, please log on to apralo.org.

Internationalized Domain Names (IDNs)

in Asia Pacific

Broad adoption of Internationalized Domain Names (IDNs) will have significant social impact for the Internet in Asia Pacific. IDNs are as much about diversity, access, openness and equality as they are about commercial opportunities and economic development. Because of the English alphanumeric limitations, the interest and perceived value of domain names by brands, especially local small and medium sized enterprises (SMEs) in Asia Pacific, has been low. With IDNs, businesses can express their offline identity online. Furthermore, domain name portfolio is an important aspect of Search Engine Optimization (SEO). Most keywords typed into search engines



Sivasubramanian Muthusamy, Vivek Aramand, Holly Parthe, Les Allison, Mahmoud Latoufi, Cheryl Langdon-Orr, Karalaina Tauru, and Phoebe Yu

in Asia Pacific are in a local language. IDNs will immediately enhance the SEO rankings for businesses targeting the Asia Pacific market because the name will match the search terms users are already keying in.

All these challenges can be addressed. APRALO is focusing on the IDN ccTLD Fast Track initiative, new gTLD and ccTLDs, embracing diverse scripts and harmonizing a collective way forward through promotion and expanding the user community base through advocacy.

For more on this topic, please log on to apralo.org.

APRALO Diversity in Internet Security etc

APRALO has some 22 ALSs and growing. It covers a vast geographic candidate area that is bounded by the Middle-East in the west, China in the north, Australasia in the south and the Pacific Island states in the east. The APRALO region encompasses a diversity of cultures, languages and scripts. Populations vary enormously with China and India having 1,300,000,000 and 1,100,000,000 respectively, to Niue and Tokelau with 1,500 and 1,200. Each country may have its own language or languages as well as dialects and diverse scripts. Overlay access issues that can be described as fortress and nonfortress and the different approaches to policy issues that vary from rigorously coordinated to complete individualistic present APRALO with exciting challenges that are not as prevalent in our sister RALOs.

Finally, many challenges resulting from diversity can be solved by increasing participation by a broader spectrum of enthusiasts from the APRALO ALSes through the support of the parent organization, ICANN.

5 min
APRALO

Such as consumer

your region
already have
more people
more people

more people