



My At-Large Structure (ALS) Internet Society of Australia (ISOC-AU) became a certified structure for At-Large in ICANN back in 2005. Since then we have been directly involved in the development of APRALO

and I was honored (as the authorized representative on my ALS) to be a signatory of the Regional Founding Documents with ICANN in 2007. Being involved in ICANN via APRALO as an ALS member and representative to the At-Large Advisory Committee since our region was formed has allowed and encouraged me to ensure that the diverse voices and needs of Internet users as well as domain name registrants has been an effective influence in ICANN activities and policy development, and continues to be an exciting and rewarding part of my volunteer life. It has also afforded me the rare opportunity to meet and work with some of the most amazing and committed people working in Internet governance and (nomenclature (naming and numbering) issues on the Internet, an experience literally worth its weight in gold.

Cheryl Langdon-Orr, Chair, At-Large Advisory Committee (ALAC) and APRALO representative to the ALAC



As one of two Asia-Pacific members on the Interim ALAC, I helped to found APRALO in 2006 by drafting the Operational Principles, organizing preparatory meetings and facilitating the founding meeting in Bali. In

my role as Chair of Council of Chinese Domain Name Users Alliance, I have been actively participating in APRALO activities, including drafting statements, submitting policy papers and making comments in face-to-face meetings and monthly calls. On behalf of APRALO, I organized two IDN workshops at the IGF. Since 2008, I have served as the APRALO representative on the ICANN Nomination Committee.

Hong Xue, Chair, Council of Chinese Domain Name Users Alliance

“At-Large” is the name for the community of individual Internet users who participate in the policy development work of ICANN. Currently, more than 120 At-Large Structures representing the views of individual Internet users are active throughout the world.

You can learn more about the community and its activities on the website www.atlarge.icann.org, as well as how to join and participate in building the future of the worldwide Domain Name System (DNS) and other unique identifiers which every single user of the Internet relies on every time they go online.

About ICANN

To reach another person on the Internet you have to type an address into your computer – a name or a number. That address has to be unique so computers know where to find each other. ICANN coordinates these unique identifiers across the world. Without that coordination we wouldn't have one global Internet. ICANN was formed in 1998. It is a not-for-profit public-benefit corporation with participants from all over the world dedicated to keeping the Internet secure, stable and interoperable. It promotes competition and develops policy on the Internet's unique identifiers.

ICANN doesn't control content on the Internet. It cannot stop spam and it doesn't deal with access to the Internet. But through its coordination role of the Internet's naming system, it does have an important impact on the expansion and evolution of the Internet.



Brussels, 6 Rond Point Schuman, Bt. 5, B-1040
Brussels, BELGIUM, T +32 2 234 7870, F +32 2 234 7848
.....
Los Angeles, 4676 Admiralty Way, Suite 330
Marina del Rey, CA 90292, USA, T +1 310 823 9358, F +1 310 823 8649
.....
Washington, DC, 1101 New York Avenue NW, Suite 930
Washington, DC 20005, USA, T +1 202 570 7240, F +1 202 789 0104
.....
Sydney, Level 2, 48 Hunter Street
Sydney NSW 2000, AUSTRALIA, T +61 2 8236 7900, F +61 2 8236 7913
.....

www.atlarge.icann.org



INTERNET CORPORATION
FOR ASSIGNED NAMES AND NUMBERS

APRALO

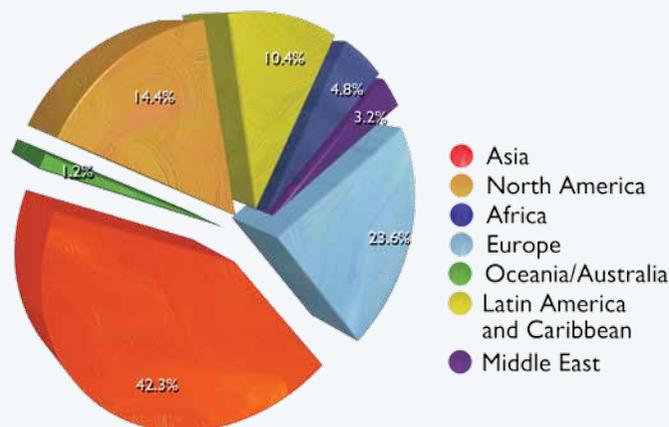
The Internet Needs You!

If you are an organization located in Asia, Australasia or the Pacific Islands and concerned with Internet-related issues, you can help influence the operation, growth and development of the Internet by becoming part of the Asia, Australasia and Pacific Islands Regional At-Large Organization (APRALO).

APRALO invites all interested civil society parties to join it in taking part in the decisions that shape the Internet.

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?
- 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 大兵小將.asia?
- Due to the region's diversity and growth, Asia-Pacific Internet users are among the most concerned by current Internet policy discussion?
- As a member of APRALO, you can make 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 such as consumer rights group, legal bodies/professional groups, and government nonprofit organizations. These organizations and individuals represent the rights of Internet users from Dubai to Sydney (For a map of APRALO ALSes, see www.atlarge.icann.org/maps/apralo). 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 individuals and groups to join us. Membership is simple and free of charge. If you are a group/individual or body interested in more actively participating in ICANN decision-making, you can find an ALS that caters to your interest or region or apply to become a new ALS.

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 <http://www.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



Sivasubramanian Muthusamy, Vivek Annand, Holly Raiche, Les Allison, Mahmoud Lattoufi, Cheryl Langdon-Orr, Karaitiana Taiuru, and Phoebe Yu.

Optimization (SEO). Most keywords typed into search engines 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 <http://www.apralo.org>.

APRALO Diversity

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, the Indian subcontinent and 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 though the support of the parent organization, ICANN.