

UPCOMING WEBINAR

The Future of the Domain Name System

Date: 4 March 2022 (Friday)

Time: 1100 - 1200 (UTC+8)

This session will explore developments that will impact the future of the Domain Name System (DNS) and the domain name marketplace.

What to Expect:

- What are current developments that will impact the future of the DNS and the domain name marketplace?
- What does the future of the DNS look like?

SPEAKERS



Geoff Huston
Chief Scientist
APNIC



Dr. Ajay Data
Managing Director, Data
Group of Industries and Chair,
Universal Acceptance Steering
Group (UASG)

MODERATOR



Jia-Rong Low
Vice President,
Stakeholder Engagement and
Managing Director, APAC,
ICANN

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our lucky draw.**

* Only for Zoom webinar attendees who complete the survey form. Refer to apacdnsforum.my for Terms & Conditions.



SPOTLIGHT

Digital Initiatives in the APAC Region

Missed the fifth webinar “Digital Initiatives in the APAC Region” on 20 January 2022? Catch the full recording on YouTube [here](#) or access it via the [virtual platform](#).

No time to watch the full recording? Here are some highlights:

Using Domain Names as a Digitalization Strategy

Learn about the initiatives of Net-Chinese to support the digitalization of SMEs from Tom Meng. Tom also talks about Net-Chinese’s in-house research center and their products. In addition, Tom explains how the pandemic has impacted the SMEs in Taiwan. Listen to Tom Meng [here](#).

How does MYNIC Help SMEs using Domain Names?

Learn how to start an online business. This includes establishing the digital identity of your business via a domain name which increases the credibility of your venture. To learn more about how having your own domain name may benefit entrepreneurs, listen to Md Fariz Ahmad, CMO of MYNIC [here](#).

Helping Chinese SMEs through Domain-related Digital Initiatives

Get to know the customers of 22.cn and learn how they have benefited from 22.cn’s initiatives. Min Feng, International Affairs Manager at 22.cn, talks about apps such as Weibo and WeChat which are useful for marketing purposes. Listen to Min Feng [here](#).

ICANN NomCom is Looking for Leaders

The 2022 Nominating Committee (NomCom) is looking for leaders to fill available positions in the ICANN ecosystem: <https://www.icann.org/nomcom2022>

NomCom’s delegate for APAC, Pam Little, shares why and how you should apply [here](#).

How Google Search Engine & a Website may benefit entrepreneurs

Most visited Websites in Malaysia (2020)

	Website	Monthly	Daily
	google.com	608.0 mil	20.3 mil
	youtube.com	247.0 mil	8.2 mil
	facebook.com	173.0 mil	5.8 mil
	instagram.com	31.4 mil	1.0 mil
	whatsapp.com	65.3 mil	2.2 mil
	shopee.com.my	42.1 mil	1.4 mil
	lazada.com.my	12.6 mil	0.4 mil

1

Google Search algorithm are more localized in nature.

2

Therefore, by using .MY domain name they will get more priority & more visible to the local eyeballs.

3

By completing the eCommerce ecosystem, they have the potential to be found 38 million times by the local audience.

DID YOU KNOW?

Don't Lose Access to Your Domain Name

As a domain name holder, it's important to understand your renewal policy so you don't lose access to your domain. Here are some tips to keep in mind, along with a helpful infographic ([English](#) | [Mandarin](#))

- When you register a domain name, it's yours for the duration of time you registered, which is typically between one and 10 years. If you want to keep using it, including all the services associated with it (like a website or email service), you have to renew it with your registrar before it expires. If you don't, you risk losing it for a short time or possibly for good. ICANN does not have the authority to transfer domain names, including expired ones, back to you.
- The process of ensuring that your domain name registration stays current isn't complicated, but it's important to understand it and your responsibilities before you risk losing this valuable asset. Stay informed about your registrar's terms and conditions regarding your domain name's expiration date, make payments associated with your domain name on time, and be sure to [keep your contact information up to date](#) with your registrar so that you receive updates and renewal reminders.
- View frequently asked questions (FAQs) regarding domain name renewals and expiration [here](#).

APAC DNS INDUSTRY NEWS

Facebook promised poor countries free Internet, but people were charged anyway, reports the Wall Street Journal

Facebook has said that it is helping millions of the world's poorest people get online through apps and services that allow them to use Internet data free. With the goal of attracting new users outside of the United States, the Internet giant made deals with cellular carriers in countries including Pakistan, Indonesia, and the Philippines to let low-income people use a limited version of Facebook and browse some other websites without data charges.



Many of the users have inexpensive cellphone plans that cost just a few dollars a month, often prepaid, for phone service and a small amount of internet data. However, [according to the Wall Street Journal](#), internal company documents show that many of them end up being charged in amounts that collectively add up to an estimated millions of dollars a month.