

財團法人台灣網路資訊中心因公出國人員報告書

100年2月25日

報告人姓名	李曉陽 顧靜恆	服務單位及職稱	國關組組長 網域組組長
出國期間	100年2月16日 至100年2月19日	出國地點	香港
出國事由	參加 APTLD 香港會議		
<p>報告書內容應包含：</p> <p>一、出國目的</p> <p>二、考察、訪問過程</p> <p>三、考察、訪問心得</p> <p>四、建議意見</p> <p>五、其他相關事項或資料</p> <p style="text-align: center;">（內容超出一頁時，可由下頁寫起）</p>			
授權聲明欄	<p>本出國報告書同意貴中心有權重製發行供相關研發目的之公開利用。</p> <p style="text-align: center;">授權人：李曉陽、顧靜恆 （簽章）</p>		

附一、請以「A4」大小紙張，橫式編排。出國人員有數人者，依會議類別或考察項目，彙整提出報告。
 註二、請於授權聲明欄簽章，授權本中心重製發行公開利用。

一、出國目的

APTLD (Asia Pacific Top Level Domain Association, 亞太區頂級域名組織) 是一個亞太地區 ccTLD (country-code Top Level Domain, 國家代碼頂級域名) 註冊管理單位共同參與的國際性組織。其主要目的為提供亞太地區域名註冊管理單位進行業務及技術經驗交流的平台。此外, APTLD 培育和提升亞太各國在全球性網域名稱論壇的參與, 並在全球網際網路管理政策的決策過程中為 APTLD 會員爭取最大權益。

此次 APTLD Hong Kong 會議於本年度 2 月 17 日至 2 月 18 日, 假香港舉辦, 參加此次 APTLD 會議主要之目的為參與相關議題之討論, 並於會中對 .tw/.台灣域名推廣經驗進行報告, 並與亞太地區各國 ccTLD registry 進行組織架構與推廣經驗進行交流。

二、考察、訪問過程

APTLD 的會員總共有 60 個, 包括 38 個 Ordinary 會員及 22 個 Associate 會員。此次會議除了亞洲 ccTLD registry 外, 也有國際組織 ICANN、APNIC、CENTR 及廠商等共 22 個組織 70 多人報名參加, 兩天總共有 30 多個報告, 其中參與報告的 ccTLD 包括香港 (.hk)、紐埃 (.nu)、俄羅斯 (.ru)、台灣 (.tw)、阿拉伯聯合大公國 (.ae)、中國 (.cn)、紐西蘭 (.nz)、韓國 (.kr)、新加坡 (.sg)、澳洲 (.au)、馬來西亞 (.my) 等。

2 月 17-18 日 APTLD meeting 的會議議程如下：

Thursday, Feb 17, 2011					
	Start	Duration	Finish	Subject	Speaker
1	09:10	00:10	09:20	Welcome and Introduction to the Day	Chair
2	09:20	00:25	09:45	ICT Developments in HK	Stephen Mak (Office of the Government Chief Information Officer of HKSAR)
3	09:45	00:03	09:48	Welcome remarks from the Chairman of HKIRC	John Strickland (.HK)
4	09:48	00:12	10:00	Update from HKIRC	Jonathan Shea (.HK)
5	10:00	00:20	10:20	ICANN Update	Save Vocea (Regional Manager – ICANN)
6	10:20	00:15	10:35	Update from ccNSO	Chris Disspain (ccNSO)
7	10:35	00:30	11:05	Morning Tea	
8	11:05	00:20	11:25	IPv6 and RIR status update from APNIC	German Valdez (APNIC)
9	11:25	00:30	11:55	Update from RTLDO	Peter Van Roste (CENTR), Erick Iriarte Ahon (LACTLD)
10	11:55	00:30	12:25	ICANN matter: Review of ATRT final report and next steps	Chris Disspain (ccNSO);
11	12:30	01:30	14:00	Lunch	
12	14:00	00:20	14:20	Update from ISOC	Charles Mok (ISOC HK)

13	14:20	00:10	14:30	ISOC Advisory Committee Update	Keith Davidson (ISOC Advisory Committee)
14	14:30	00:45	15:15	How to market and promote your TLD?	Dorothy Chow (.HK) Per Darnell (.NU) Irina Danelia (.RU) Anthony Lee(.TW) Edmon Chung(.DOTASIA)
15	15:15	00:30	15:45	Afternoon Tea	
16	15:45	00:45	16:30	How to market and promote your TLD?	John Kane (Affilias) Jacqie Quek(WEBCC) Jon Lawrence(AusRegistry)
17	18:30	02:00	20:30	Dinner sponsored by local host	

Friday, Feb 18, 2011

	Start	Duration	Finish	Subject	Speaker
1	09:00	00:10	09:10	Welcome and Introduction to the Day	Chair
2	09:10	00:15	09:25	Survey report	Jian Zhang (GM)
3	09:25	1:40	11:05	Different ccTLDs – organisational frameworks and registration policies	Mohammad Al Zarooni (.AE) Yaling Tan (.CN) Debbie Monahan (.NZ) Andrei Kolesnikov (.RU) Hye Jin Pak (.KR) Keisuke Kamimura (GLOCOM) Ryan Tan (.SG) Jon Lawrence (AusRegistry)
4	11:05	00:30	11:35	Morning Tea	
5	11:35	00:15	11:50	IGF update	Stephen Lau (IGF Advisory Committee)
6	11:50	00:10	12:00	ICANN SSR plan: update from ICANN	John Crain (ICANN)
7	12:00	00:35	12:35	Security and Fraud Prevention	Debbie Monahan (.NZ); Yoshiro Yoneya (.JP); Yu Kyung Jung (.KR) Paul Kane (communityDNS)
8	12:35	00:20	12:55	ICANN NomCom	V.C.Vivekanandan (ICANN NomCom)
9	12:55	01:05	14:00	Lunch	
10	14:00	00:25	14:25	Security and Fraud Prevention	Mohd Ridzuan Mahadir (.MY) Thuy Ledinh (.ORG)
11	14:25	00:15	14:40	JIG update	Jian Zhang
12	14:40	00:15	14:55	Delegation & Redelelegation Working Group update	Keith Davidson (.NZ)
13	14:55	00:15	15:10	ITU Plenipotentiary meeting	Keith Davidson (.NZ)
14	15:10	00:15	15:25	APTLD Internal -- GM report	Jian Zhang
15	15:25	00:15	15:40	APTLD Internal -- Chair report	Keith Davidson
16	15:40	00:20	16:00	Afternoon Tea	
17	16:00	00:20	16:20	APTLD Internal – 2010 Budget and Business Plan	Jian Zhang
18	16:20	00:30	16:50	APTLD Internal -- Annual General Meeting	Chair
19	16:50	00:40	17:30	APTLD Internal – members issues	Chair
20	17:30	00:15	17:45	Note of Thanks & End of Meeting - Day 2	Chair
21	18:30	02:00	20:30	APTLD- DotAsia Joint dinner	

三、考察、訪問心得

本次 APTLD Meeting 在香港舉辦，議程內容安排了許多國際組織，如 ICANN、ccNSO、IGF、ISOC、APNIC、CENTR、LACTLD 等，作最新發展報告之外，也邀請許多 ccTLD 在域名行銷推廣、組織架構與註冊政策、以及網路安全與詐騙防護等議題上進行報告及經驗交流。TWNIC 李曉陽組長亦於此次會議中進行台灣在域名推廣經驗的專題報告(見下圖)。



TWNIC 李曉陽組長進行專題報告

此外，於會議期間也舉行了 APTLD 會員大會，進行 APTLD 2010 年度重點工作報告，內容如下：

「在 2010 年開始，由於前任 GM 的離職，讓 APTLD 的 GM 一職空缺甚久，另一件涉及行政管理上的事，就是將秘書處由紐西蘭移轉至香港。

Henry Chan 擔任秘書處的工作表現優異，尤其是成功的組織了 2010 年的吉隆坡 APTLD AGM。在去年理事會也利用了吉隆坡的會議之便，進行了 APTLD GM 的面試，並確認由 Jian Zhang 擔任 GM 一職，並於去年 5 月到職就任。

除了於吉隆坡所舉辦的 AGM 之外，也分別在 6 月於可倫坡（Sri Lanka）及 10 月於安曼（Jordan）舉行 APTLD Meeting；同時開辦教育訓練課程，並贊助了 6 月舉辦的 AP and HK Internet Governance Forums。

在與 ICANN 的溝通事務上，APTLD 總共提交了“ICANN / NTIA Affirmation of Commitments”、支持 “Proposed Implementation Plan for Synchronized IDN ccTLDs”及 “single character IDN Domain Names”立場申明。

在 2010 年，APTLD 又再進行出版 e-newsletter，另也調查發行季刊的可能性，但仍有經費上的考量。

APTLD 的會員服務持續的強化，在亞太地區已有一半以上的 ccTLDs 成為 APTLD 的會員，同時有 22 個 association 會員。在會員費的收取金額上已呈現增加，就整體財務狀況來看，APTLD 是非常健全的。所以理事會也同意提撥 US\$25,000 做為“disaster relief fund”。

在 2011 年，APTLD 將著眼於幾個重要的議題：

- membership types
- membership fees
- IDNs for ccTLDs membership
- new gTLDs membership
- AP based TLD allowed to be members

在 2011 年擔任理事的 ccTLD 包括有 .cn/.hk/.nz/.my/.kr/.jp/.jo/.sg。同時，APTLD 感謝在去年取辦 APTLD 會議的 .hk/.lk/.jo。」

另外關於 2011 年 APTLD Business Plan and Budget 詳列如下：

Key strategic objectives

1. To improve engagement and drive membership growth
 - Seek closer collaboration with related organisations and ccTLDs.
 - Promote the Fellowship program.
 - Develop more membership services.
 - Facilitate discussion on membership eligibility including IDN ccTLDs.
2. To support smaller ccTLDs
 - Promote the Fellowship program.
 - Encourage sharing of best practices (including marketing and promotions, different business models, government relations, etc.)
 - Improve and promote remote participation for members meetings.
3. To promote best practices and new initiatives among members
 - Build an information sharing/knowledge base.
 - Focus on technical, policy and business activities and initiatives.
 - Improve information sharing via website revamp.
 - Complete member surveys on domain name related issues and best practices.
 - Complete Research reports for our members.
 - Publish Bi-weekly e-newsletters.
 - Strengthen the training portfolio for members

4. To improve the financial position of APTLD

- Aim for increased efficiency in the use of resources.
- Target financial sustainability.
- Resolve the long term membership fee structure.

5. To increase the visibility and influence of APTLD in the regional and international arena

- Engage more fully in Internet related forums including, but not limited to, ICANN and IGF.
- Increase cooperation with other regional and international organisations.
- Ensure APTLD participation at relevant meetings of related regional and international organisations.
- Develop relevant regional media relations.

Meetings

APTLD will have three members meetings. The meetings will be two-day long and supplemented with associated training and workshops.

First meeting in Hong Kong in conjunction with APRICOT will be held on 17 – 18 February and will also serve as the AGM. ICANN and ISOC will help organise a workshop on Secure Registry Operations, the third module of their ccTLD Capacity Building Initiative.

The second APTLD meeting will be held in Busan in June.

The third meeting will be held in Australia around November.

Research & Surveys

APTLD will conduct one global membership survey together with other regional TLD organisations and two surveys of its own.

- The global survey will focus on the characteristics of the APTLD Ordinary membership. This will be an extensive and comprehensive survey.
- One survey will focus on different business models of ccTLD registries.
- One survey will focus on marketing and promotions.

Publications

APTLD will continue the bi-weekly e-news service.

Corporate brochures and information leaflet will be produced for distribution at different international and regional meetings.

APTLD will collaborate with DotAsia on publishing a journal called ZoneFiles. APTLD will seek

contributory articles from members. The publication will be supported by sponsorship and produced in both hard and soft copy. Production of an issue will be dependent on whether sufficient sponsorship is available.

Training

Instead of developing our own training courses, it is more effective to identify and promote training programs run by allied organisations in the regions. These will include, but not be limited to, NSRC, APNIC, ICANN, and ISOC.

Website Revamp

The APTLD website will have been launched around June. The General Manager will direct the Secretariat on developing the contents of the members-only section. Survey results and information related to the operations and business of ccTLD will be uploaded for members' access. The objective is to build a comprehensive knowledge base that covers technical, policy and business issues of ccTLDs in this region in a long run. News and General Manager's travel reports will be updated frequently on the site.

Engagement with Others

APTLD will engage with other organisations on a regular basis, sharing ideas and experiences. Closer collaborations will be pursued with organisations and platforms like:

- APNIC
- APRICOT
- IGF
- ICANN
- IETF
- CENTR
- AfTLD
- LACTLD

In relation to the above said initiative, APTLD shall seek opportunities to attend the following events, if budget allows and the activities deemed appropriate:

- **APNIC:** APNIC 31 (21 – 25 February 2011, Hong Kong); APNIC 32 (29 August – 2 September, 2011, Busan)
- **APRICOT:** APRICOT 2011 (21 – 25 February 2011, Hong Kong)
- **IGF:**
Global IGF: September 2011, Kenya
Pacific IGF (9 – 10 April 2011, 11 April 2011 CCTLD workshop, Nouméa, New Caledonia)

- **ICANN:** ICANN 40 (13 -18 March 2011, San Francisco, USA); ICANN 41 (19 – 24 June 2011, Amman, Jordan); ICANN 42 (23 – 28 October 2011, Africa)
- **IETF:** 80th IETF (27 March – 1 April, 2011, Prague, Czech Republic); 81st IETF (24 – 29 July 2011, Quebec City, Canada); 82nd IETF (13 – 18 November 2011, Taipei, Taiwan)
- **CENTR:** 44th General Assembly (2 February 2011, Tel Aviv, Israel); 45th General Assembly (8 June 2011, Trondheim, Norway)
- **AfTLD:** TBC
- **LACTLD:** TBC

Membership Growth

APTLD will continue to actively engage with existing members to ensure that their needs are being served. This will occur through at least annual discussions between the members and staff or individual Board members.

Non member ccTLDs and other domain name industry players in the region will continue to be pursued, both directly and through other organisations – including ICANN and Associate Members.

It is considered important to utilise the resources allocated to APTLD Sponsorship Program. Members will be encouraged more to join the program. However, in order to better utilise the fund, sponsorship for non-members organisations will be targeted for decision makers.

Financial

Revenue

The proposed revenue model sees a continued focus on membership fees as the primary source of revenue, but also acknowledges that the sponsorship value for meetings and publications is such that they could result in a small surplus.

The proposal also expects increases in membership contributions from some members, particularly from the smaller members, large members who have chosen low fee bands and some of the larger Associate members.

Ordinary Members	\$176,400
Associate Members	\$28,900
Subtotal	\$205,300
Meeting – Hong Kong	\$20,000
Meeting – Busan	\$20,000
Meeting – Tasmania	\$20,000
Pacific IGF	\$10,000

Other sponsorship	\$5,000
Publication	\$15,000
Total Revenue	\$295,300

The budget also assumes that no one will reduce their contribution nor cancel their membership. It also takes the conservative assumption that no new members, neither Associate nor Ordinary, will join.

Expenses

Expense items are set at realistic levels based on plans for 2011 and experiences in 2010.

Meetings will cover the costs of running the meetings – catering, venue, logistics and associated costs.	\$70,000
Publication will cover the cost of production of a quarterly magazine style publication and other corporate publications.	\$15,000
Research will cover publication costs, survey instrument tools (surveymonkey.com) and a portion of a shared research project involving some of the other Regional Organisations.	\$2,000
Fellowship will cover some travel costs for new members. More resource is allocated this year to engage more members and prospective members.	\$8,000
Engagement with International Bodies covers miscellaneous costs that may be incurred in this area.	\$10,000
Administration & Board Support covers tele-conference calls, legal fees, audit fees, bank charges, web site, and other costs associated with supporting the Board.	\$16,000
Secretariat – Slight increase due to addition of services in the new secretariat contract to be engaged in July	\$15,000
General Manager	\$60,000
GM Admin	\$6,000
Travel –GM This covers the travel costs to three APTLD meetings by the GM; also by the GM/representative to three ICANN meetings, an APNIC meeting, a global IGF meeting, a Pacific IGF and CCTLD workshop, a CENTR meeting, East European CCTLD meeting, IETF, CENTR meeting combined with workshop	\$66,000
Travel –Secretariat This covers the travel costs to three APTLD meetings by the Secretariat.	\$7,000
Contingency	\$10,000
Website Revamp	\$10,000

Total	\$295,000
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Financial Sustainability

The Board has set a financial sustainability criterion of having nine-months operating funds in the bank by the end of 2011. This budget meets this target.

End of 2010 Bank Balance	\$330,173
Forecast 2011 Surplus	\$300
Forecast End of 2011 Bank Balance	\$330,473
75% of 2011 Expenses (\$295,000)	\$219,000

四、建議事項

- (一) 以 IDN ccTLD 的身份加入 APTLD 成為會員之議題，本中心應持續關注；且與 ICANN ccNSO 的討論進行鏈結，以維護目前中心在.tw 及.台灣 的社群利益。
- (二) APTLD 的會員目前亟欲關注瞭解 New gTLD 的開放後對現有 ccTLD 產生的影響與衝擊，對於 New gTLD 的未來市場競爭，建立 ccTLD 的地方品牌忠誠度，需要有計畫的持續進行。
- (三) 亞太區域的再分區設計選舉 Board，一直是 APTLD 的重要議題，但都受到延宕未決，在來自區域內的壓力與 Association Membership 的要求，會員的入會資格與選舉區域選舉名額的劃分，是 APTLD 的重要議題，中心應持續觀察。
- (四) 目前在 ICANN 的積極推動之下，APTLD 會員亦積極探討網路安全議題並進行 DNSSEC 準備的相關作業，未來可多與其他 ccTLD 進行交流，並掌握發展狀況。