



**For Immediate Release**

## **BJ08.Asia Cheers for Asia Athletes at the Beijing Games**

*DotAsia Contributes in Multiple Areas to Support the Games held in Asia*

Hong Kong, 15 August 2008 – **DotAsia Organisation** announces grassroots website <http://www.BJ08.asia> to cheer for Asia Athletes competing in the games held in Beijing. Breaking the traditional focus on medals by country, BJ08.Asia will post medal standings by regions: Asia, America, Europe and Africa.

“Much is reported about the medals race between China and the USA. BJ08.Asia aims to encourage fans from China, Japan, Australia, India and all across Asia to cheer for all athletes from Asia,” says Edmon Chung. “We are excited to see after 6 days of competition, Team Asia leading with 42 gold medals, while Team Europe has 31 and Team America with 11.”

According to the statistics presented at <http://www.BJ08.asia>, Team Europe is the predominant force throughout the games’ modern history. In recent years, medals from Team Asia grew rapidly and had surpassed Team America in gold and total medals in 2000. This year in Beijing, with home court advantage, Team Asia has a chance to challenge Team Europe for most Gold medals. A recent ‘Economic Briefing Paper: Modeling Olympic Performance’ from PricewaterhouseCoopers illustrated the relationship between the number of medals won versus the economic wealth of a region. The rapid growth for Team Asia seems to mirror the economic growth in the Asia market. With that perspective, it is not surprising to see Asia surpassing America and challenging Team Europe’s dominance in this Asia Century.

Besides BJ08.asia, DotAsia is also working with local authorities in Hong Kong during the games to curb infringement on .Asia domains. “We are excited that .Asia domains are being deployed to bring users around the world to the official website of the games in Beijing. DotAsia is committed to the protection of intellectual property rights and a secure, stable Internet in Asia. Our team will work closely with local authorities during the games in Beijing to support responses against infringements and malicious activities on .Asia domains,” says Chung.

Earlier in February, DotAsia participated in a commemorative TV series for the Beijing 2008 Olympic Games ([www.OlympicILoveYou.asia](http://www.OlympicILoveYou.asia)) aired across China during the Lunar New Year featuring former Olympic Gold Medalists and medal hopefuls for China. Star athletes including GaoMin.asia (diving), BaoChunLai.asia (badminton) and ZhangGuoZheng.asia (weightlifting) among others graced the show with their presence.



**About DotAsia Organisation:**

DotAsia Organisation is the Sponsoring Organisation and Registry Operator for the **.Asia** Sponsored Generic Top Level Domain. DotAsia is a not-for-profit, community-based organisation incorporated in Hong Kong. Asia has developed into a global force in the international commercial, political and cultural network. The .Asia domain aspires to embrace this dynamism in the Asia Century to become a nucleus, intersection and breeding ground for Internet activity and development in the region. To learn more about DotAsia, please visit: <http://www.registry.asia>.

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