EMPOWERING YOUTH TO IMPROVE THE INTERNET
25 top students to be selected for the NetMission.Asia Program

19 February 2009, Hong Kong – Recruitment is underway for young volunteers from Hong Kong's top tertiary institutes and universities to take part in the NetMission Ambassadors Program (http://www.netmission.asia). Selected ambassadors will undergo training curriculums on promoting digital inclusion, improving Internet governance, and creating a harmonious Internet environment. Features of the program include participation in international conferences and for the ambassadors to design and implement various community projects in Asia.

NetMission is led by the DotAsia Organisation and supported by over 20 organizations from different sectors including universities, children's rights, elderly and Internet groups. Beyond raising awareness on digital inclusion, NetMission aims to nurture young leaders to promote a culture of social responsibility.

DotAsia is also a contributing partner to the Information Society Innovation Fund (http://www.isif.asia), CreativeCommons in Asia (http://www.creativecommons.asia), Asia Open Source Software Centers (http://www.oss.asia), a digital inclusion project grants fund (Digital Solidarity Fund), disaster relief programs (http://www.relief.asia) and the One-Laptop-Per-Child initiative in Asia (http://www.olpc.asia).

The DotAsia Organisation also enjoys celebrated status in the realm of arts and culture in Asia, supporting film festivals such as:
- Asian Film Festival (http://www.hkaff.asia)
- Hong Kong International Film Festival (http://www.hkiffshop.asia)
- 100th Anniversary Celebrations for Hong Kong Films (http://www.hkfilm100.asia)

as well as up-and-coming artists (http://www.ella.asia) and directors (http://www.parkingmovie.asia). These efforts are prompting businesses and cultural initiatives alike to start adopting their own ".Asia" domains such as:

- Honda (http://www.honda.asia)
- Panasonic (http://www.panasonic.asia)
- Ironman China (http://ironmanchina.asia)
- Phuket Film Festival (http://www.phuketfilmfestival.asia)

The demand for an 'Asia' online presence is reflected in the surge in the secondary market for ".Asia" domains. Average prices for ".Asia" domains in the secondary market, according to Sedo.com, reached beyond US$1,500 in 2008, compared to $1,300 for comparable TLDs.

About DotAsia Organisation
DotAsia Organisation (http://www.registry.asia) is a not-for-profit corporation with a mission to promote Internet development and adoption in Asia. The organization oversees the '.Asia' top-level Internet domain name, and is formed as an open consortium of 20 official top-level-domain authorities around the region, including .CN (China), .JP (Japan), .KR (Korea), .IN (India), .NZ (New Zealand), .PH (Philippines), etc., and 5 regional Internet organizations including APNIC, APNG, APCERT, PAN and APTLD. 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.

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