



APRALO Status and Budget

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APRALO DIVERSITY

- **21 ALSs and growing**
- **Large geographical area – Middle East to East Asia to Australasia**
- **Multiple languages and cultures**
- **Multiple scripts**
- **Vastly varying populations by country**
- **Different access issues (fortress/non-fortress)**

APRALO MAP

APRALO Map



APRALO FOCUS AREAS

- **Importance of IDN**
- **New gTLD ccTLD**
- **Scripting variables**
- **Harmonising ALS (individual vs. coordinated approaches)**
- **Increase ALS numbers**
- **ICANN promotion through participation at events and outreach**

PROPOSED OUTREACH 1

APRALO GA at APRICOT 2011 (example)

- Hong Kong 16-25 Feb 2011
- Co-located with APNIC: address space policies and participation by APTLD: name space policies
- 4 participants: 1 exec, 3 selected by the region for 1 week
- Budget: Travel: \$8k Accommodation: \$5k Per Diem: \$2k – Total: \$15k

PROPOSED OUTREACH 2

APRALO SUPPORT TO END USERS

- Booth to promote ICANN policies at strategic event. Example: Expo Shanghai – 5 days
- Booth with 4 APRALO evangelists: 1 exec, 3 selected by the region
- Budget: Booth hire and materials: \$10k
Travel: \$8k Accommodation \$5k
Per Diem: \$2k – Total: \$25k

SUMMARY

- APRALO Outreach 1 \$15k
 - APRALO Outreach 2 \$25k
 - Total \$40k
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- However, the proposed budget is insignificant in what is needed to address the challenges of diversity to enable the next half billion users to access the Internet reliably and securely

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Thank You

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