

N + I Tokyo

2000.6.8

Hot Topics in the Internet Scene in Asia-Pacific

Chair: Kilnam Chon

Speakers:	Internet Phenomena in Asia	Kilnam Chon/KAIST
	Multilingual Internet Names	YJ Park/APTLD
	Internet Telephone	Hyunduk Ahn/Dialpad

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Internet Phenomena in Asia

Kilnam Chon/KAIST

Hot Topics - Asia

1. Multilingual Internet Names

Multilingual Domain Names

Multilingual Keyword Names

2. High Tech Ventures

China: Beijing(Zhonguancun),
Shanghai, (more)

Hong Kong

Taiwan: Taipei,
Tsinchu, (more)

Korea: Seoul(Teheran Valley),
Taejon(Taeduk Science Town), (more)

Singapore

3. Large Internet Community - China

World largest Internet community by
2005~2006

10 million now, and doubling every year

4. High Density of Internet Population Hong Kong, Korea and Singapore

Over 25%

Hot Topics - Korea

Internet Game

Popular Portal

Stock Trading

Broadband Access

Domain Names

Internet Game: most popular in Korea

"midnight heavy traffic"

1980s "KIT MUD" at KAIST, one of the most well-known sites globally

Mid 1990s Several major Internet game companies
Mari Telecom, Nexon, NCSoft, ...

Late 1990s Internet Plaza to provide internet access and games all over Korea

Internet Game (continued)

- Late 1990s Starcraft fever
(over 1 million copies are sold)
Koreans dominate in global competitions.
Several progamer leagues are organized.
 KPGL (Korea Progamer League),
 APGL (Asia Progamer League)
- 2000 Over 13000 Internet Plaza
Typically with T1 and 30 PCs

Popular Portal (Daum Communications)

8 Million Subscribers (over 15% of Korean Population)
(AOL is with 8% of US population)

1 Million in Jan 1999

6 Million in Jan 2000

8 Million in Mar 2000

Email(Hanmail) and additional services

Stock Trading (security exchange)

40% of stock exchange is online in Korea
- world largest

US is the second largest with 33%.

Korea is the number two after USA in term
of stock exchange market,

[Time 2000.1.24]

Broadband Access

700,000 broadband access in 1999.

Expect 4-fold increase in 2000

with cable modem, ADSL and Fiber.

[Time 2000.1.24]

Domain Name Increase in 1999 (.kr)

7 fold increase in one year

Jan 1999	30,000
Jan 2000	210,000
(Mar 2000	>300,000)

Currently, .kr is the number 3 after Germany and UK.

(<http://www.domainstats.com>, 2000.2.6)

Korea is the number 2 after USA on gTLD registration.