Case Study
. 手机 (xn--kput3i)

> "For businesses, the ability to directly target their audience in their native language represents a great opportunity for search optimization and expanding markets. For non-commercial registrants, they will have an affordable place to register names on any topic or subject."

RNTD

Background

The explosive growth in Chinese-speaking Internet users, along with the growth in mobile phone users, inspired domain registry Beijing RITT - Net Technology Development Co., Ltd. to apply for the . 手机 top-level domain (TLD) (translated as "Chinese dot cell"). With more than 731 million Chinese Internet users, 695 million of whom use mobile phones to surf the web, the registry recognized the opportunity in the Chinese market as these numbers continue to grow.

Such a Chinese internationalized domain name (IDN) is easily accessible to Chinese-speaking users, and can meet the needs of users who wish to register domain names in their native language. It also provides an opportunity to create a meaningful online namespace for Chinese speakers who do not reside within China.

. 手机 also symbolizes the emerging mobile Internet era, where Internet users are increasingly accessing the Internet via their smart phones, rather than traditional desktop computers.

Objectives

The registry's goal with . 手机 is to provide domain name registration in Chinese-speaking countries and regions, while promoting Internet popularity among Chinese people. The registry would also like to see . 手机 become an open namespace for Chinese Internet users, including government departments, enterprises, institutions, organizations and mobile device users both within China and globally. It is also geared toward the development and dissemination of mobile applications, in particular.

Current . 手机 registrants span industries such as newspapers, electronics, gaming, healthcare, food, entertainment, tourism and others, including Hebei TV Channel, Gusu Evening News and opera singer Li Yugang, among many other brands and individuals. Some registrants integrate their websites with a summary of popular mobile applications, such as WeChat, QQ, Weibo, etc., which makes it easier and more convenient to target their key audiences.

Website
www.rntd.cn

Registry Name
Beijing RITT - Net Technology Development Co., Ltd

Location
Beijing, China

TRIVIA

Date TLD available on Internet: **1 December 2014**

Number of registrations: **35,530**

Currently, most of the major web browsers support . 手机, including voice recognition, making it easy for users to utilize this new TLD.

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300⁺ new gTLDs or "*strings*" possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17	Africa	**675**	Europe
303	Asia/Pacific	**911**	North America
24	Latin America/Caribbean		

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

ICANN

One World, One Internet