Case Study

.在线 and .中文网

"Chinese-language domain names serve a global marketplace for brands, businesses, individuals and any other online venture seeking to utilize a language spoken by more than 23 percent of humanity."

DOT CHINESE ONLINE .在线

DOT CHINESE WEBSITE 中文网

Website
https://internetregistry.info

Registry Name
TLD Registry Ltd.

Location
Ireland

Background

The genesis of the Chinese language domain names .在线 and .中文网 ("online" and "website" in Mandarin, respectively) came from a short article about ICANN's New gTLD Program that appeared in a Finnish newspaper about 10 years ago. After learning that organizations could apply to operate these new domains, a group of entrepreneurs and investors came together and formed TLD Registry Ltd, an Irish company.

China – the most populous country in the world – is expected to be the source of millions of new Internet users in the coming years. TLD Registry recognized the significant opportunity of bringing Internationalized Domain Names (IDNs) to the market to cater to Chinese Internet users. The company applied for .在线 and .中文网 in particular because they were the popular Chinese language search terms at the time, and are the precise and singular translation of the equivalent English words "online" and "website." In January 2014, .在线 and .中文网 became available online.

Objectives

TLD Registry's primary objective with these new top-level domains is to enable Chinese Internet users to navigate and utilize the web entirely in local languages using the Chinese script. For years, these users have had to adapt to a domain name system that predominately features English characters. Workarounds include using search portals, numerals instead of words, and including the words "online" or "website" in search terms.

According to TLD Registry, establishing a website or service with a Chinese domain extension demonstrates a commitment to Chinese audiences and helps foster stronger relationships with consumers, customers, partners, the media and government regulators.

As part of its growth plan, TLD Registry is targeting small and medium businesses in China, as well as large global companies located both within and outside of the country. Subsequent to TLD Registry obtaining accreditation for these domains from China's Ministry of Industry and Information Technology (MIIT), the registry expects to see increased adoption and usage both within and outside of China.

TRIVIA

Date TLDs available on Internet: **17 February 2014**

Number of registrations: **29,132 as of October 2016**

– **The ability to operate web addresses with Chinese domain extensions eliminates the cognitive dissonance between an organization's URL and its localized Chinese brand name.***

– **Chinese Internet users favor Chinese domain extensions because it is easier for users to spot phishing URLs when they're in Chinese. The Chinese government is also supportive of Chinese domain extensions.***

* Source available upon request

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