



## Irish Domain Host Promotes Dot Chinese URLs Online



Dot Chinese or Dot Zhongwen (dot 中文) are two popular domain names in China that Ireland-based domain host TLD Registry is promoting on the Chinese mainland. The picture was taken on Friday, October 24, 2014 in TLD Registry's China office Zhongguancun, a technology hub in Beijing's Haidian District (Photo: CRJ/ENGLISH.com)

**Anchor:** After six years of planning, two top-level Chinese domain names on the Internet, dot 中文 and dot 中文网 are now fully open and available worldwide, allowing Chinese users surf the Internet in Chinese characters.

Xu Fei has more

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**Reporter:** TLD Registry has recently presented a paid application of two domain names exclusively in China.

**Anto Iokessi,** Finnish CEO and Co-Founder of the company explains their attention behind the design of domain names which are completely made up of Chinese characters.

"Internet is a great way to promote Chinese culture and language across the world. It's kind of removing the 'wall' barrier between the Chinese users and internet content. When we are taking at these website addresses, removing the obstacles' typewriters and replacing them with Chinese characters, so after this, every Chinese person can access to internet with their own native language."

TLD Registry is a pan-European company founded in Ireland, and is one of the many domain name industry leaders.

Now the company's ambition has gone as far as China, which they described as the biggest yet most difficult market for international companies to crack. In an effort to popularize these top-level domain names in the native Chinese language market, TLD Registry has recently opened its first office in China, at Zhongguancun, a technology hub in Haidian District in Beijing.

**Wang Jin** is the general manager of TLD Registry, China. He is a native of Beijing, where locals are usually labeled as being able to speak very standard Chinese.

"We not promote two winy Chinese domain names, we also propose that applicants use Chinese characters before the dot, so that you only need to use Chinese characters. We do this because it would make international companies more recognizable for Chinese consumers who then wouldn't need to switch to English-language search engine as they do research online."

When Chinese consumers search Baidu or Google for an online product or service, such as "hotels" or "flights", they use the search term, plus the Chinese word for "online" — the same characters as Dot Chinese Online.

And this has led Anto to believe establishing a website or service with a fully Chinese domain name shows commitment to Chinese consumers, the media and even government regulators, a move which quite a few business owners may opt for.

"For example, we're dividing our customers/restaurants to be small and medium sized businesses, which perhaps have their first-time internet process. And we think that in that case, Chinese consumers naturally think about Chinese website addresses if having an awareness of the Chinese language websites. And then of course, there are domain name investors, who are buying some good domain names and maybe selling them after some period of time. And when this is going to happen, they understand there's an after market and creates business opportunities for everybody."

Anto also advocates that fully-Chinese domain names have other advantages. For example, fully-Chinese URLs may greatly help consumer protection against phishing attacks.

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To date, there are almost 600 million Chinese netizens in the country.

For Radio Plus: Yin Xu Fei

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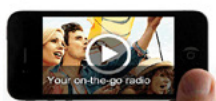
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Publication: CRJ, 10/28/2014

URL: <http://english.cri.cn/12394/2014/10/28/195s849710.htm>

- 域通联达近期在中国展开了全中文域名“.在线”和“.中文网”的推广活动;
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- 使用全中文域名同样使公司名称更符合搜索引擎最优化;
- 域通联达中国总部近期在北京中关村正式开幕, 公司团队将会有更多机会与中国伙伴们合作;
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