



## MEDIA REPORT

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The screenshot shows the homepage of TLD Registry (域通联达). At the top, there is a navigation bar with links for '新闻中心', '控制面板', '渠道合作', '付款方式', '客服中心', and '联系我们'. Below this is a banner for '重庆移动IDC机房全新开启' (Chongqing Mobile IDC Data Center New Opening) with the headline '多线机房BGP线路, 完美的为您解决网络互联互通瓶颈' (Multi-line data center BGP lines, perfectly solving network interconnection bottlenecks) and '正在促销中, 详情咨询销售经理' (Currently on promotion, details consult sales manager).

The main content area features a news article titled '“.在线”等两中文顶级域名将开放 可输中文进网' (“.online” and “.cn” top-level domain names will be open, Chinese can be used for website registration). The article text reads: '对于习惯中文输入的中国用户来说, 上网时输入英文网址会感觉很不方便, 尤其是那些不常用且过长的网址。随着技术的不断发展, 现今用户上网时需要输入英文地址的要求将被改写。' (For Chinese users used to Chinese input, entering English URLs is inconvenient, especially for those that are rarely used and long. With the continuous development of technology, the requirement for users to enter English addresses when surfing the internet will be rewritten.) It further states: '资深域名提供商域通联达近日宣布, 其已成功发起两项中文顶级域名申请, 并将很快获批相关域名的独家运营权。这两个新的顶级域名分别为“.在线”和“.中文网”。中文顶级域名首次开放, 意味着过去只有.com、.net等英文域名, 未来可以输入中文, 比如输入新浪在线, 就可以直接进入网站, 不用输入英文。新域名面世意味着中国企业以及有意在华拓展业务的国外企业将能够用更直观、更简洁、更符合当地市场文化的方式打造自己的网络身份。' (Senior domain provider TLD Registry recently announced that it has successfully initiated two Chinese top-level domain applications and will soon obtain exclusive operating rights for related domains. The two new top-level domain names are “.online” and “.cn”. The first opening of Chinese top-level domain names means that in the past, only English domain names like .com and .net were available, but in the future, Chinese can be used, such as entering Sina Online, to directly enter the website without English. The launch of new domain names means that Chinese companies and foreign companies intending to expand business in China will be able to create their network identity in a more intuitive, simpler, and more culturally appropriate way.)

At the bottom of the page, there is a footer with contact information: '公司地址: 重庆市石桥铺科园一路渝高未来大厦12-5 (400039) 公司电话: (总机)023-68631090/68795255/68793566 公司传真: 总机号转899 邮箱: web@oicd.cn 重庆域通联达科技发展有限公司 Q: http://www.oicd.cn 版权所有 渝ICP备07501509号 渝网监备案号: 50000004200002 许可证号: 500901000017542 企业营业执照 | 组织机构代码 | 税务登记证 | ISO9001:2008质量认证 电信金牌代理证书 | 联通金牌代理证书 | 增值电信业务经营许可证编号: 渝B2-20120027'.

- New gTLDs including “dot online” are about to be available, making it possible to visit websites by Chinese URL.
- Visiting websites by typing English URLs used to be a pain to Chinese users, especially those sites not visited so often, or with abnormally long strings for URL.
- Veteran domain name operator TLD Registry is set to change that. The company has applied for two Chinese strings as new gTLD: “dot online” and “dot Chinese website”.
- These new fully-Chinese domain names, to be used by Chinese and foreign enterprises, means a more intuitive and easier-to-remember web, which is in-line with Chinese culture. Finally, companies can create a Chinese internet identity.