

# MEDIA REPORT

Publication Soft568.com Date 2013-04-11

URL <http://www.soft568.com/info/detail/28-30608.html>



- The article discusses the coming of Chinese gTLDs from ICANN, and the phenomenon of international companies trying to register Chinese strings. TLD Registry is involved as one example of foreign company applying for Chinese strings.
- Fady Chehadé, president of ICANN, revealed that Chinese gTLDs will be available from H2 2013 on.
- The emerging of non-Latin domain strings is a measure of weakening the United States' dominance over the internet and giving other countries more power.
- Currently about 40% of all Chinese string applications submitted to ICANN are filed by foreign companies.
- Foreign companies applying for Chinese strings include: Richemont, Afiliias, Amazon, and TLD Registry.
- Chinese domain names could possibly become a major hit. However, Chinese schools have been teaching in the Chinese pinyin alphabet for many years. That might mean the overwhelming majority of Chinese people are used to Latin letters. In the past decade, many Chinese netizens have become familiar with English URLs indeed.