

MEDIA REPORT

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The screenshot shows a news article on the website '站博士' (Zhanbooshi). The article title is '域通联达在ICANN大会上推新的顶级中文域名' (TLD Registry introduces new top-level Chinese domains at ICANN conference). The article text states that TLD Registry has successfully applied for two new top-level Chinese domains, 'dot online' and 'dot Chinese website', and will soon launch them. It mentions that these domains are more intuitive and easier to remember, and will help Chinese companies craft more customized online identities. The article also includes a photo of a man in a suit, likely a representative of TLD Registry, and a list of recommended articles and industry news.

- New top level domains help Chinese companies craft more customized online identities.
- Veteran domain name provider, TLD Registry, today announced its exclusive new Chinese language gTLDs, "dot online" and "dot Chinese website", to be made available very soon.
- Chinese and foreign enterprises will be able to build their online identities in an easier to remember, more intuitive, and better localized way. Accordingly, the introduction of Chinese gTLDs will change the way Chinese consumers surf the internet.