



# MEDIA REPORT

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The screenshot shows a news article on the Jike.com platform. The article title is '中文顶级域名问世 打破网络英文“垄断”' (New Chinese top-level domains launched, breaking English 'monopoly' on the internet). The article discusses the introduction of Chinese top-level domains (TLDs) and their impact on the internet market. It mentions that Chinese TLDs were introduced to break the monopoly of Western alphabets and to provide a fast-growing Asian market with valuable online properties. The article also highlights the role of TLD Registry CEO Mr. Arto Isokoski, Marketing & Communications Director Mr. Simon Cousins, and Registrar Relations Director Mr. Pinkard Brand in promoting Chinese TLDs. The article includes a line graph showing the growth of Chinese TLDs and a list of related industry events.

- Chinese TLDs introduced to break western alphabets "monopoly"
- With a vision to provide the fast growing Asian market with valuable online properties in the form of domain names, TLD captured and seized the opportunity to serve the Chinese people and China's great and ancient culture with "fully Chinese web".
- The introduction of Chinese "dot online" and "dot Chinese website" will dramatically affect how people will brand their business and develop their online presence. Billions of netizens using Chinese language worldwide will now be able to surf the Internet by typing fully Chinese-character domain names.
- Chinese netizens have long demanded Chinese domain names hoping to use it to bridge the digital divide due to language barriers.
- TLD Registry CEO Mr. Arto Isokoski, Marketing & Communications Director Mr. Simon Cousins and Registrar Relations Director Mr. Pinkard Brand visited China again after the 46<sup>th</sup> ICANN meeting and confirmed the huge potential of the Chinese market.
- All of the reputed registrars that TLD Registry visited showed a high level of interest in the future of the two Chinese TLDs.
- All the industry leaders will reunite again at the 47<sup>th</sup> ICANN in Durban, South Africa in July. Perhaps later this year, we will all be able to experience the new Internet revolution led by fully-Chinese gTLDs.