



MEDIA REPORT

Here comes Chinese gTLDs

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- Chinese domain name is becoming more and more popular. According to ICANN official statistics, there are 73 applications on Chinese new gTLDs, accounting for 62% of all IDNs. And half of them are not applied by Chinese companies, which showed the popularity of Chinese domain names around the world.
- Domain name business is a rising market. Every new gTLD is unsustainable global strategic resource. Although the application fee is high and procedure is complicated and tough, there is an active demand for new gTLD application. So professional application service is another opportunity for domain name business.
- Brand protection is critical for nowadays businesses. With more and more gTLDs being registered, it's getting harder for brand protection as well. Brand holder will more likely to be involved in domain name lawsuits and other complicated issues.