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CAN YOU AFFORD TO NOT HAVE CHINESE-SCRIPT DOMAINS IN YOUR PORTFOLIO?

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The Lowdown

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Here's the **The Lowdown** from DN Journal, updated daily to fill you in on the latest buzz going around the domain name industry. The Lowdown is compiled by DN Journal Editor & Publisher Ron Jackson.

China Calling! With New Bridges to Help You Cross the Language Barrier the Booming Chinese Domain Market is Beckoning

China's increasingly important role in the domain aftermarket has been one this year's biggest stories. Chinese buyers have been front and center in many of 2014's biggest deals. In the 1st quarter alone, buyers from China spent \$2.43 million for 37.com, another \$2.43 million for Youxi.com, \$950,000 for 100.com and \$800,000 for WAN.com, just name a few. They were buying more than just .coms too. In the same quarter the top seven ccTLD sales were all Chinese .CN domains, led by Game.cn at \$512,307 and WAN.cn at \$347,800.

China image from Bigstock

As a result buyers in the U.S. and other countries around the world are becoming more interested in tapping into the booming Chinese market. It was a hot topic at the recently concluded T.R.A.F.F.I.C. East conference in Miami Beach where three experts on the Chinese market conducted one of the show's most popular sessions - **Demystifying the Chinese Domain Market** - on November 1st.



(Left to Right) **Simon Cousins** (TLD Registry), **Jeremy Marx** (Beyond the Dot) and domain broker **George Hong** (Gutsu.com) helped demystify the Chinese domain market for T.R.A.F.F.I.C. East attendees earlier this month in Miami Beach.

New gTLD registry operator **TLD Registry** (whom **Simon Cousins** serves as Chief Marketing Officer) also had a prominent corporate presence with a booth at T.R.A.F.F.I.C. where they filled guests in on another area the company believes presents an opportunity - **registrations** in two Chinese language new TLDs that they administer - **在线** (.online in Chinese) and **中文网** (.website in Chinese). Though the TLDs are new they have already enjoyed some early success, particularly with the Chinese .online extension that, as of this writing, ranks among the **top 15 new gTLDs** in total registrations. (You can hear more about the Chinese market from Simon in a **new podcast** at DomainNameWire.com).



TLD Registry booth at T.R.A.F.F.I.C. East 2014 in Miami Beach

TLD Registry fully understands that if they want to attract buyers who do not speak Chinese they have to **hurdle the language barrier**. They have addressed that problem with a dedicated website at **ChineseLandrush.com** (the latest version 3.1 has just been released). The site has an ingenious tool that lets you type in any keyword in **English** - that is then converted to simplified Chinese - including a list of available domains in the Chinese .online or .website extensions.

Though still in short supply, bilingual brokers like **George Hong** at **Gutsu.com** are also making it much easier for non Chinese speakers to buy and sell in the burgeoning Chinese market. With a lot of the obstacles now getting cleared away it is starting to look like a no-brainer to look more toward the Far East. You've probably heard the apocryphal story that **Willie Sutton**, when asked why he robbed banks, said, "because **that's where the money is!**". These days a lot of the money is obviously in China. The good news is, if you are a buyer who has a knack for recognizing good domains or are a seller with the kind of names that Chinese buyers are looking for (short numeric domains, for example), you could end up with a big payday that - unlike Willie Sutton's - will be perfectly legal!

(Posted Nov. 10, 2014)

MEDIA REPORT

发展迅速的中文域名市场在呼唤:新工具帮助你跨越语言障碍投资中文域名

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- 中国域名在域名二级市场中扮演着重要的角色。2014年第一季度中,中国卖家以243万美元买下37.com,243万美元买下youxi.com,95万美元买下100.com,80万买下wan.com。中国买家也将目光锁定在了新顶级域名上。
- 新顶级域注册局运营商域通联达拥有“在线”和“中文网”两个顶级域名。“在线”域名更是在新顶级域注册量排名中位列第十五名。更多关于中国域名市场的信息,请收听domainnamewire.com的播客。
- 为吸引更多非中文投资者,域通联达网站 ChineseLandrush.com解决了这个问题。只要你在搜索栏中输入英文关键字,它会自动将英文转化成简体中文,并提供域名以供您选择。