



MEDIA REPORT

New Survey: Internet Users in China Favor Adding More Options for Domain Names

Domain Name Association publication features new research data from China and article focusing on success of Dot Chinese Online and Dot Chinese Website domain extensions

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最新调查显示：中国网民青睐更多域名选择

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域名协会发表主题为来自中国的新研究数据 以及“在线”和“中文网”域名后缀的成功故事 美国马萨诸塞州韦克菲尔德 — (美国商业资讯) — 一项最近由域名协会 (DNA) 委任的对10个国家进行的全球调查显示，中国网民更倾向于使用新通用顶级域名。域名协会 (DNA) 与其遍布五大洲的成员，是增加域名选择并扩大互联网使用范围的首个及最大的全球性协会。“域名现状”报告是一个新季刊，提供与互联网域名使用相关的分析、趋势报告和案例研究，其中包括例如.com等传统域名后缀、新型域名后缀，以及如汉语和阿拉伯语等非英语的国际化域名后缀。该报告如今已有中文版本。

“中国代表着互联网发展的未来，域名协会将继续积极地支持这些发展机遇。”域名协会执行董事 Kurt Pritz 表示，“新中文域名后缀的出现让更多的中国人得以使用互联网，而中国人口几乎占全世界人口的23%，我们将密切关注并接通这一振奋人心的发展进程。”

域名协会委任进行的一项调查研究显示，中国网民青睐更多域名选择。参与调查的全球10个国家中，中国受访者对更多选择的青睐尤为显著，其中68%的中国受访者表示他们喜欢获得更多的选择（而这—比率在其他国家为59%）。该调查结果表明，同其他国家网民相比，中国网民对域名后缀的增加也有更强的意识。这项发现是一个对10个国家共计5148名互联网用户，其中包括500多名中国用户而展开的全球性调查的一部分。域名协会将于2014年12月发布一个包括其他发现的完整报告。

这项研究已列入“域名现状”报告当中，该报告另外还包括一篇由域通联达公司 (TLD Registry) 市场总监 (CMO) 夏明 (Simon Cousins) 撰写的有关“在线”和“中文网”域名后缀的专题文章。域通联达公司是全球领先的商用中文国际化域名的注册局。在文章中，域通联达写道：“中国语言的多样性是由两个主要语言驱动决定的：首先，中华人民共和国政府非常积极地推进中文在互联网上的使用；其次，遍布世界各地的中文使用者对历史悠久的美丽而复杂的中文感到非常自豪。”

“域名协会欢迎有关国际化域名的作品和文章，并将继续增强其在这些互联网新行为产业中的沟通。”Pritz 表示，“让我们深感荣幸的是，域通联达也是域名协会中的一员，并在代表中国互联网用户的利益方面起到了主导的作用。”

自从第一批新域名于2014年2月推出以来，已有超过200万的域名得以注册，这些域名使用的是新型域名后缀，其中包括非英语域名。

域名协会 (DNA) 简介

域名协会 (DNA) 是一个非营利性的商业协会，代表的是域名行业的利益。它是一个独立的全球机构，向提供、支持及销售域名的组织开放会员资格，例如域名注册局、注册商、转销商和注册局服务商等。

域名协会的使命是通过提倡使用和采用域名，促进域名的发展，让域名成为用户浏览互联网的主要工具，来维护域名行业的最大利益。如需更多信息，请登陆：www.thedna.org。

点击下载中文版《域名行业报告》：
http://thedna.org/documents/DNA_State_of_the_Domains_2014-10_Mandarin-Sino-Chinese.pdf

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WAKEFIELD, Mass. – A recent global survey of people in 10 countries commissioned for the Domain Name Association (DNA) reveals that Internet users in China are more favorably inclined to use new generic top level domain names. The DNA, with members on five continents, is the first and largest global association responsible for increasing options for domain names and expanding the use of the Internet.

The “State of the Domains” report is a new quarterly publication that provides analysis, trends and case studies related to the use of Internet domain names, including legacy domain extensions such as .com as well as the new domain extensions and non-English internationalized domain extensions in languages such as Chinese and Arabic. The report has been made available in Mandarin Chinese today.

“China represents the future for growth and innovation on the Internet and the DNA will remain active in supporting these opportunities,” said DNA Executive Director Kurt Pritz. “We will monitor and report on the exciting developments as new Chinese domain extensions make the Internet accessible to more Chinese people, comprising almost 23% of humanity.”

A research study commissioned by the DNA shows that Internet users in China favor more options for domain names. The global majority of those preferring more options is even more pronounced in China where 68% said they favor more choice (compared with 59% of those surveyed globally). The survey results indicate that Internet users in China also had higher than average awareness of efforts to expand domain extensions, compared with those in other countries. These findings are part of a 10-country global survey of 5,148 Internet users, including more than 500 in China. The DNA will release a full report with additional findings later in December 2014.

The research is included in the “State of the Domains” along with a feature article on the new Dot Chinese Online and Dot Chinese Website domain extensions written by Simon Cousins, CMO of TLD Registry, the domain name registry that operates the world’s leading commercial Chinese IDNs. In the article, TLD Registry wrote: “The exceptional diversity in the Chinese language is dominated by two main linguistic drivers: firstly, the government of the People’s Republic of China is highly motivated to increase the use of Chinese on the Internet; and secondly, Chinese language groups around the world maintain great pride in their ancient and beautiful language.”

“The DNA welcomes the work and article on Internationalized Domain Names and will continue to enhance its communication in the markets embracing these new Internet practices,” said Pritz. “We are also honored that TLD Registry is a member of the DNA and takes a leadership role in representing the interests of Internet users in China.”

The first new domain names became available in February 2014 and since then more than two million domain names have been registered using new domain extensions, including non-English names.