



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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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 represents 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.