



CRIENGLISH.com News

Irish Domain Host Promotes Dot Chinese URLs Online

The Oct. 30, 2014

Home | News | Photo | Video | Travel | Learn Chinese | Learn English | EZFLM | NEWS Plus | The Messenger

Oct 28, 2014 05:26 02:59:13 CRIENGLISH.com View Edit Go Search

域通联达。TLDREGISTRY.

Dot Zai-wan or Dot Zhong-wen-wang are two popular domain names in China that Ireland-based domain host TLD Registry is promoting on the Chinese mainland. The picture was taken on Friday, October 24, 2014 in TLD Registry's China office Zhongguancun, a technology hub in Beijing's Haidian District. [Photo: CRIENGLISH.com]

Another After six years of planning, two top-level Chinese domain names on the Internet, dot “在线” and dot “中文网” are now fully open and available worldwide, allowing Chinese users surf the Internet in their own native language.

Xu Fei has more.

Reporter: TLD Registry has recently promoted a paid application of two domain names particularly in China.

Arto Isokoski, Finnish CEO and Co-Founder of the company explains their intention behind the design of domain names which are completely made up of Chinese characters.

“Internet is a great way to promote Chinese culture and language across the world. It’s kind of removing the final barrier between the Chinese users and internet content. When we are looking at these website addresses, removing the standard typefaces and replacing them with Chinese characters, so after this, every Chinese person can access to internet with their own native language.”

TLD Registry is a pan-European company founded in Ireland, and is one of the many domain name industry leaders.

Now the company's ambition has gone as far as China, which they described as the biggest yet most difficult market for international companies to crack.

In an effort to popularize these top-level domain names in the native Chinese language market, TLD Registry has recently opened its first office in China at Zhongguancun, a technology hub in Haidian District in Beijing.

Wang Jian is the general manager of TLD Registry, China. He is a native of Beijing, where locals are usually labeled as being able to speak very standard Chinese.

“As we promote not very Chinese domain names, we just propose that applies one Chinese characters before the dot, so that you only need to use Chinese characters. We do this because it would make international companies more recognizable for Chinese consumers who then wouldn't need to switch to English-language search engines as they do research online.”

When Chinese consumers search Baidu or Google for an online product or service, such as “hotels” or “shoes”, they use the search term plus the Chinese word for “online”—the same characters as Dot Chinese Online.

And this will help establishing a website or service with a Dot Chinese domain name shows commitment to Chinese consumers, the media and even government regulators, a move which could a few business interests may opt for.

“For example, we’re dividing our customers-restaurants to be small and medium sized businesses, which perhaps have their first-time Internet process. And we see that in this case, Chinese consumers normally think about Chinese website address if having any movements in Chinese language website. And there is concern. There are many—like business, why they’re buying something, demand something, maybe selling them after some period of time. And when this is going to happen, they understand there’s an after market and creates business opportunities for everybody.”

Arto also advocates that fully-Chinese domain names have other advantages. For example, fully-Chinese URLs may greatly help consumer protection against phishing attacks.

Chinese netizens favor fully-Chinese web addresses because it’s easier to spot phishing URLs when they’re in Chinese.

Arto also advocates that fully-Chinese domain names have other advantages. For example, fully-Chinese URLs may greatly help consumer protection against phishing attacks.

Chinese netizens favor fully-Chinese web addresses because it’s easier to spot phishing URLs when they’re in Chinese.

To date, there are almost 600 million Chinese netizens in the country.

For studio Plus, I’m Xu Fei.

Latest Pics

Who Should Be Responsible for Water Landmarks & Buildings?
Top N. Korean Leader Oversees Airforce Drill
U.S. Agency Drills Mammal-souled Water to Cure Cancer
Bulgaria Photojournalist Captures Astonishing Snow-Covered Cave in China
Are Flying Cars the Future of Travel?
North Korean Leader Inspects Military Garrison

Man Kills 4, Injures At Least 20 after Luring Massacre of Cards
World's Best Preserved Woolly Mammoth on Display
China to Build Airfield in Antarctica
APL Venue Sunrise East Kempinski Hotel in Beijing
Intelligence in North Korea on Alert against Ebola
Fandango or Bratton, Who Are the Main Rulers?
More >

Most Viewed

Ridic Bay* Themed Wedding Photos Go Viral Online
800-year-old Tomb Unearthed in Central China
Shakira Miss Showcases Legendary Stunt in Rio de Janeiro
Pandas or Elephants, Who Are the Stats Robots?
APEC Venue in Shantou East Kempinski Hotel in Shantou

Trending Online

Height Discrimination
Pension Replacement Rate Low
China to End Fall Olympics in 2020
National Outfit
Affordability Index of World's Big Cities
Chinese Male Clergymen Lead to More Leftover Women

Media Scan

Male Graduates Get Earnings Above Job Satisfaction
Research by translators UK reveals young men graduating from university expect to earn more money, work longer hours and be less satisfied with their job than women
Three Glasses of Milk a Day Can Lead to Early Death
Milk has long been recommended by doctors and nutritionists for building calcium intake and helping to keep bones strong. But new research suggests it does little to strengthen bones and can double the risk of an early death.

Show | **6**

FOLLOW US

Your on-the-go radio

MEDIA REPORT

爱尔兰域名注册局推广全中文域名“.在线”

Publication: CRI, 10/28/2014

URL: <http://english.cri.cn/12394/2014/10/28/195s849710.htm>.

- 域通联达近期在中国展开了全中文域名“.在线”和“.中文网”的推广活动；
- 全中文域名可以帮助所有华语用户使用自己的语言轻松上网；
- 使用全中文域名同样使公司名称更符合搜索引擎最优化；
- 域通联达中国总部近期在北京中关村正式开幕，公司团队将会有更多机会与中国伙伴们合作；
- 全中文域名也会减少网络钓鱼等网络诈骗现象的发生。