

MEDIA REPORT

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全新增级域名登场 助中国企业打造更个性的网络身份

2013-04-10 中华网财经

资深域名提供商域通联达近日宣布其已成功发起两项中文顶级域名申请，并将很快获取相关域名的独家运营权。这两个新的顶级域名分别为“在线”和“中文网”。新域名意味着中国企业以及有意在华拓展业务的国外企业将能够用更直观、更易记、更符合当地市场文化的方式打造自己的网络身份。同时，更多中文顶级域名的出现也将改变中国用户使用互联网的习惯。

4月9日，域通联达联合创始人集体亮相，与媒体媒体展开了深入沟通。

域通联达的董事长狄克礼 (Taneli Tikka) 表示：“这不是简单的进化，而是一次革命。网络世界从此即将改变。随着新的顶级域名涌入市场，企业终于拥有了随意挑选域名的自由，而不再担心最合意的域名已经被他人占用。域通联达是一家专精于热门顶级域名的管理与销售的公司。实际上我们正是为了中文域名这一机遇而专门创建了域通联达。我们很荣幸能够与‘在线’与‘中文网’带给大家。”

关于域通联达公司，三位合伙人表示创立公司完全基于机缘巧合，三个都有着创业经历的人走到一起是为了开拓更大的市场。其中狄克礼 (Taneli Tikka) 还同时兼任十五家公司的董事长或董事职务，他甚至开玩笑说繁忙的日程让他连生小孩的计划都安排不开。

域通联达公司总部设在爱尔兰，目前也在考虑在中国设立办事处，以便寻求更多的中国合作伙伴。狄克礼 (Taneli Tikka) 最后也向媒体透露了他的目标——一年内注册量突破十万，他表示其实这是一个保守的数字，对于两个顶级域名的表现，他有着更高的期待。

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- New top level domains help Chinese companies craft more customized online identities.
- Veteran domain name provider, TLD Registry, today announced its exclusive new Chinese language gTLDs, “dot online” and “dot Chinese website”, to be made available very soon.
- Chinese and foreign enterprises will be able to build their online identities in an easier to remember, more intuitive, and better localized way. Accordingly, the introduction of Chinese gTLDs will change the way Chinese consumers surf the internet.
- Senior management of TLD Registry had in-depth briefings with Chinese media representatives on 2013-04-09.
- TLD Registry’s chairman, Taneli Tikka, called Chinese gTLDs a revolution, not an evolution. Tikka is chairman or director of 15 successful internet companies. He said his agenda is so full, that he barely has any time to plan for his yet-to-be-born child.
- TLD Registry is headquartered in Ireland,

and the company is currently considering an office in China.

- Tikka shared his vision with this journal: 100,000 domain names sold within a year. “This is but a conservative estimation” Tikka said.

