

## MEDIA REPORT

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### 域通联达在ICANN大会上推新的顶级中文域名

作者: cowin 发布: 2013-04-10 16:02 分类: 中文域名, 新顶级域名 阅读: 162 views 抢沙发

昨晚, 有幸参加Sedo公司在ICANN第46届北京年会期间举行的晚宴。宴会中认识了来自爱尔兰的域通联达公司的董事长及联合创始人狄克礼 (Taneli Tikka) 先生, 他们申请了两个中文新顶级域名“在线” (dot Chinese Online) 和“中文网” (dot Chinese Website)。与中国公司相比, 似乎外国公司更加热衷于中文新顶级域名。今天, 恰巧看到新华网采访域通联达公司的报道, 转载如下:

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, 并将很快获批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”, 新域名面世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俗。

2013年4月6日至11日, 域通联达的董事长狄克礼先生及高层管理团队其他成员将在北京参加ICANN第46届大会。在为期一周的会议期间, 他们发布了新的顶级域名, 并且计划与更多的域名注册商签订协议, 开拓中国市场。



“在线”域名强调业务的广度以及开放性。作为新出现的顶级域名, “在线”的中文语义明确, 语言得体, 非常适合中国的商业文化。此外, 它也符合常见域名“2到3个音节”的特点, 朗朗上口, 便于传播。域通联达希望将“在线”培养成为现有顶级域名的强有力竞争者, 从最高层面上推动国际化域名的发展, 造福非拉丁语系的互联网用户。

“中文网”强调网络信息的位置属性。根据目前的中国互联网发展情况统计报告, 中国地区注册的域名中约有47%属于.com, 另有45.5%属于.cn。经调查分析, 域通联达认为上述域名的注册商必将关注中文域名带来的商业前景。“中文网”的定位面向全球, 一方面与现有的通用顶级域名抗衡, 一方面和新兴域名竞争。



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, 而不用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。我们很荣幸能够将‘在线’与‘中文网’带给大家。”

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The blogger was personally in contact with Taneli Tikka during the ICANN 46 conference.

- The article starts with “Last night I was lucky enough to be present at the dinner party hosted by Sedo during ICANN 46. There I met Mr. Taneli Tikka, a co-founder of an Irish company called TLD Registry. They have applied for two Chinese gTLDs, dot-online and dot-Chinese-website. It looks like foreign companies are a lot more interested in Chinese gTLDs than Chinese companies are these days. I just came upon China.com’s interview article with Taneli. So I’m posting the article here.”
- 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.