

MEDIA REPORT

Publication MSN.com.cn Date 2013-06-24

URL <http://it.msn.com.cn/571357/790756636735b.shtml>



The screenshot shows the MSN.com.cn homepage with a featured article titled "中文顶级域名问世 打破网络英文‘垄断’" (Chinese top-level domain names launched, breaking the monopoly of English on the Internet). The article discusses the launch of the .cn domain and its significance for the Chinese market. It mentions that the domain was launched on June 22, 2013, and that it is a significant step towards a more inclusive and accessible Internet for Chinese users. The article also highlights the role of TLD Registry in this process and the potential for growth in the Chinese domain market.

- Chinese TLDs introduced to break western alphabets "monopoly"
- With a vision to provide the fast growing Asian market with valuable online properties in the form of domain names, TLD captured and seized the opportunity to serve the Chinese people and China's great and ancient culture with "fully Chinese web".
- The introduction of Chinese "dot online" and "dot Chinese website" will dramatically affect how people will brand their business and develop their online presence. Billions of netizens using Chinese language worldwide will now be able to surf the Internet by typing fully Chinese-character domain names.
- Chinese netizens have long demanded Chinese domain names hoping to use it to bridge the digital divide due to language barriers.
- TLD Registry CEO Mr. Arto Isokoski, Marketing & Communications Director Mr. Simon Cousins and Registrar Relations Director Mr. Pinkard Brand visited China again after the 46th ICANN meeting and confirmed the huge potential of the Chinese market.
- All of the reputed registrars that TLD Registry visited showed a high level of interest in the future of the two Chinese TLDs.
- All the industry leaders will reunite again at the 47th ICANN in Durban, South Africa in July. Perhaps later this year, we will all be able to experience the new Internet revolution led by fully-Chinese gTLDs.