

Caixin.com (Reporter: Wang Shanshan)

Irish company TLD Registry Ltd. announced on September 10 that the company has contracted Registry Agreements with ICANN (the Internet Corporation for Assigned Names and Numbers), and will officially launch its fully Chinese new gTLDs, “.online” and “.Chinese language website,” on a global scale.

Finnish Prime Minister Jyrki Katainen witnessed the whole process of the signing ceremony during his official visit in China.

The main business model of TLD Registry is the management and sales operations of emerging popular TLDs. The company revealed in its Weibo that they had experienced a "complicated five-year journey" before successfully registering these two essential fully Chinese TLDs .

On the same day, Li Xiaodong, CEO of China Internet Network Information Center (CINIC), told Caixin reporters at the 2013 Summer Davos Forum that the new gTLDs ICANN just opened for registration starting January 2012 are extremely valuable internet intellectual property. The use of short and easy-to-remember brandable domain names as TLDs will help protect and enhance brand influence. The early registration of a high value TLD means a favourable “portal” position when internet users are accustomed to using new TLDs in the future.

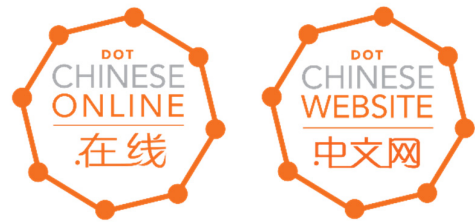
"In the future you will see a lot more catchy and personalized domain names, such as ‘. Davos (.达沃斯),’ which is highly probable," said Li Xiaodong. “Commissioned by the Chinese government, CNNIC has completed the registration of “. company (.公司) " and “. network (.网络)."

Currently, the application for a TLD of a whole new category from ICANN costs a registration fee of US\$185,000, plus certain annual fees. Li Xiaodong told Caixin reporters that the reason why the costs are so high is because, for every application, a professional third-party assessment has to be implemented, including technical, copyright and other aspects of investigation and analysis. Such "strict" assessment can avoid some cyber-squatting behaviours. However, for the application of many physical terms with no clear ownership, such as flowers, grass, fish, and insects, still there is a high likelihood of approval.

Since ICANN opened the application for TLDs as of January 2012, the first batch of registrations numbered over 1900, with some popular English nouns completely rush registered out by institutions and individuals. Among them, Google registered as many as one thousand TLDs in one go, paying over US\$18 million.

"With the first wave over, it is really a pity that some very good TLDs are already gone," said Li Xiaodong. Just over 70 fully Chinese TLDs have been registered, some of them rush registered by foreign businesses or individuals, such as TLD Registry Ltd.

ICBC and China CITIC Bank have done similar registrations. ICBC’s registered TLDs are “. icbc" and “. industry commerce (.工商)." Besides, some government agencies are registering the domain name “. public good (.公益)," while some cities in southern China are also considering applying to register area-specific domain names, such as “. Guangzhou (.广州)" and “. Shenzhen (.深圳)," etc.



As revealed by another source to Caixin reporters, Qihoo 360 is currently registering the TLD ". mobile phone (.手机)." And Sina and Tencent are battling over the two domain names of ". microblogging/weibo (.微博).

COMMENTS

- September 11, 2013 08:45 Sina Weibo

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- September 11, 2013 08:17 Sina Weibo

Academics have no future: China has no foresight. . .

- September 11, 2013 08:14 Sina Weibo

Yandex-Google Promotion - Shanghai Star Valley: Foreigners have good insight, knowing the importance of local domain names!

- September 11, 2013 12:42 Sina Weibo

Leaf butterfly cheerio: My domain name should be worth some money. How come barely anyone with insight wants to buy it? It's only five English letters. How short it is!

- September 11, 2013 10:27 Sina Weibo

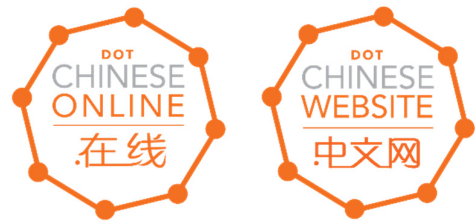
Wang Lei in Shanghai : I personally think Chinese domain names are just like pulling calves (Northern Chinese dialect; means talking nonsense)// @ Caixin New Century Weekly : Currently, the application for a TLD of a whole new category from ICANN costs a registration fee of \$185,000, plus a certain annual fee. Li Xiaodong told Caixin reporters that the reason why the costs are so high is because, for every application, a professional third-party assessment has to be implemented, including technical, copyright and other aspects of investigation and analysis, in order to avoid some cyber-squatting behaviours.

- September 11, 2013 09:15 Sina Weibo

Xuan Huang chess game: Well, I'll register a Chinese “. bookstore” TLD tomorrow. Haha!

- September 11, 2013 09:09 Sina Weibo

Taoist master who doesn't know much: “. earth,” “. solar system ,” “. Milky Way” ... // @ Caixin New Century Weekly : Currently, the application for a TLD of a whole new category from ICANN costs a registration fee of \$185,000, plus a certain annual fee. Li Xiaodong told Caixin reporters that the reason why the costs are so high is because, for every application, a professional third-party assessment has to



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- September 11, 2013 08:48 Sina Weibo

-*Algos*:- On the virtue of global Internet companies

- September 11, 2013 08:47 Sina Weibo

Zhang Kitten retrain: Are those idiots who rush registered Chinese websites before already retired? A batch of new ones!

- September 11, 2013 08:30 Sina Weibo

Liang Haomin: Now it is the world of browsers and easy homepages, and furthermore there are search engines. Few people will key in domain names.

- September 11, 2013 08:28 Sina Weibo

Ruler plus bamboo pole: Everyone is rushing to register Chinese domain names. Can anyone change the English dot “.” to a Chinese full stop “。” first?

- September 11, 2013 08:20 Sina Weibo

Jiancun: Don't badmouth Google like this. I've read the complete news, but I doubt Google has ever registered any Chinese domain names.

- September 11, 2013 08:10 Sina Weibo

BelleLucida: Go rush registering. You idiot!