



THE END OF ASCII

# THE MARKET-LEADING NEW CHINESE DOMAINS

- ✓ CULTURALLY RELEVANT & LINGUISTICALLY CORRECT
- ✓ >50K DOMAINS UNDER MANAGEMENT
- ✓ >\$900K PREMIUM DOMAIN NAMES SOLD IN 1ST 3 MONTHS



CHINESE CONSUMERS DON'T NEED THE PURPOSE OF DOT CHINESE ONLINE & DOT CHINESE WEBSITE EXPLAINED TO THEM. THE RELEVANCE OF THE TLDS IS CLEAR AND INTUITIVE — SIMILAR TO HOW .COM OR .CLUB ARE CLEAR TO ENGLISH SPEAKERS.



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

The Chinese word 在线 is the precise and singular translation for the English word “online” – there is zero ambiguity about the purpose of websites and services in a Dot Chinese Online domain.

The usefulness and popularity of 在线 (“online”) has been validated by hundreds of famous and highly trafficked web properties, including AOL, F1 motor racing, key state news portals (including all Chinese provinces and key cities), and many of the largest web services platforms, including those for tickets, hotels, gaming, gadgets, and many more important sectors.



When Chinese consumers search Baidu or Google for the Chinese language version of an international website, they use the search term + the Chinese word for “Chinese Website” — the same characters as Dot Chinese Website. Dot Chinese Website is also a natural home for Chinese language news and media sites. The Chinese phrase 中文网 (“Chinese language website”) is the utterly standard phrase that communicates to Chinese netizens that the site is localized into Chinese.

Like the Chinese characters for Dot Chinese Online, the characters for Dot Chinese Website have been validated by hundreds of the most famous localized Chinese sites on the web. Brands, corporates and publishers as diverse as Nokia, MSN, Reuters, Jay Chou, the NBA, Eminem, CNBC, IMDb, Real Madrid, Samsung, the United Nations, the BBC and scores of others are already using 中文网 in their names.

ENGLISH NAME Examples of famous sites using “Chinese website”	CHINESE NAME	NOTES	ENGLISH NAME Examples of famous sites using “online”	CHINESE NAME	NOTES
AOL	美国在线	AOL’s Chinese name	MSN	MSN中文网	Microsoft’s MSN Chinese Website
China Hotels Online	中国酒店在线	Leading hotels vendor	The Financial Times	FT中文网	The FT’s Chinese Website
China Radio International	国际在线	The “BBC World Service of China”	The New York Times	纽约时报中文网	The New York Times’ Chinese Website
China Tickets Online	中国票务在线	Leading tickets vendor	CNBC	CNBC中文网	CNBC’s Chinese Website
Formula 1 Motor Racing Online	F1在线	F1’s Chinese site	Reuters	路透中文网	Reuters’ Chinese Website
Gome	国美在线	Dominant national appliances retailer	NBA	NBA中文网	The NBA’s Chinese Website
New Oriental Education	新东方教育在线	Leading foreign language institute	Eminem	Eminem中文网	Eminem’s Chinese Website
Rising Anti-Virus	瑞星在线	Leading anti-virus vendor	IMDb	IMDb中文网	Amazon.com’s IMDb Chinese Website
Shengda Gaming	盛大在线	Leading online gaming developer	Forbes	福布斯中文网	Forbes’ Chinese Website
Weather Online	天气在线	Leading weather news portal	XBOX 360	XBOX360中文网	The XBOX 360 Chinese Website
ZOL	中关村在线	C-Net’s China gadgets site – China’s biggest!	The Wall Street Journal	华尔街日报中文网	The Wall Street Journal’s Chinese Website



He’s not using a tiny keyboard.  
He’s writing Chinese with his fingertip.  
20% of humanity is Chinese...

It’s time to  
**KISS YOUR ASCII GOODBYE**

*In China, the domination of ASCII/English keyboards and domain names is quickly coming to an end.*

The Chinese new gTLDs 在线 (“Dot Chinese Online”) and 中文网 (“Dot Chinese Website”) have burst onto the internet with record-breaking momentum. Championed by the experts in Chinese domain names, TLD Registry, no other non-ASCII new gTLD has achieved such powerful impact.

China’s 618 million internet users are comprised of 28% of rural users (177 million) with 81% of all users (500 million) going online via smartphones and tablets.

And still, internet penetration has reached only 46% of China’s 1.3 billion people.

The Chinese-speaking world is ready to use the ‘net in their own language. With new joint-MIIT/SCOPSR regulations calling for all 700,000+ Chinese government websites to transition to Chinese URLs, and a new standard of user acceptance clearly visible, the momentum for Chinese language domains is unstoppable.

Dot Chinese Online and Dot Chinese Website are amongst the very few generic Chinese TLDs which are fully linguistically correct, culturally relevant and designed to return hits to Chinese search engine results pages.

With the cross-cultural expertise of TLD Registry, selling and managing fully Chinese domains is now within easy reach for registrars and investors everywhere — not a single word of Chinese is necessary to participate the industry’s best co-marketing and sales support programs.

ASCII = The American Standard Code for Information Interchange (the standard English alphabet as used by computers).



After six years of planning, the market-leading new Chinese TLDs Dot Chinese Online (.在线) and Dot Chinese Website (.中文网) are now in fully-open, worldwide availability!

Within 50 minutes of General Availability, Dot Chinese Online rocketed to the global number 4\* position for New gTLDs, and Dot Chinese Website shot to global number 9\*\* for New gTLDs, calculated by the number of Domains Under Management (DUMs).

Unlike some other new TLD launches, >99% of domains in Dot Chinese Online and Dot Chinese Website have been sold at market - not given away for free.

new gTLD Statistics by Top Level Domain	
ntldstats.com/tld	
TLD Breakdown	
New gTLD	
1.	.guru
2.	.berlin
3.	.photography
4.	.xn--3ds443g (在线) *
5.	.email
6.	.link
7.	.today
8.	.tips
9.	.xn--fiq228c5hs (中文网) **
10.	.technology
11.	.company
12.	.center

These are the top 10 reasons why fully-Chinese domain names are a powerful tool for your brand and business:

1. Establishing a website or service with a fully Chinese domain name shows commitment to Chinese audiences — consumers, customers, partners, the media, and government regulators. It tangibly demonstrates your desire to offer a completely Chinese information service.
2. Your fully-Chinese web address eliminates the cognitive dissonance between your URL and your localized Chinese brand name. No English whatsoever stands between your brand and the consumer.
3. Your URLs will be much, much more memorable.
4. You will enjoy enhanced brand protection for your localized Chinese brand names.
5. Your site's Search Engine Optimization (SEO) is enhanced, because your URLs will perfectly match your localized Chinese brand names and messages.
6. Fully-Chinese URLs greatly help consumer protections against phishing attacks. Chinese netizens (and China's government) favor fully-Chinese web addresses because Chinese netizens are more easily able to spot phishing URLs when they're in Chinese.
7. Fully-Chinese URLs accelerate the uptake of the Chinese web for new netizens, with particularly good ease of use for rural people and cashed-up "silver surfers" (senior citizens).
8. Entering fully-Chinese web addresses on smartphones, tablets and Windows 8 PCs (using ubiquitous Chinese handwriting recognition) is much easier and faster than typing English web addresses.
9. Powerful new promotional opportunities are created with the launch of your fully-Chinese domain names. Publicity opportunities abound for new site launches or re-launches.
10. Meaningful sentences can be composed in the very compact and concise Chinese language, creating rich URLs which marketers will discover new uses for.

Finland's Prime Minister Jyrki Katainen quoted in the Wall Street Journal's Marketwatch section:  
 "This innovation made real by Finland entrepreneurs is bridging the last gap in a fully Chinese web. This is a milestone achievement and it will be remembered."

Massive Chinese news portal Sohu commented on Dot Chinese Online & Dot Chinese Website:

“Chinese domain names are easier to understand and remember than English domains. Millions of Chinese will be able to type URLs in our own language, and this will change the whole internet experience.”

Caixin Magazine (“China’s The Economist”) covered Dot Chinese Online & Dot Chinese Website, and quoted CNNIC’s CEO, Li Xiaodong: “The new Chinese gTLDs are extremely valuable.”

China's media sector – including prestigious publications like The People's Daily, China Daily, Xinhua, the Beijing Morning Post, Sina, Sohu, 21CN, Caixin, MSN, Wall Street Journal, China Radio International, Tech in Asia and TechWeb – have noted the arrival of Dot Chinese Online (.在线) and Dot Chinese Website (.中文网) with universally positive reportage.

It is the potent combination of government and key opinion leader support, the widespread desire for a more Chinese internet and the exciting novelty of fully-Chinese domain names which is contributing to our excellent media response. TLD Registry is proactively supporting ever expanding media coverage for Dot Chinese Online and Dot Chinese Website, for the benefit of our partners, registrants, and the Chinese internet as a whole.

Some famous brands using our domains.

Some famous news outlets which have covered us







## ABOUT TLD REGISTRY

TLD Registry Ltd is a pan-European company domiciled in Ireland with operational centers in Beijing, Hong Kong, New York City, Austin, Helsinki, and Oslo. The company is fully funded and supported by the Vision+ Fund as well as a group of veteran business angel investors.

The founding investors of Vision+ are Nokia, Microsoft and major pension funds. Vision+ leadership have held board roles at Nokia, NAVTEQ and Innofinance, and have strong expertise in IPR development, commercialization, protection and litigation.

TLD Registry's angel investors have backgrounds in various European tech category leaders, including Apple.

TLD Registry's executive leadership benefits from a close working relationship with the highly successful Vision+ team and our angel investors.

## EXECUTIVE TEAM

TLD Registry's founders are experienced tech sector veterans who have extensive experience in high growth companies. Collectively, the founders have exited more than ten companies through trade sales, and are acknowledged leaders in building successful and profitable start-ups. The founders have held a multitude of board roles and have diverse C-level credentials in NASDAQ listed companies.

Our executive team includes globally respected tech innovators, domain name industry experts and sales and marketing thought leaders. Executive team leaders have participated in ICANN, Internet Society and associated trade groups for more than 60 years collectively. We have a very strong China business capability and a first-class China marketplace communications team.



## PREMIUM DOMAIN NAMES PROGRAM

**TLDREGISTRY®**

*Premium Domain Name*

A premium domain name is a domain that is considered to be particularly valuable. Short, generic terms are often considered to be premium domain names – examples would be “shoes.online”, “airtickets.online”, “britishtv.chinesewebsite” or “encyclopedia.chinesewebsite”.

Premium domain names routinely fetch much higher prices than regular “General Availability” domains. Rare and valuable generic domains priced in the millions of US dollars sell with increasing regularity, and the trading market for US\$500 to US\$100,000 domain names is vibrant and busy.

Chinese and international domain investors and site developers have expressed strong interest in Dot Chinese Online and Dot Chinese Website premium domains. **TLD Registry has sold more than US\$900,000 in premium domain names, from launch on April 28 to the end of July 2014 – a period of only 3 months. TLD Registry also held the most financially successful premium domain auction in the entire ICANN New gTLD program**, and still holds the record today. With US\$184,000 in sales across 33 domain name lots, our innovative hybrid live-and-online auction was staged in the prestigious private members' club of the Galaxy Macau, CHINA ROUGE. Attended by a who's-who of Chinese and international premium domain name leaders, the auction itself was presided over by the Deputy General Secretary of the China Auctioneers' Association, Mr Zheng Xiaoxing.



TLD Registry's premium domain names are available on a range of popular platforms, including Sedo.com. Please contact [premium@internetregistry.info](mailto:premium@internetregistry.info) to discuss your interest in investing or reselling our popular and powerful premium domains.

TLD Registry has recently introduced version 2 of its critically-acclaimed ChineseLandrush.com online tool. ChineseLandrush.com is a unique service which helps non-Chinese speaking domain investors – both established and new – to confidently invest in our premium Chinese domains without knowing a word of the language.



China Auctioneers' Association Deputy General Secretary Zheng Xiaoxing leading our first auction.



TLD Registry CEO Arto Isokoski opening the auction.



The winning bid for “trademarks.online” (商标.在线)



Closing the most successful premium domain auction of the entire ICANN new gTLD program - US \$184,000 sold in 5 hours.





Sina Weibo: [weibo.com/tldregistry](http://weibo.com/tldregistry)



Twitter: [twitter.com/tldregistry](https://twitter.com/tldregistry)



LinkedIn: [linkedin.com/company/tld-registry-ltd](https://linkedin.com/company/tld-registry-ltd)



Facebook: [facebook.com/tldregistry](https://facebook.com/tldregistry)



Instagram: [instagram.com/tldregistry](https://instagram.com/tldregistry)



Baidu Baike: <http://baike.baidu.com/view/10947063.htm>



Flickr: <http://www.flickr.com/photos/tld-registry/>



TLD Registry's RA contract signing ceremony in Beijing, witnessed by Finland's prime minister, appeared on the Reuters screen in New York's Time's Square!



## About our Chinese brand

Our Chinese name, “Yu Tong Lian Da” means “Domains Connect Connect Connect”, which expresses our mission using contemporary Mandarin. All Chinese characters in our brandmark and logos are connected, as are the 8 dots in our octagonal logos, symbolizing the power of our domains to connect Chinese netizens with the Chinese web, and to connect the world to China.

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