Marketing and Beyond

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@CNNIC
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Contents

Products and Services

Application and Optimization
Current Status of .cn

1997: Open for registration
2002: Start overseas business
2012: Open for individual registration
2015: The most popular ccTLD in the world
Current Status of .中国
# Domestic Registrar Distribution

<table>
<thead>
<tr>
<th>Province</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beijing</td>
<td>27</td>
</tr>
<tr>
<td>Guangdong</td>
<td>12</td>
</tr>
<tr>
<td>Fujian</td>
<td>8</td>
</tr>
<tr>
<td>Zhejiang</td>
<td>7</td>
</tr>
<tr>
<td>Shanghai</td>
<td>7</td>
</tr>
<tr>
<td>Jiangsu</td>
<td>3</td>
</tr>
<tr>
<td>Sichuan</td>
<td>3</td>
</tr>
<tr>
<td>Henan</td>
<td>3</td>
</tr>
<tr>
<td>Shandong</td>
<td>2</td>
</tr>
<tr>
<td>Liaoning</td>
<td>2</td>
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<tr>
<td>Hainan</td>
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</tr>
<tr>
<td>Heilongjiang</td>
<td>1</td>
</tr>
<tr>
<td>Ningxia</td>
<td>1</td>
</tr>
<tr>
<td>Guangxi</td>
<td>1</td>
</tr>
<tr>
<td>Tianjin</td>
<td>1</td>
</tr>
<tr>
<td>Yunnan</td>
<td>1</td>
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<tr>
<td>Chongqing</td>
<td>1</td>
</tr>
<tr>
<td>Sinkiang</td>
<td>1</td>
</tr>
<tr>
<td>Tibet</td>
<td>1</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>83</strong></td>
</tr>
</tbody>
</table>

Reseller in record: 1843
Overseas Registrar Distribution

Figures and Facts

✓ Distribute mainly in Asia-Pacific, North America, Europe

✓ 1 gateway provider

✓ 43 oversea registrars

✓ Over 1000 resellers

2011 (17 registrars)                  2015 (40 registrars)            2016 (By June 44 registrars)
TLD Registry service and solutions

Application
- Application Consultation
- Policy Consultation

Delegation
- Back-end
- Data Escrow

Operation
- Marketing
- Free Verification Service
- etc.

- VSP for global registries
- Years of experience in RNV and DNV
SDNS Products and Services

SOFTWARE AND HARDWARE

- SDNS-A: Authoritative Resolution
- SDNS-R: Recursive Resolution
- SDNS-D: Anti DDoS Attack
- SDNS-AM: Flow Monitoring and Analysis
Authorized by ICANN to provide services

Only organization in Asia-Pacific

First DEA in Asia-Pacific

Free data escrow services for global registrars

Connect with TMCH and assist brand owners to apply
Contents

Products and Services

Application and Optimization
Marketing Communications

- Process improvement
- Safety enhancement

Production Optimization

Education

- Campus activities

Promotion

- Registrar initiatives
- Co-marketing with registrars

Publicity

- Key user cases promotion
- International events
Marketing Communications

Beijing Traffic Radio start using a .中国 and broadcast .中国 in live show
The most popular program - which has 1.73 million audiences start using 1039一路畅
通过 .中国

The egg producer-Zhengda adopted “正
大溯源 .中国”
➢ “正大溯源 .中国” on packages
➢ supermarkets and convenience stores

Well-known O2O to adopt “.中国”
➢ print “惠刷 .中国”、“返利通卡 .
中国” on cards
➢ over 8 million users owning cards with .中国 domain.

《Interview with Yang Lan》 start using “杨澜访谈录 .中国”
➢ oral presentation and subtitle.
➢ broadcasts on more than 60 TV channels and dozens of online video channels.
Marketing Communications

CNNIC Dinner Reception at ICANN54 Dublin

CNNIC Dinner Reception at ICANN52 Singapore

CNNIC Briefing Event at INTA137

CNNIC promotional T-shirt at HostingCon India
CNNIC promoted development on four different application environments, including browser, input method, search engine, hyperlink, and communicated with each service provider.

Sina Weibo accomplished its mechanism to support hyperlink of mainstream Chinese domains (.中国, .公司, .网络) in mobile application and PC websites.
Multi-languages Email Address (EAI)

Deployment of Multi-languages Email Address (EAI)

- **September 2013**
  CNNIC received APEC funding, to push the deployment of EAI in Asia

- **July 2014**
  Pushed POSTFIX to support EAI

- **August 2014**
  Pushed Google to support EAI

- **September 2014**
  CNNIC released the world’s first Chinese domain name email registration platform.

- **October 2014**
  Hosted APEC EAI Workshop

“http://互联网.中国”
IDN TLD Initiative (ITI)

Proposing on founding an Internationalized Domain Name Initiative among TLD registries focuses on:

- Improving the application environments of IDN and EAI
- Interoperability testing of implementations of IDN and EAI
- Sharing the Best Practices of applications and marketing of IDN and EAI
ITI with TLDs can help UA in Local Regions
Thanks for your time!

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