The Leading Force of Chinese Domain Name Market

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The Recent Surge of .CN Name Count

Overview of Domain Name Market in China

Driving the Domestic Industry Growth
Currently 580 million users
98.1% have broadband access
National strategy plan of promoting IPv6 and fiber broadband, aiming at covering entire China in 5 years

Source: CNNIC Survey
Booming Internet Market

Domain Name Count Increase in China
- 2011: 7,748,459
- 2012: 13,412,079
- Increase: 73.1%

Websites Increase
- 2011: 2,295,562
- 2012: 2,680,702
- Increase: 16.8%

IPV6 Increase
- 2011: 9,398
- 2012: 12,535
- Increase: 33.4%
Internet Industry Growth

**China Website Count**

- 2006: 0.84 million
- 2007: 1.5 million
- 2008: 2.88 million
- 2009: 3.23 million
- 2010: 1.91 million
- 2011: 2.3 million
- 2012: 2.68 million

**Webpage Count & Increase Rate in China**

- 2006: 4.5 billion
- 2007: 8.5 billion
- 2008: 16.1 billion
- 2009: 33.6 billion
- 2010: 60 billion
- 2011: 86.6 billion
- 2012: 122.7 billion

Increase Rates:
- 2007: 71.90%
- 2008: 89.50%
- 2009: 161.00%
- 2010: 108.80%
- 2011: 78.60%
- 2012: 44.30%
- 2013: 41.70%
# Domain Name Market in China

<table>
<thead>
<tr>
<th>TLD</th>
<th>Count</th>
<th>Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>.CN</td>
<td>7,507,759</td>
<td>56.0%</td>
</tr>
<tr>
<td>.COM</td>
<td>4,834,690</td>
<td>36.0%</td>
</tr>
<tr>
<td>.NET</td>
<td>629,154</td>
<td>4.7%</td>
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<tr>
<td>中国</td>
<td>283,484</td>
<td>2.1%</td>
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<tr>
<td>.ORG</td>
<td>145,414</td>
<td>1.1%</td>
</tr>
<tr>
<td>Others</td>
<td>11,578</td>
<td>0.1%</td>
</tr>
<tr>
<td><strong>SUM</strong></td>
<td><strong>13,412,079</strong></td>
<td><strong>100.0%</strong></td>
</tr>
</tbody>
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Content

Domain Name Market in China

The Recent Surge of .CN Name Count

Driving the Domestic Industry Growth
The Historical Background
The Recent Surge of .CN Count in 2012
• Amendment and Enforcement Announcement on CNNIC Implementing Rules of Domain Name Registration

• I. Supplement of the eligible applicants. It is revised to be as “any individual or organization that can bear independently civil liabilities, has the right to apply for the domain registration under the implementing rules”, i.e., individuals are newly involved into the domain name applicant scope.

• II. Privacy protection of domain name registration information. The revision stresses the privacy protection of registrants’ information by explicit provisions of the transmission, storage and destruction of registration files and disposal issues in the case of registrar’s withdrawal from CNNIC.
The September Story (1)

Domain Name-Application Cooperation Strategy

QQ: The most popular Instant message software in China with 721 Million Active Users

Qzone: One of the most popular social network in China with 552 Million Active Users
The September Story (2)

Application Account ID + .CN = Customized Domain Name for Individualized Application

Result:

• Tencent registered most available 5 digit .CN domain names and 6 digit domain names in August and September

• Used as a portal domain name for customer’s Qzone space

• An new fashion of “Lucky Number” domain names

• Leverage more domain name registration
The Recent Surge of .CN Name Count

Chinese Domain Name Market

Driving the Domestic Industry Growth
Infrastructure and Services

- Three Center In Two City
- Occupies more than 200 square meters
- Over 2,000 Servers

Primary Datacenter In CAS, Beijing

Secondary Datacenter In Yizhuang, Beijing

Backup Datacenter In Chengdu

Display Of CNNIC Monitoring System
Locations Of CNNIC Name Servers
The world’s first email with “Internationalized Email address” has been sent from CAS on June 19, made an effective breakthrough to step over the gap that the fundamental Internet applications adopt English only.
DNSSEC on .CN

- Built in 2010.12
- 5,600,000 CN domains filled
- 6,900,000 domain records updated
- 170,000 DS records submitted
- ZSK rotated 126 times
- KSK rotated 63 times

Testing  |  Preparation (Soft/Hardware/DPS/Operation/… |  Signing |  DS Submitting

DNSSEC simulation system
DNS Anti-Attack Network includes a series of the self-developed SDNS software and hardware which affords the integrated DNS network solutions covering resolution, security and DNS traffic control.

Business Case

1. Identify Attack
2. Real-time Filter
3. High Performance

Customer complaints decreased
Service quality improved
The Future Structure of CNNIC-New gTLD

- Registrar
- Registry
- CNNIC-Admin

URSP
- Registrar Operation Support Module
- Registry management module
- System management module

ROS
- TMCH
- Escrow Agent

SRS
- Database
- Monthly Report

ESCROW
- Cook DNS
- Smart Dnssec
- Query Module
- WhoisD
- Whois Search
- Whois web
Future Cooperation Opportunities

- Universal Acceptance of IDN
- DNS server node exchange
- New gTLD
- Sponsored DNS Technology Training Program for Developing Countries in Asia

CNNC Workshop on Technical Cooperation in Asia Pacific Region
Thursday 10:00-12:00, Function Room
Organization Participant: ICANN, APTLD, CDNC, CNNIC, RU-CENTER
JPRS, VNNIC, NCC, KNET

All ccNSO members and community fellows are kindly invited to join us!
Thank you!