CNNIC
中国互联网络信息中心
CHINA INTERNET NETWORK INFORMATION CENTER

# Innovation of CNNIC: What we are doing in China

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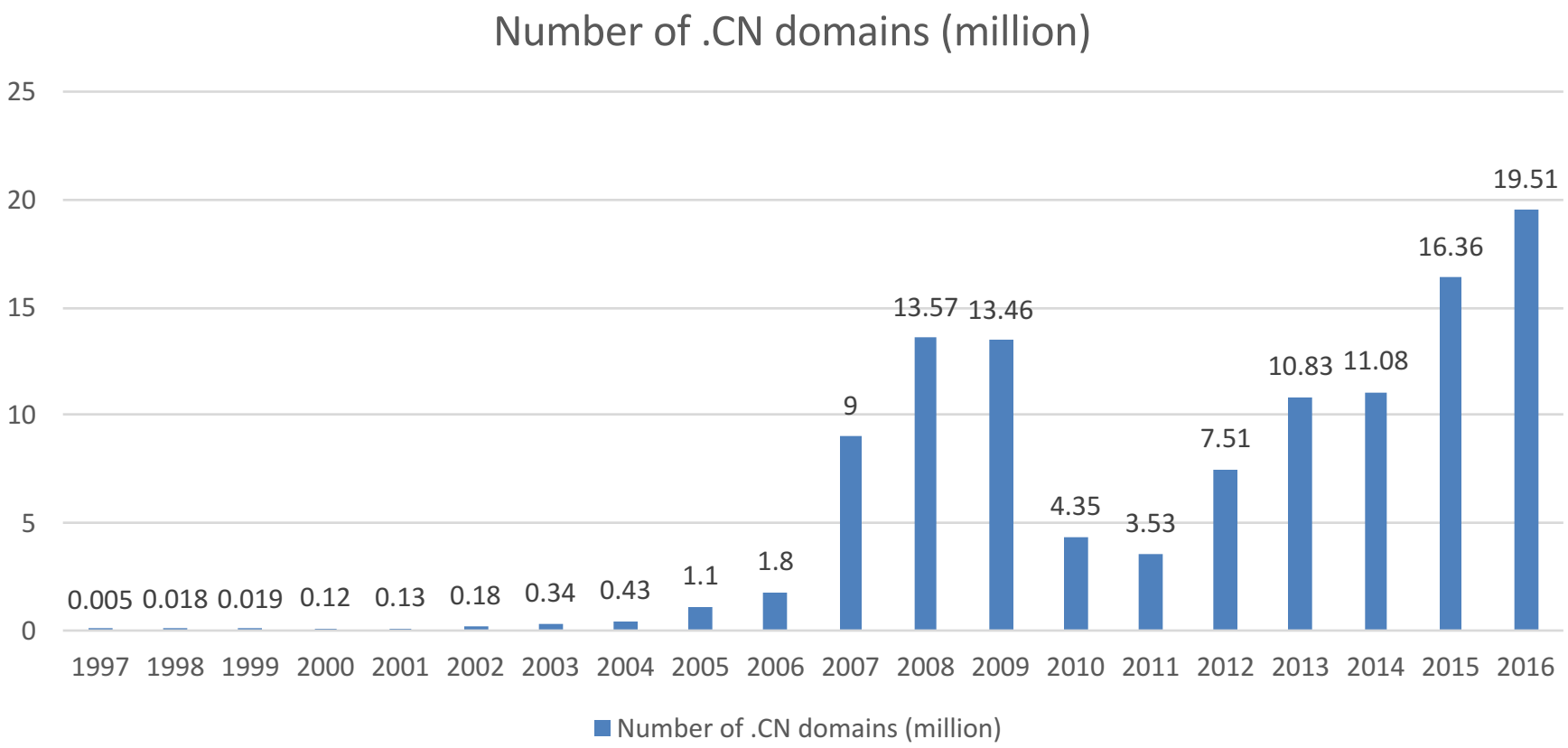
ICANN Hyderabad

# Agenda

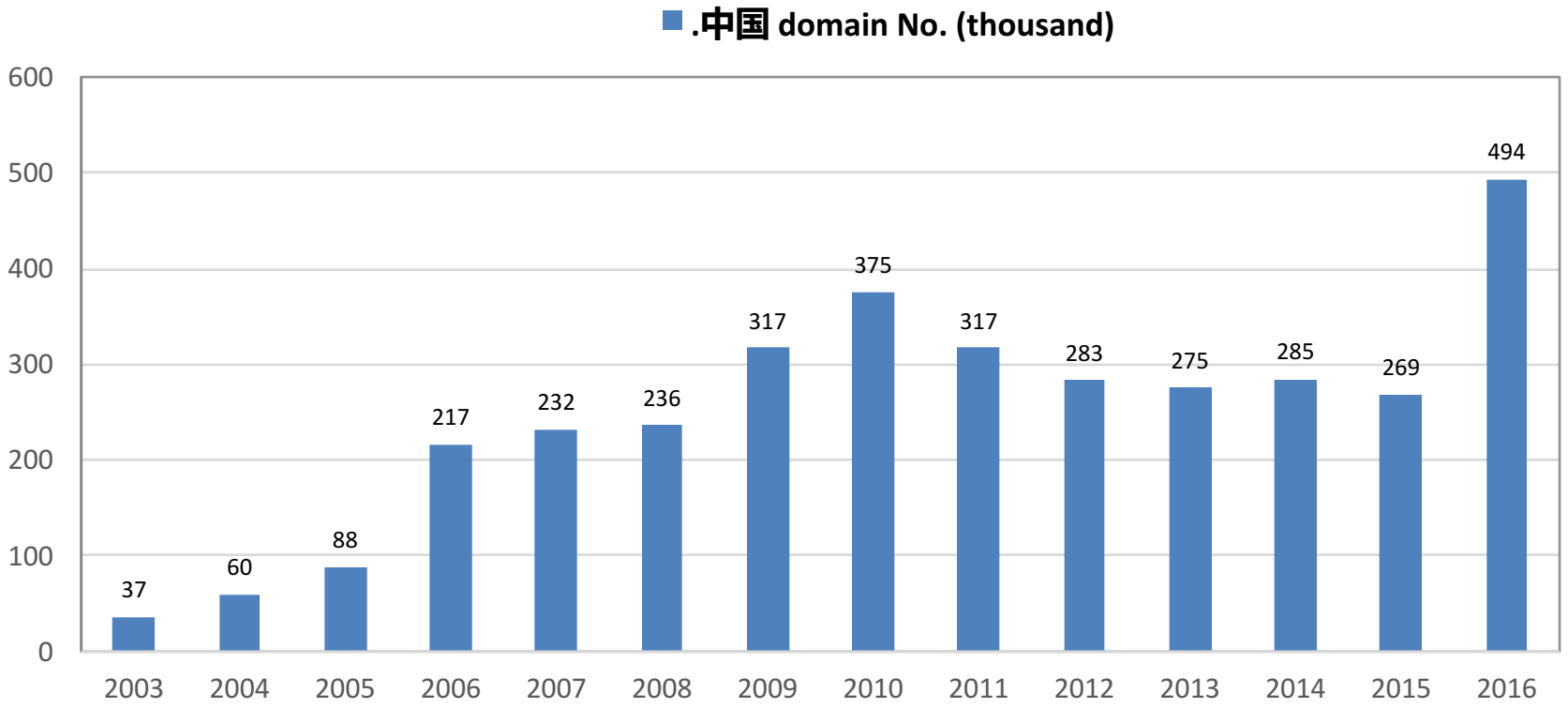
- Current Situation
- Marketing and Application Innovation
- Domain Industrial Service Innovation

# Current Situation - .CN




- ✓ .CN has been the most popular ccTLD
- ✓ Experiencing steady increase during 2016
- ✓ Estimation of breakthrough at 20 million by the end of 2016

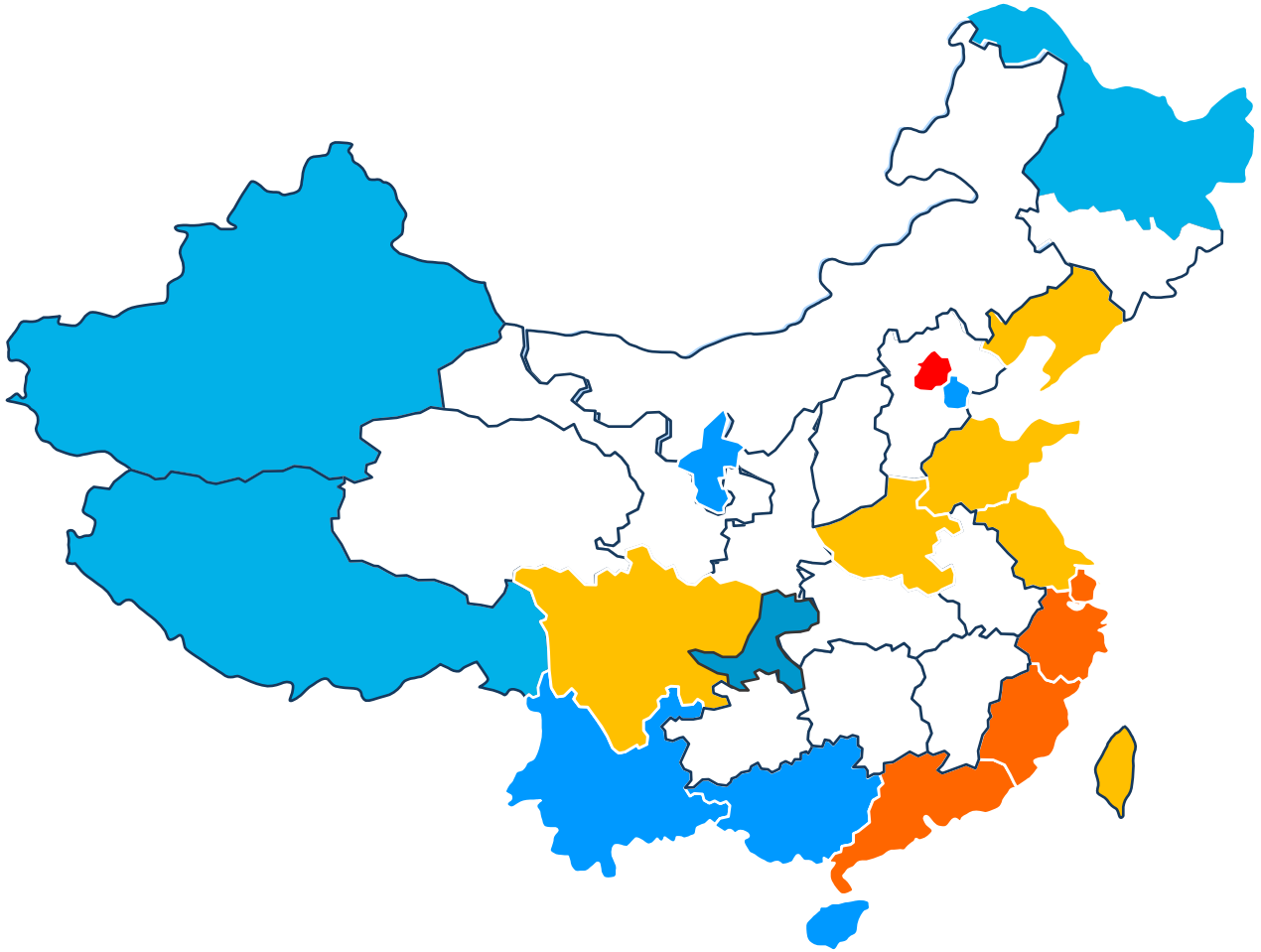
# Current Situation - IDN




.中国 is the most popular Chinese IDN

# Current Situation – Domestic Registrars

| Province | Quantity |
|---|---|
| Beijing | 26 |
| Guangdong | 12 |
| Fujian | 9 |
| Zhejiang | 7 |
| Shanghai | 7 |
| Jiangsu | 3 |
| Sichuan | 3 |
| Henan | 3 |
| Shandong | 2 |
| Liaoning | 2 |
| Hainan | 1 |
| Heilongjiang | 1 |
| Ningxia | 1 |
| Guangxi | 1 |
| Tianjin | 1 |
| Yunnan | 1 |
| Chongqing | 1 |
| Sinkiang | 1 |
| Tibet | 1 |
| Total | 83 |



**Resellers in record : 1,843**

# Current Situation – Overseas Registrars

**Figures and Facts**

- ✓ 1 gateway provider
- ✓ 42 oversea registrars
- ✓ Over 1,000 resellers
- ✓ Distribute mainly in Asia-Pacific, North America, Europe, spreading to South America, Africa

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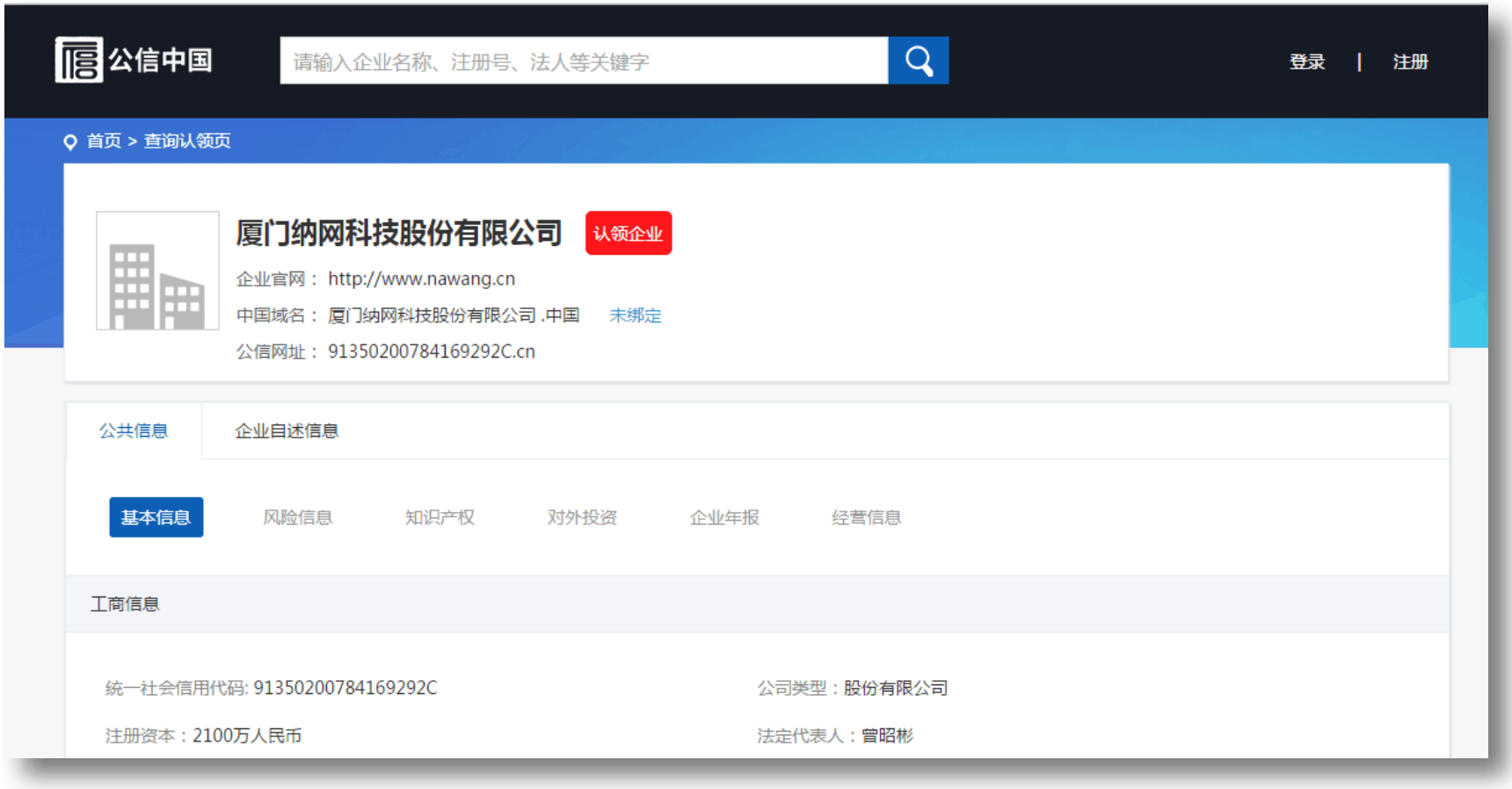
# Marketing and Application Innovation




Corporate Credit Inquiry Campaign: a pilot scheme in Xiamen to make inquiries about corporate base information and credit status through “企业信用代码.CN” (corporate credit code )and “企业名称.中国” (corporate name)

# Marketing and Application Innovation

Self-service Website Building Cooperation: provide self-service users .cn domains

# Marketing and Application Innovation

Motor Vehicle Violation Inquiry Cooperation: Making inquiry about vehicle violation information through “车牌号.CN” (license plate number) . A pilot program was launched in Nanning city.

# Marketing and Application Innovation - EAI Solutions

Email Address Internationalization (EAI) Cooperation:
Cooperate with Chinese email service providers to set up Chinese domain name email address for enterprise users gradually.

# Marketing and Application Innovation - EAI Market Education

**Publicity Programs in Universities**

Co-host workshops with partner to promote EAI and Chinese IDN to university students, in Guangxi Normal University, Beijing University of Technology, Sichuan University, and other universities in China

# Marketing and Application Innovation - EAI Application Solutions

## EAI Popularizing Program in Universities

Cooperate with Universities to pilot Chinese domain name email address application among university students and teachers, such as in Guangxi Normal University and Sichuan University .

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# Domain Industrial Service Innovation —Registry Services

**With the authorizations of EBERO, DEA, RDE TPP, and TMCH by ICANN, and more than 19 years' experience, CNNIC provides quality registry services**

## Application Consulting

- Provide initial appraisal, contract assistance, and root server delegation test

## Technical Hosting

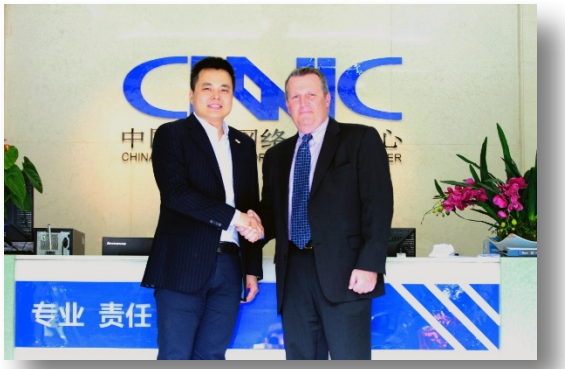
- Provide technical hosting service for New gTLDs, such as ".baidu", , ".广东", and ".佛山"

## Data Escrow

- Provide data escrow service for 28 New gTLDs and 43 registrars

## Domain Name Verification

- Provide domain name verification service for Verisign, .TOP registry, and .XIN registry. There are over 5.24 million domain names and more than 1.6 million registrants have been verified from July 18th to late September

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