



# The Leading Force of Chinese Domain Name Market

Hongbin Zhu

Senior International Strategist

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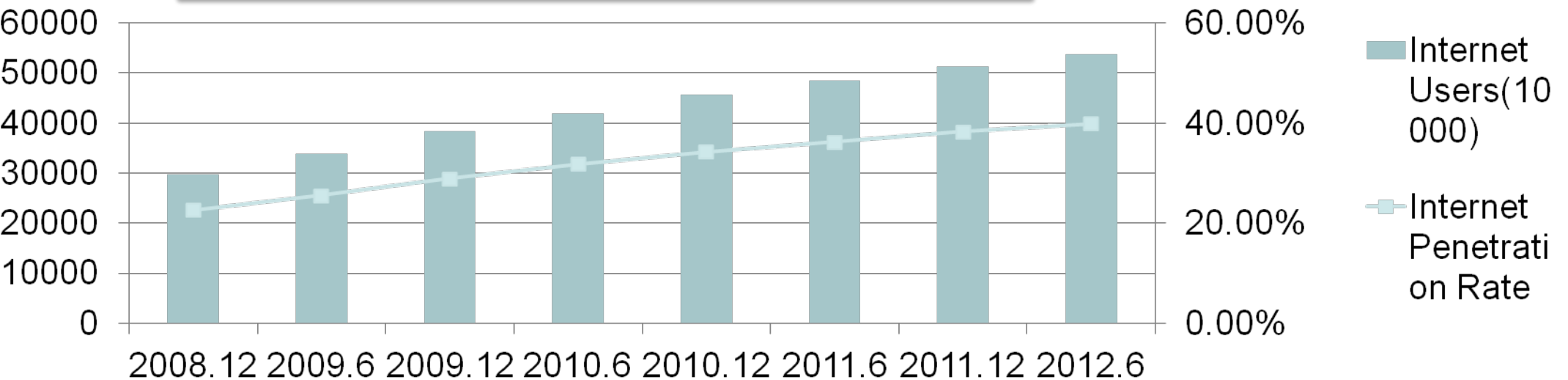
**Overview of Domain Name Market in China**

**The Recent Surge of .CN Name Count**

**Driving the Domestic Industry Growth**

# The World's Largest Internet Population

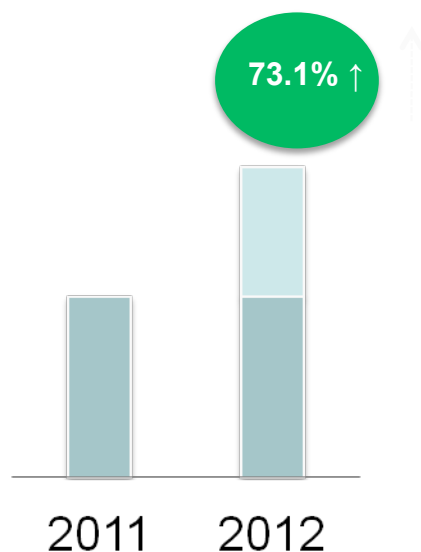
## The Internet Penetration In China Mainland



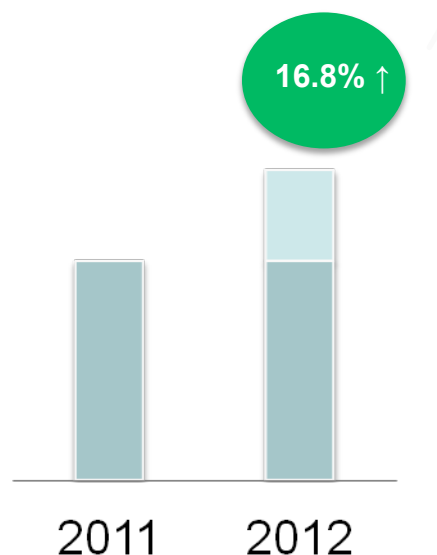
- Currently **580 million** users
- **98.1%** have broadband access
- National strategy plan of promoting IPv6 and fiber broadband, aiming at covering entire China in 5 years

Source:CNNIC Survey

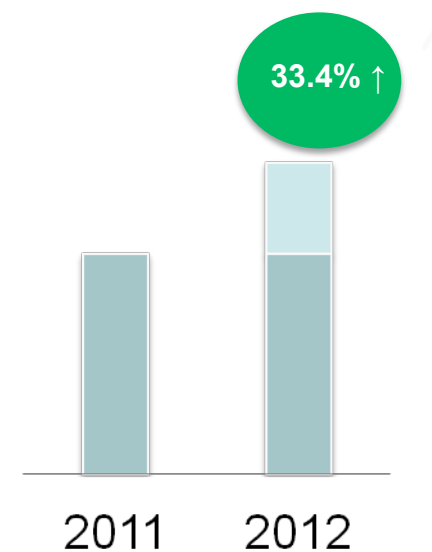
Domain Name Count Increase in China



Websites Increase



IPV6 Increase

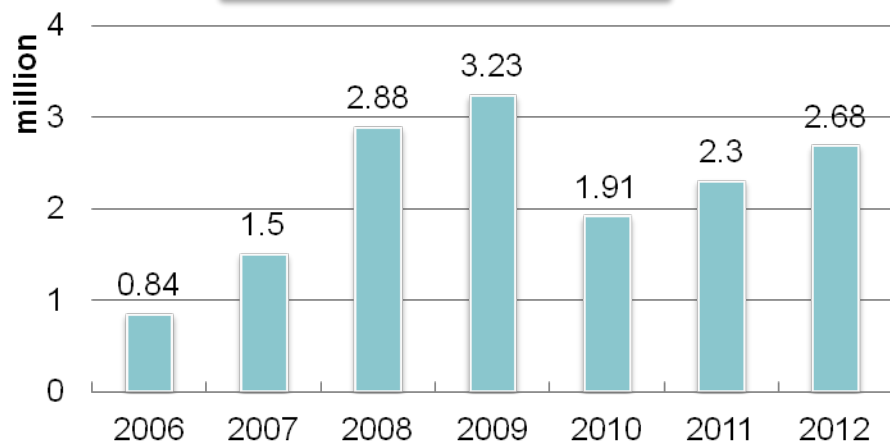


2011.12	2012.12
7,748,459	13,412,079

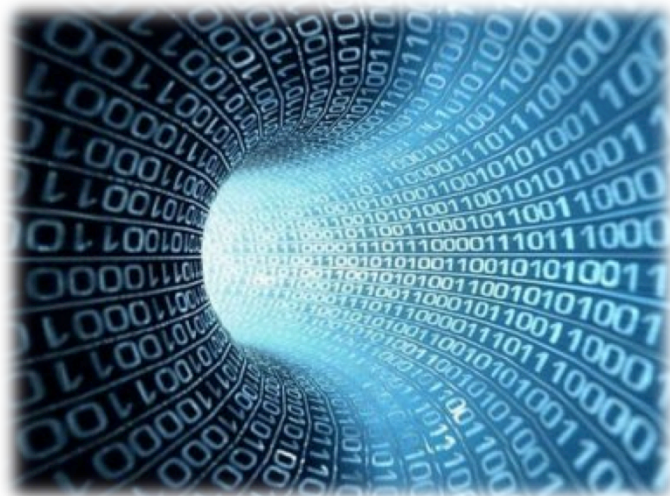
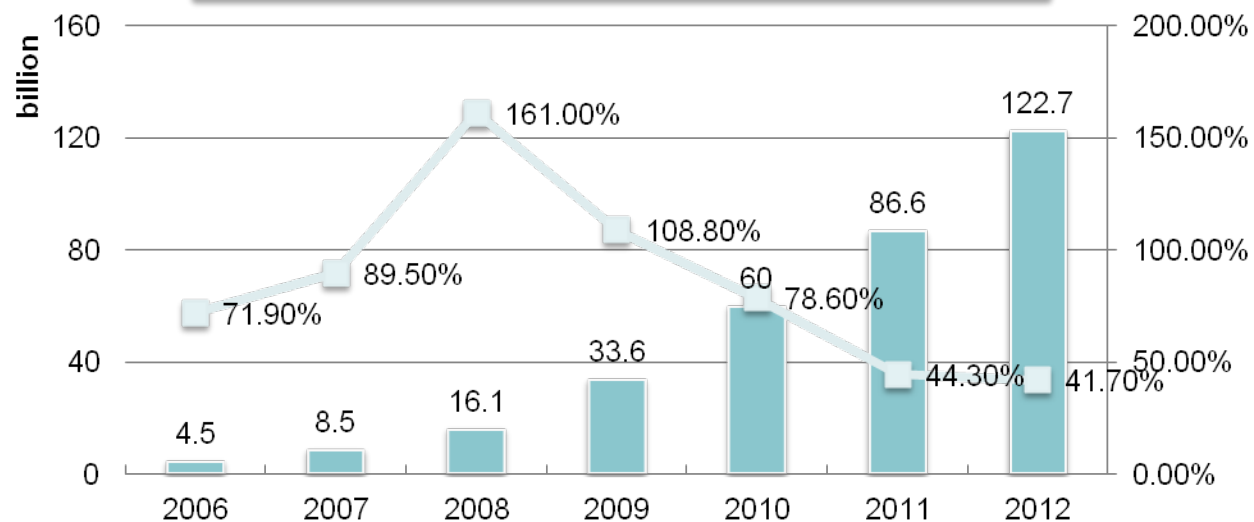
2011.12	2012.12
2,295,562	2,680,702

2011.12	2012.12
9,398	12,535

**China Website Count**



**Webpage Count & Increase Rate in China**



The Domain Name Count in China (Dec. 2012)

TLD	Count	Ratio
.CN	7,507,759	56.0%
.COM	4,834,690	36.0%
.NET	629,154	4.7%
.中国	283,484	2.1%
.ORG	145,414	1.1%
Others	11,578	0.1%
SUM	13,412,079	100.0%

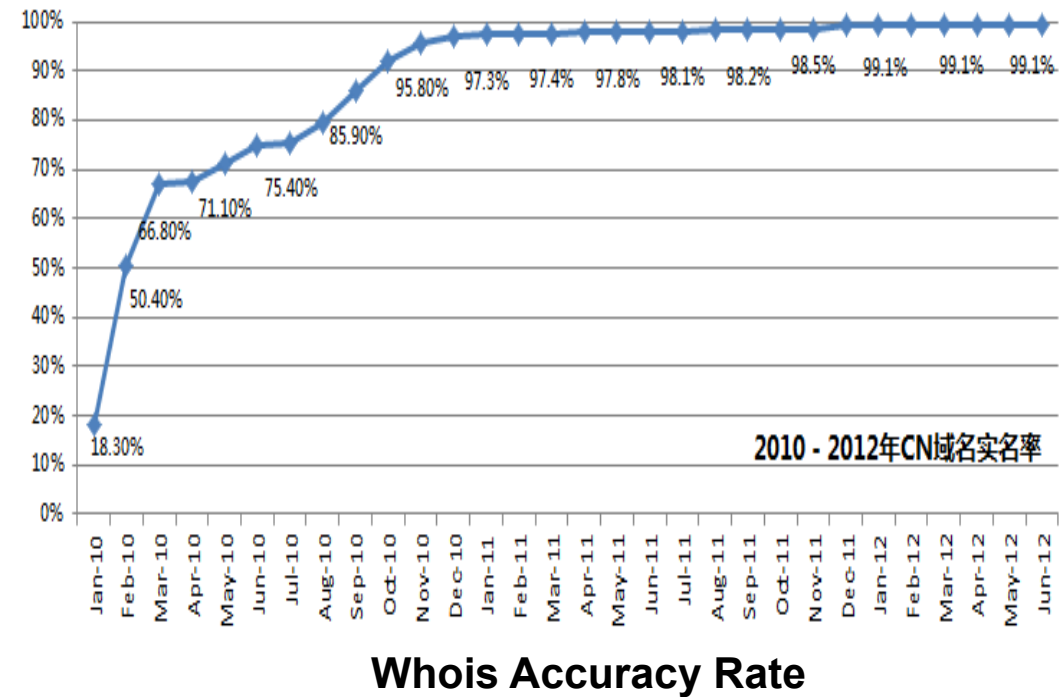
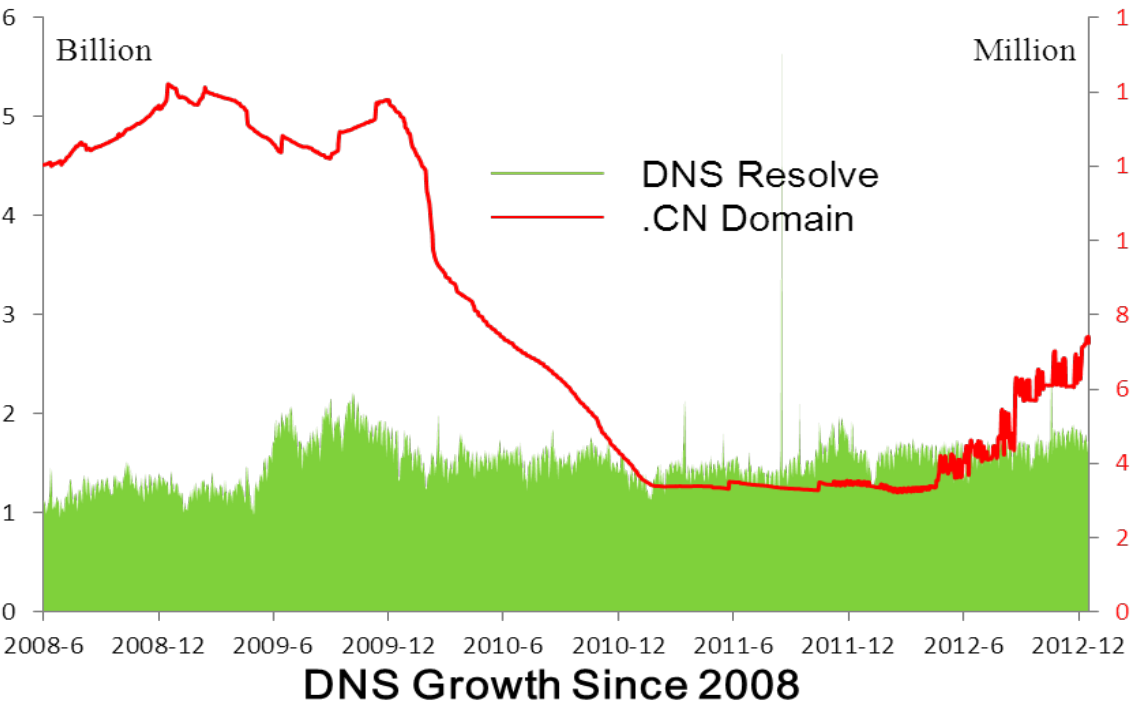


Domain Name Market in China

The Recent Surge of .CN Name Count

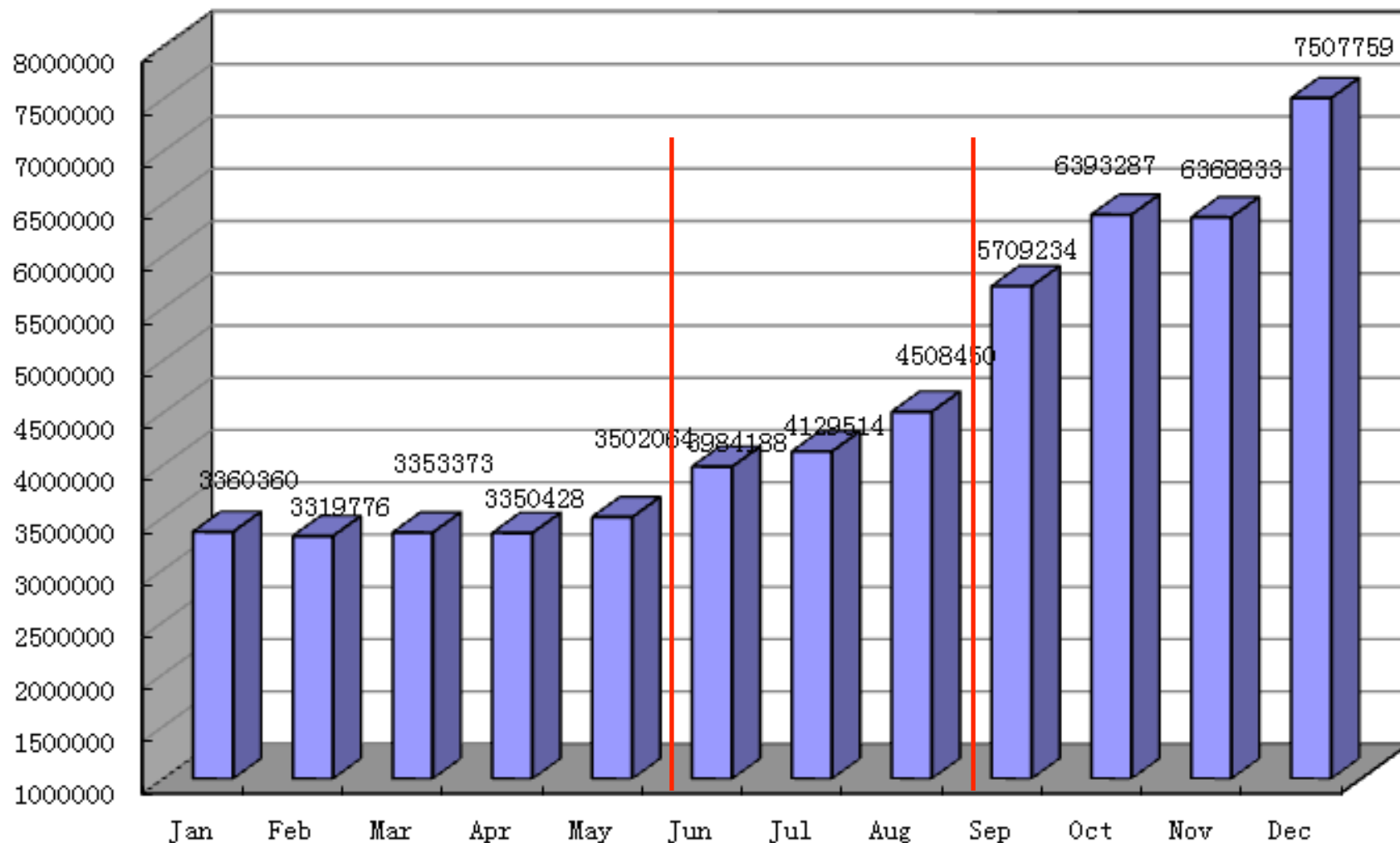
Driving the Domestic Industry Growth

# 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.**

## Domain Name-Application Cooperation Strategy



**Tencent 腾讯**



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

**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





Chinese Domain Name Market

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# Infrastructure and Services

**Primary  
Datacenter  
In CAS,  
Beijing**

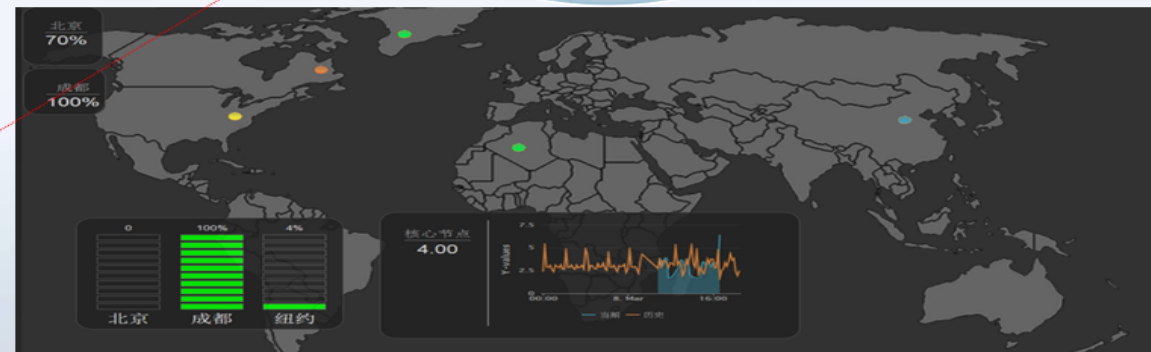
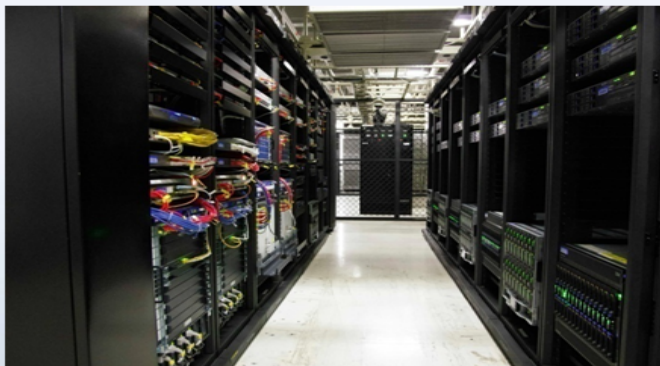


- Three Center In Two City
- Occupies more than 200 square meters
- Over 2,000 Servers



**Secondary  
Datacenter  
In  
Yizhuang,  
Beijing**

**Backup  
Datacenter  
In Chengdu**

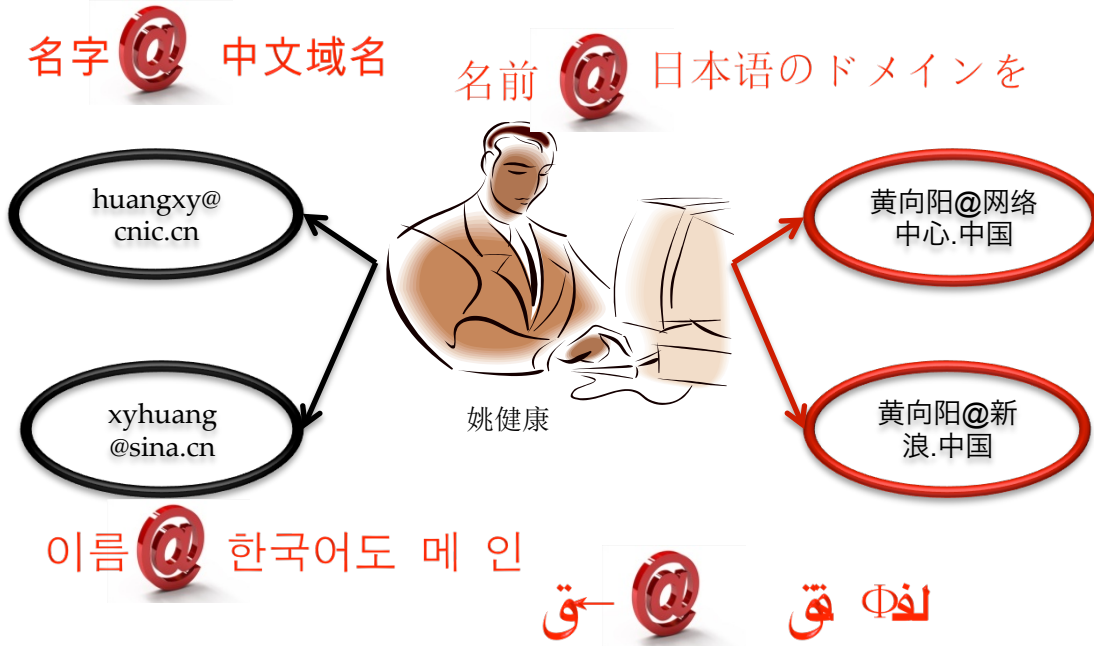


Display Of CNNIC Monitoring System

# Locations Of CNNIC Name Servers



**Locations of CNNIC Name Server**



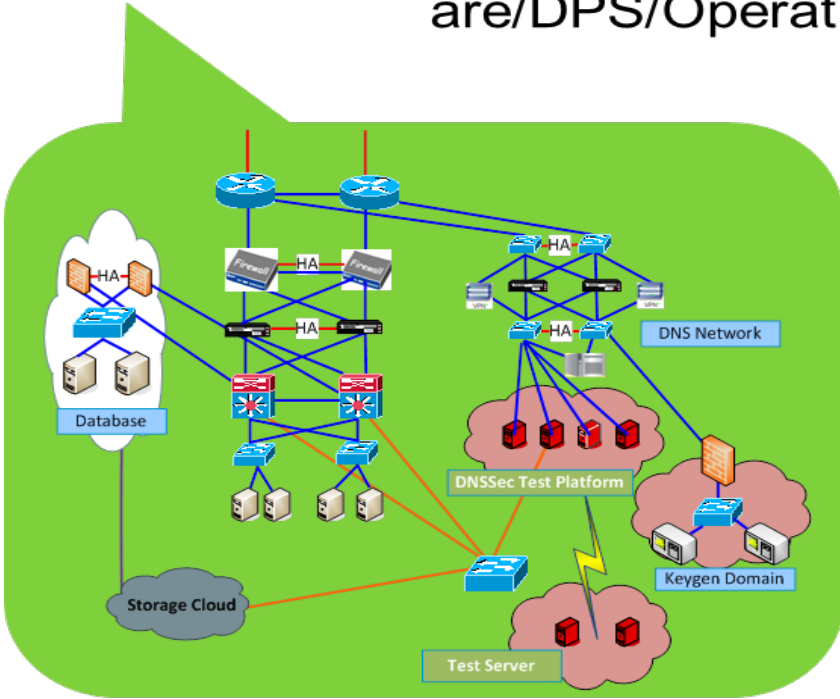
## IDN & EAI

- 2000, begin Chinese domain name registration trial
- 2002, propose the solution to simplified Chinese and traditional Chinese equivalent
- 2004, begin Chinese Email address implementation trial
- 2006, push IETF to form EAI WG
- 2012, RFC about SMTP extension to support EAI is published by IETF

**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 simulation system

- 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

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

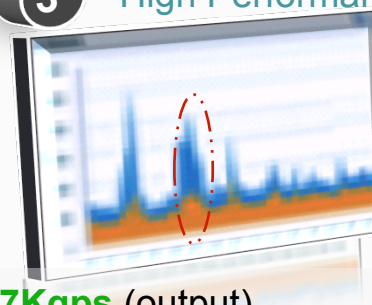
### 1 Identify Attack



### 2 Real-time Filter



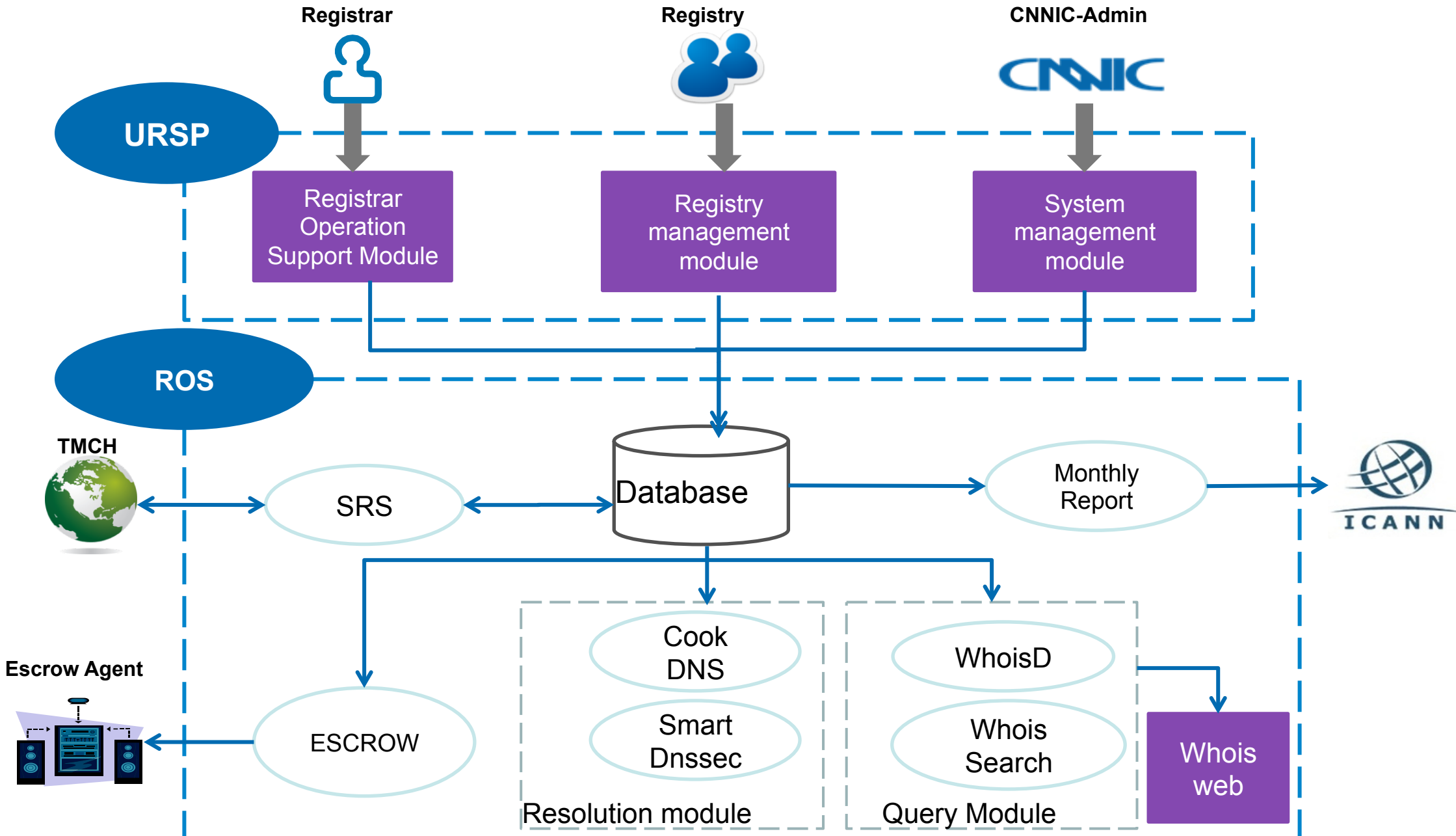
### 3 High Performance



**1212.6Kqps** (input) - **1209.9Kqps** (filtered) = **2.7Kqps** (output)  
Attack (**99.8%** of total traffic) was properly prevented



# The Future Structure of CNNIC-New gTLD



- 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 !**