CNNIC Update

A Review of Domain Name Business & Internet Governance

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CNNIC, a non-profit organization, established in June 1997, as an important constructor, operator and administrator of critical infrastructure in China Internet, is responsible for operation, administration and services of fundamental and critical Internet resources, undertakes R&D and security work of fundamental and critical Internet resources, conducts research on Internet development and provides consultancy, and promotes the cooperation and technological exchange of global.

**Main Responsibilities of CNNIC**

- **Operation, Administration and Service organization of national network critical resources**
- **Research, Development and Security center of national network critical resources**
- **Research and consulting services driving force for Internet development**
- **Platform for Internet open cooperation and technical exchange**
Domain Name Business
National Domain Business Review

.CN Domain status in 2015

*CN data source: http://cnnic.cn/jczyfw/CNym/CNymtjxxcx/cnymtjtb/2015/201502/t20150216_51744.htm*
National Domain Business Review

.中国 Domain status in 2015

*中国 data source:  http://cnnic.cn/jczyfw/zwym/zwymtjxx/201502/t20150216_51755.htm
National Domain Business Review

National Domain Domestic Channel System

<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>
</tr>
<tr>
<td>Hainan</td>
<td>1</td>
</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>
</tr>
<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

- Cover all domestic registrars
- A long-term cooperative relationship with the domestic mainstream registrar
- According to the registrar’s sale method, type of target users, adopt different ways of cooperation and promotion.
Figures and Facts

- 1 gateway provider
- 39 oversea registrars
- Over 1000 resellers
- Distribute mainly in Asia-Pacific, North America, Europe

2014 (34 registrars) 2015 (40 registrars)
2011 (17 registrars) 2012 (26 registrars)
Cooperation and Marketing Communications

CNNIC Delegation at ICANN53 BA

CNNIC Delegation at ICANN54 Dublin

CNNIC Dinner Reception at ICANN52 Singapore

CNNIC Dinner Reception at ICANN54 Dublin

International Marketing Communications
Cooperation and Marketing Communications

International Marketing Communications

CNNIC Booth at INTA137

CNNIC Video Greeting at the 9th Domain Name Conference

CNNIC Briefing Event at INTA137

CNNIC promotional T-shirt at HostingCon India
Cooperation and Marketing Communications

Online Marketing Activities

Five years of .CN and a price-drop for .CN

.中国 Celebrates five years with a 'buy one, get one free' sale and a huge price drop on .CN.

Register .CN & get 50% off .中国
Use Coupon CNIDN

Note

- This promo has been introduced through the ResellerClub Promo Engine and is available inside your Control Panel. All you need to do is set your desired pricing.
- To ensure that you receive this promo pricing, simply ensure that your Customers and Sub-Resellers are offered new Domain Registrations at less than or equal to the barrier price in the Promo Engine.
- This promotion applies to New Registrations valid for one year only. Domains registered for two years will be charged at 1 Year Promo Price + 1 Year Regular Slab Pricing.
- This promo is not applicable on Transfer-ins or Renewals.
- This promo expires on 31st August, 2015.
Internet Governance
The Definition of Internet Governance

Internet governance is the development and application by Governments, the private sector and civil society, in their respective roles, of shared principles, norms, rules, decision-making procedures, and programmers that shape the evolution and use of the Internet.

— World Summit on the Information Society (WSIS)
Internet Governance Ecosystem in China, Growing!
About CNNIC – Our Roles in Three Perspectives

Government
Academia
Technical Community
Industry & Internet user

CNNIC
Infrastructure Constructor
Policy Coordinator
Technical Solution Provider
Our IG Engagement!

- Policy Advice and Proposal
- Statistical Report & Counseling
- International Conference

CNNIC

The Statistical Report on Internet Development in China

2014 Wuzhen Summit IG High-level Panel

2015 Wuzhen Summit Cyberspace Governance Forum
Our IG Engagement!

- Strategic partnership with other think tank
- Joint workshop
- Expert Platform
- Consultation Service Program

CNNIC Institute of Internet Governance Research (IGR)

2014 IGF Workshop

2015 IGF Workshop

2015 APriIGF Workshop

CNNIC

Academia
Our IG Engagement!

- National Engineering Lab for Naming and Addressing
- Asia-Pacific Capacity Building Program

CNNIC-KISA Strategic Partnership Conference

2013 Capacity Building Program
Our Future Plans for IG!

- More concentration and participation of global Internet governance
- Promote and relaunch the important International projects
- Cement cooperative relationship with multi-national organizations
- Continuous improvement of the CNNIC Institute of Internet Governance Research (IGR)
THANK YOU!

Xiaodong LEE
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