

CLEARINGHOUSE



Webinar .网站



## agenda

### Webinar guidelines:

- All participants will be muted
- Questions can be posed via chat
  - Will be answered during webinar
  - Or consolidated for Q&A at the end
- If you have no audio:
  - Select “join audio” in upper left corner & dial in
- Recording & presentation will be shared

. Stats update

. Sunrise Calendar

. 网站 by Edmon Chung

. Q & A

# 41.492

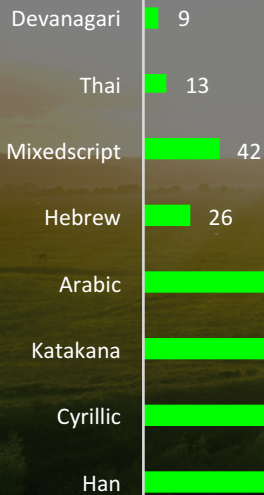
marks submitted

44,34% submitted for multiple years

84,31% registered by agents

92,40% are verified

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Marks from 109 countries & covering 121 jurisdictions  
For a total of 118.315 trademark years

241.466 claims notifications sent out to TM-holders  
460.420 ongoing notifications sent out to TM-holders

5.681 marks have expired

updated: September 22nd 2016

# .网站 – .WEB in Chinese

Launch Webinar | 2016.09.22

网站

.网站

.WEB IN CHINESE

# Brief Launch Schedule

Sunrise (TMCH): 26 Sep 2016 (Mon)

Landrush (EAP): 27 Oct 2016 (Thu)

General Availability: 02 Nov 2016 (Wed)

**First-Come-First-Serve (FCFS)**

for ALL phases.





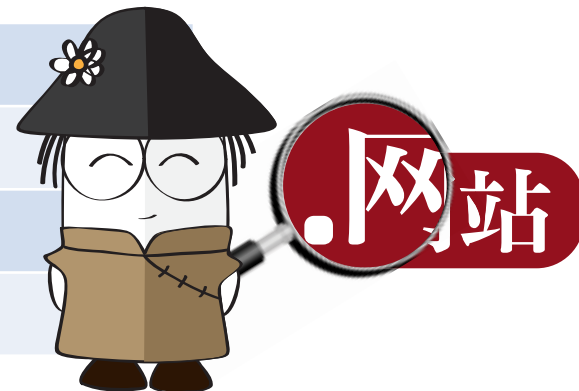
# 热.网站

火热爆红。

## 「.网站」 means “.WEB” in Chinese

- “.网站” is the most natural way to refer to the web in Chinese. **4 times popularity** against its closest rival:

.网站	(.Web)	2,520,000,000 results
.中文网	(.ChineseWeb)	60,000,000 results
.网址	(.WebAddress)	649,000,000 results
.网页	(.Webpage)	508,000,000 results



# Use your .网站 domain to become:

**Search friendly:** Chinese users search in Chinese. Having a .网站 domain name makes you visible online.

**Mobile friendly:** Voice input make navigation on the mobile web in Chinese instinctive for users.

**eCommerce friendly:** Connect your business to the Chinese market with a .网站 domain.

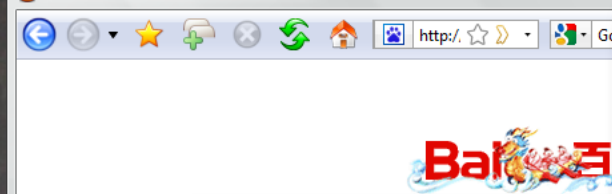


## 家.网站

互联网家。

# Users Search in Their Native Language

百度一下, 你就知道 - Mozilla Firefox



**マリンメッセ福岡周辺ホテル※マリンメッセ近くのおすすめの安い...**

[マリンメッセ周辺ホテル.asia/](#) Translate this page

福岡のイベント施設が集まる博多湾の近くで、マリンメッセ福岡はコンサート・スポーツの大会・展示会・ショーなどいろいろなイベントが目白押しです。近くには、福岡国際会議場、福岡国際センター、福岡国際サンパレスなどもあるんですね。イベント渋滞は付き...



**福岡県の店舗 - ダイエットエステ お試し 体験**

[ダイエットエステのお試し体験談.asia/diet15.html](#) Translate this page

大手ダイエットエステが少い九州ですが福岡県は例外です。福岡県のダイエットエステサロン店舗情報を集めました。

네이버 :: 나의 경쟁력, 네이버 - Mozilla Firefox



**脱毛福岡info: 脱毛福岡で安いサロン口コミランキング!**

[脱毛福岡.asia/](#) Translate this page

福岡にある脱毛サロンの口コミをまとめ、おすすめ順にランキングで紹介している脱毛福岡info。福岡にはたくさんの脱毛サロンがあり、どこに行けばいいかわからないという方もいると思います。このサイトは脱毛サロンを福岡で探すためにあらゆる情報を網羅し...

Yahoo! JAPAN - Mozilla Firefox



**博多久松のおせち - おせちランキング**

[おせちランキング.asia/chikori.html](#) Translate this page

おせち料理は、毎年早々に売り切れてしまうのです。その理由は、美しい、美味しい、大きな、全てがそろったこだわりのおせちだから。新しい年のはじまりの食事ですので、豪華に、おいしいものが食べたいですね。

**ホットヨガ博多【安いお得な体験レッスン】キャンペーン実施中!**

[ホットヨガ博多.asia/](#) Translate this page

福岡県にある安心のホットヨガ専門店です。ホットヨガ博多【VA】はじめての方全員がキャンペーン対象☆。カラダに溜まった老廃物をデトックス☆。>ホットヨガLAVA...

Get a “网站” domain to make yourself visible to the 100s of Millions Of Chinese users searching online.



It is hard to imagine that Chinese users would be speaking to their phone in English.



.网站

# 亮.网站

点亮将来。



## .网站 TLD is the:

- **Most Natural** Chinese language phrase representing “.WEB”
- **Most Popular** Chinese term for identifying web presence
- **Most Comprehensive** in reach for the global Chinese audience



# .网站 (.WEB in Chinese) Launch Details

## • Sunrise (TMCH)

- **Start:** 2016.09.26 (Mon) 00:00:00 UTC
- **End:** 2016.10.26 (Wed) 23:59:59 UTC
- **Pricing:** US\$100 (per domain year) *\*renewals @GA pricing*

## • Landrush (EAP)

- **Tier 1:** **Start:** 2016.10.27 (Thu) 00:00:01 UTC
- **Pricing:** US\$3,888 (per domain year)
- **Tier 2:** **Start:** 2016.10.28 (Fri) 00:00:01 UTC
- **Pricing:** US\$888 (per domain year)
- **Tier 3:** **Start:** 2016.10.30 (Sun) 00:00:01 UTC
- **Pricing:** US\$168 (per domain year)
- **Tier 4:** **Start:** 2016.11.01 (Tue) 00:00:01 UTC
- **Pricing:** US\$88 (per domain year)

## • General Availability

- **Start:** 2016.11.02 (Wed) 00:00:00 UTC
- **Pricing:** US\$10 per domain year *(for LR renewals also)*



The .网站 TLD is brought to you by the joint team of industry expertise from **DotAsia** and **Afilias**, with global capacity, regional knowledge and local touch. The .网站 TLD is focused on the Chinese market but relevant for global registrants looking to reach the China market.



# 米农·网站

## .WEB in Chinese

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for ALL phases.



.网站

# Supplementary

Reference Slides

网站

网站

.WEB IN CHINESE

# Onboarding Information

- Registrar Toolkit: <http://portal.afilias.info>
- Afilias ORMS: <http://apply.afilias.info>
- Afilias OT&E:
  - not required if operating in any Afilias TLD
- Billing/Account:
  - Consolidated with “Afilias–owned TLDs”

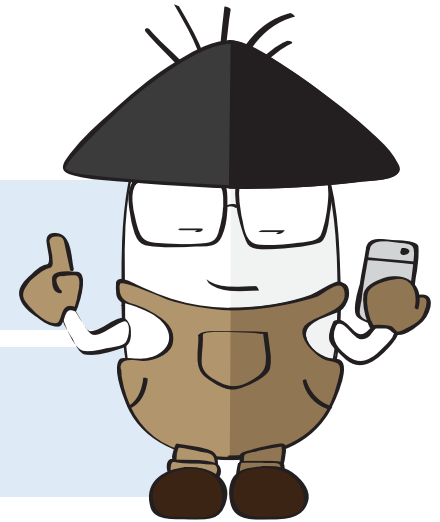
# Policies Links

- Data Privacy Policy:
  - <http://NIC.网站/隐私条款>
- Sunrise Dispute Policy:
  - <http://NIC.网站/日升期争议处理方案>
- Domain Anti Abuse Policy:
  - <http://NIC.网站/反滥用条款>
- WHOIS Policy:
  - <http://NIC.网站/WHOIS条款>
- Registrar Concurrent Connection Handling Policy:
  - <http://NIC.网站/注册商连接规范条款>

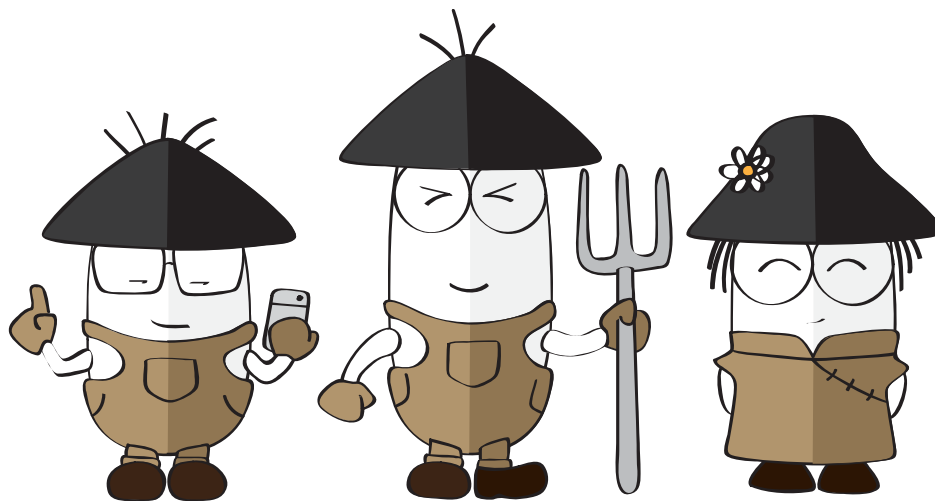


# Global Accessibility Now

- .网站 – Simplified Chinese
- ~~.網站 – Traditional Chinese (IDN Variant)~~
- “网” (means “web”) while being a Simplified Chinese character used by **Mainland China and Singapore** is **accessible (i.e. can be typed in)** by Traditional Chinese users (e.g. in **Hong Kong, Taiwan, Malaysia, etc.**)
- “网” is an old form of the traditional character “網” therefore accessible from traditional Chinese keyboards.



# 米农.网站



Normi

糯米@米农.网站

Jimmi

粘米@米农.网站

Sammi

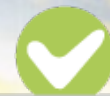
香米@米农.网站

"米农" (mǐ nóng) means domain investor (or domainer). "米农" means "rice farmer", the term comes from "玉米" (yù mǐ), a nickname for "domain name" (i.e. "域名" yù míng). Originally "玉米虫" ("corn worm") referred to "cybersquatters", a play on the phrase "蛀米大虫" (meaning "a slouch"), but as abusive domaining gave way to more constructive value development, the term "米农" (mǐ nóng), "rice farmer" emerged to portray the domainer in a playful yet industrious light. The Minongs (小米农) are rice farmers looking to make it big on the new frontiers of the Internet under .网站 (diǎn wǎng zhàn).

# Premium & Reserved .网站 Domains

- 1&2 ASCII Character domains are reserved initially
- ICANN Reserved Names:
  - Country and Territory Names & IGO Names
- Premium Domains List will be released before General Availability.

# CLEARINGHOUSE



## Contact:

[www.trademark-clearinghouse.com](http://www.trademark-clearinghouse.com) // [info@trademark-clearinghouse.com](mailto:info@trademark-clearinghouse.com) // [@TMCHinfo](https://twitter.com/TMCHinfo)

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