

UA DAY 2024

UPDATE OF UA PROGRESS IN CHINA

Walter Wu / March 2024



Universal Acceptance

Development of Chinese IDN

According to the latest report from ZDNS & KNET, till the end of Q3 2023, there are 57 Chinese IDN gTLDs globally, with total registration volume of 356 thousands, accounting for 85.99% of global IDN gTLDs.

9 of the top10 IDN gTLDs are Chinese, which respectively are .网址, .在线, .公司, .商城, .手机, .商标, .网络, .中文网 and .我爱你.

全球 IDN gTLD 排名前十 (按域名保有量) (单位: 万)

排名	TLD	域名保有量	市场占比	同比增长	环比增长
1	.网址	10.7	26.4%	-1.0	-0.3
2	.在线	4.2	10.3%	0.4	0.1
3	.公司	3.2	7.9%	-0.2	0.0
4	.商城	3.1	7.5%	0.3	0.0
5	.手机	3.0	7.3%	-0.1	0.0
6	.商标	2.8	7.0%	0.2	0.1
7	.网络	2.3	5.6%	-0.1	0.0
8	.pyc	2.0	5.0%	-0.5	0.0
9	.中文网	1.3	3.3%	0.0	0.0
10	.我爱你	1.1	2.8%	-0.2	-0.2

Chinese IDN Show Cases



UA Challenges in China

Browsers

- * In recent years, the support rate of browsers for Chinese domain names has gradually improved, which shows that the importance of Chinese domain names has been strengthened by browser application operators.
- * The support of Chinese IDNs on mobile browsers is worse than desktop browsers. Some browsers have display issues in the address bar (showing punycode instead of Chinese).

EAI

- * Email systems that support Chinese email addresses are not yet in common.

Search Engines

- * In China, support rate of most search engines for Chinese domain name is still to be improved, some technical support has been realized, but in actual application, it occurs low inclusion or transcoding display etc.

Hyperlinks in IMS/Social Media/SMS

- * Support of Chinese IDN hyperlinks in some applications is still to be improved.

UA Promotion Model in China:

- With the support of the government
- Coordinated by the Internet Society of China
- Industry engaging – registries & registrars
- Visit and communicate with Internet companies (email service, browsers, search engines, etc) and Telecom operators



Visiting Tencent



Visiting Netease



Visiting Baidu



Visiting Sogou

MIIT's 14th Five-Year Plan

工业和信息化部关于印发“十四五”信息通信行业发展规划的通知

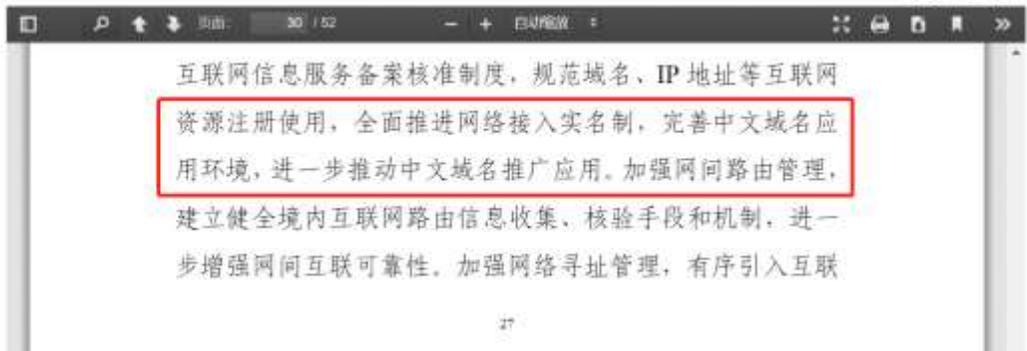
工信部规〔2021〕164号

各省、自治区、直辖市及计划单列市、新疆生产建设兵团工业和信息化主管部门，各省、自治区、直辖市通信管理局，部直属单位，有关行业协会，有关企业：

现将《“十四五”信息通信行业发展规划》印发给你们，请结合实际，认真贯彻落实。

工业和信息化部

2021年11月1日



- MIIT (the Ministry of Industry and Information Technology) published the 14th Five-Year Plan for Information Communication Development on Nov 1, 2021;
- Though all the efforts of the CDNI members and the community, MIIT has included the following text in the plan: “... to improve the application environment of Chinese IDN so as to further promote the use of Chinese domain names.”

中国互联网协会将开展中文域名专项推进工作

工作动态 2023-12-25 10:11:19 阅读量(11)

近日，工业和信息化部信息通信管理局致函中国互联网协会，要求协会组织行业相关单位，落实《“十四五”信息通信行业发展规划》关于“完善中文域名应用环境，进一步推动中文域名推广应用”的要求。基于前期工作基础，深入开展中文域名推进工作，推动中文域名高质量发展。

服务行业 服务网民 服务政府

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具体举措

加大科普宣传。加强中文域名发展应用宣传普及相关工作，围绕中文域名政策、发展状况、创新实践、存在问题及解决方案等组织交流活动。倡导域名从业机构加强中文域名知识科普宣传，避免夸大或虚假营销，提高公众对中文域名的全面了解和正确认知，引导用户理性注册中文域名。

开展技术培训。组织开展中文域名专题技术培训，宣贯中文域名相关标准和规范，推动涉及中文域名应用服务的企业在各种互联网应用程序、设备和系统中，实现对中文域名的正常解析、识别、检索、收录、展示和准确显示。

The Letter from MIIT's Information and Communications Administration Bureau to ISC requesting support for the promotion of Chinese IDNs.

CDNI Website



- The Chinese Domain Names Initiative (CDNI) was initiated in 2020 by Internet Society of China (ISC) and co-founded by 28 organizations & companies, including leading IT companies in China, registry operators and registrars, industry associations and research institutes. It is under the direct leadership of ISC and serves as the UASG China Local Initiative as well.
- The CDNI website includes UA documents, work dynamics of CDNI, test reports etc.
- The Wechat public account pushes the latest news and reports, helping more people in China to learn about UA and Chinese IDN.
- To facilitate the UA promotion in China, the Internet Society is preparing to establish the Internet Infrastructure Resources Working Committee.

CDNI Wechat Public Account



Conclusion & Outlook

- With the support of the government and the coordination of ISC, the Chinese community has established a long-term interaction mechanism with main Internet companies, which has a positive impact on the UA promotion in China.
- At present, the support rate of browsers for Chinese domain names has been gradually improved. However, email service providers still have concerns on the stability issue. They are afraid that a single provider's support of sending and receiving emails in Chinese email addresses might lead to an increase in email bounce rate and customer complaint rate.