

Case Study

.WANG

“.WANG is uniquely Chinese, and has the ability to tap directly into the Chinese market.”



 Website
<http://www.nic.wang>

 Registry Name
Zodiac Registry Limited

 Location
Beijing, China

Background

As the Pinyin version of a Chinese character, “wang” has multiple meanings for people who speak Mandarin. Although its primary meaning is “web” or “net” in Chinese, it can also mean “king.” Wang is also one of the most common surnames in China.

Due to the flexibility of the Pinyin system, .WANG has a natural appeal to Chinese speakers. By extension, .WANG can be used by anyone who wishes to have a web presence that has the potential to be catchy and recognizable to millions of Chinese-speaking Internet users. The registry is strategically headquartered in Beijing, China, which allows the business to stay close to Chinese customers and keep up-to-date with the latest developments in China’s domain name industry.



Objectives

The goal of .WANG is to create a meaningful domain name space and a better user experience for Chinese-speaking Internet users. Since the domain went live in late 2013, .WANG has become a popular choice for all types of Chinese users, especially among small and medium-sized enterprises and also individuals.

For example:

- xianhua.wang is a website used for selling “fresh cut-flowers” (as “xianhua” means in Chinese).
- 17film.wang is a social networking site designed for movie-lovers to discuss movies and related topics.
- xin.wang (Xinnet), wan.wang (HiChina) and maimai.wang are websites used by well-known ICANN-accredited registrars in China.

TRIVIA

-  Date TLD available on Internet: **31 December 2013**
-  Number of registrations: **167,576 as of 26 May 2015**
- **.WANG is one of 14 top-level domain names approved by the Ministry of Industry and Information Technology (MIIT) of China to operate within the country.***
- **Strong aftermarket: many premium .WANG names were quickly snapped up at recent auctions, such as qiche.wang (“qiche” = car), licai.wang (“licai” = financial planning), yy.wang and 360.wang.***

New gTLD Fast Facts

The Internet Corporation for Assigned Names and Numbers' (ICANN) New gTLD Program is responsible for introducing new generic top-level domains (gTLDs) into the Internet, which will result in the largest-ever expansion of the domain name system. The goal of this expansion is to enhance competition, innovation and consumer choice. Top-level domains are the letters immediately following the final dot in an Internet address. Through the program, the domain name system is expanding from 22 gTLDs to hundreds.

The New gTLD Program, led by ICANN's Global Domains Division makes it possible for communities, governments, businesses and brands to apply to operate a top-level domain registry. Operating a registry is a responsibility that requires a major commitment. In essence, the registry operator becomes the custodian of a piece of the Internet's core infrastructure. For this reason, ICANN established a rigorous process for those who applied for a new gTLD. The application process is a cornerstone of the New gTLD Program.

THE NEW GTLD PROGRAM BY THE NUMBERS

gTLD Key Stats

1930 total applications received by the deadline (May 2012)

1300+ new gTLDs or "strings" possible

Language Options

1st time Internationalized Domain Names will be available as gTLDs, enabling new extensions in different language scripts such as Arabic, Chinese and more.

Applications By Region

17 Africa **675** Europe

303 Asia/Pacific **911** North America

24 Latin America/Caribbean

Safeguards In Place

17 new safeguards created to help lay the foundation for a broader, more mature domain name industry. Examples include Rights Protection Mechanisms and DNS Security.

Registry Contact

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All case study information provided by Registry Operator.



One World, One Internet

