

## .网址

### About

KNET Co., Ltd. is a leading Internet infrastructure service provider headquartered in Beijing, China. KNET operates the .网址 Internationalized Domain Name (IDN), with the goal of facilitating Internet access for Chinese-speaking netizens and assisting enterprises and institutions in protecting and building their digital brands. .网址 is currently the IDN gTLD with the largest registration volume. The Chinese Domain Name Innovation Application Forum, hosted by KNET, has become the summit of the IDN industry.

### gTLD use case

.网址 (website in English)

### Category

Generic

### Registry Operator

KNET Co., Ltd.

## What motivated you to apply for a new gTLD?

By allowing people to access the Internet using their native languages, Internationalized Domain Names provide Internet users with diverse online options. .网址 is an Internationalized Domain Name that was created to promote the use of Chinese domain names on the Internet through a new gTLD that is more universal and in-line with the usage habits of Chinese Internet users. The .网址 gTLD can support enterprises in registering Chinese trademarks and company names as Chinese domain names, establishing an exclusive digital space to showcase their products, services, and information, and to extend their digital brand on the Internet.

## How are you using the gTLD?

We use .网址 domain names for website applications to help enterprises showcase their products, services, and brands. Many well-known enterprises have registered their trademarked names as .网址 domain names for protection against Internet intellectual property infringement risks.

### Contact

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<http://knet.cn>

[service@knet.cn](mailto:service@knet.cn)

gTLD



Learn more at:  
[newgtldprogram.icann.org](http://newgtldprogram.icann.org)

## What were some of the considerations you made before applying?

We conducted thorough market research in China to create a generic, memorable, and easily accessible gTLD that complements our other business lines and provides added value to existing customers, while enabling them to digitally upgrade their business.

## How has your organization benefited from operating a gTLD?

KNET has become a leader in the Chinese domain name industry, providing memorable domain names for numerous well-known enterprises. Operating the .网址 gTLD has opened new revenue streams and expanded our customer base.

## How has having a gTLD changed or impacted your business?

Operating the .网址 gTLD has significantly enhanced our reputation and influence in the industry and greatly expanded our business network. We have established deep, cooperative relationships with many institutions to provide better services to our customers.

***“Operating the .网址 gTLD has helped KNET to establish its position as an industry leader. We have provided memorable branded domain names for numerous enterprises, enabling them to build brand space online to showcase their business.”***

– KNET Co., Ltd., Registry Operator