

The Application Form for DIRECT CNNIC Registrar Accreditation

“The Application Form for direct CNNIC Registrar Accreditation” is based on “CNNIC Registrar Accreditation Policy”. CNNIC modifies this application form from time to time.

Who We Are

- CNNIC(China Internet Network Information Center) - The Registry of .CN and .中国 (.China) (the Country-Code Top Level Domain name of China). As an exclusive administration and operation organization for Chinese internet address resources, CNNIC is dedicated to the infrastructure development of internet in China. For more information, please visit <http://www1.cnnic.cn/index.htm>
- CNNIC is also the registry of .公司 (.Company), .网络(.Network).

Accreditation Procedure:

1. Applicant returns the application form to CNNIC, assumably with other certificates
2. CNNIC assesses your materials and replies in application approval, application failure or pending application for further supplement.
3. Approved applicant will soon receive a standard accreditation agreement and supplementary agreement to sign (usually two hard copies required)
4. One of counter-sign agreement will be returned to you and you are expected to wire pre-paid payment to your product account according to agreed amount.
5. After receiving your fund, you will be contacted by our technical support team providing API package (EPP based), plus customer service training document.
6. If operational environment tests OK, the production will be on and Contract Runs!

The Payment Term

As for registration operation, we normally employ pre-paid payment, which is like a bank account. You make registration, we automatically withdraw relevant amount of money from your credit accordingly. The actual amount of pre-paid payment is subject to your business expectation.

Annual membership fee (20,000CNY) is required to maintain registrar status. It will be deducted through your pre-paid account in the beginning of every contract year.

Registration deposit (10,000CNY) is of operational safety. It will be one-off fully refunded since the contract legally ends.

Collaboration Opportunities

CNNIC product portfolio contains

- ASCII.CN, 中文.CN(Chinese.CN)
- ASCII.中国(ASCII.China), 中文.中国(Chinese.China)
- ASCII.公司(ASCII.Company), 中文.公司(Chinese.Company)
- ASCII.网络(ASCII.Network), 中文.网络(Chinese.Network)
- SSL certificate
- Registry lock service

Currently, all listed products are available to overseas market. In addition, we are looking for overseas entities to work with us in exploring the Chinese internet market in large.

Application Instruction

A complete application should be comprised of:

- (1) The application form in the next page with corporation seal or signature;
- (2) A copy of corporation certificate;
- (3) A copy of a certificate of internet services operation permit, if applicable.

You may complete and submit "The Application Form for Direct CNNIC Registrar Accreditation" via Email or Fax.

Post Address and Your CNNIC Liaison

<p>1. <u>CNNIC Post Address for application:</u></p> <p>Attn: Registrar Relation Manager International Business Development China Internet Network Information Center 4, South 4th Street, Zhongguancun, Haidian District, Beijing, China Postal Code: 100190</p>	<p>2. <u>Registrars Relations:</u></p> <p>International Business Team Tel: +86-10-58813377-1-2 Fax: +86-10-58812666 Email: registrar-admin@cnic.cn</p>
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Approval Criteria

After receiving the application package, we will evaluate with comprehensive factors (such as regions located, market potential, Business plan and involvement etc.) so as to determine whether the applicant meets the basic requirement. Any applicant should guarantee the reliability and validity of the information provided in “*The Application Form for .CN and .中國 Domains Direct Registrar Accreditation*”. If there is any suspicious content, CNNIC is likely to reject the application or withdraw the accreditation that the registrar may already have.

Should you have any questions, please feel free to contact us.

Thanks for your cooperation!

The Application Form for Direct CNNIC Registrar Accreditation

Corporate Information

Corporation name:	
Established year:	
Corporation leader:	
No. of current employees:	
Corporation/Post address:	
Homepage:	
China-based Business:	
Head Office Location:	
Branch Locations:	

Respondent Information

Respondent name:	
Post address:	
Tel:	
Fax:	
Email:	
Skype or equivalent:	

Customer Service Hotline

Phone number:	
Working hours:	

The applicant hereby certifies that the answer furnished above is reliable and valid at the best knowledge; the application party is willing to undertake any legal results due to fake information provision.

Business Assessment

Product portfolio and Organization

How many stable domain names have you registered in total, Including all gTLDs and ccTLDs? How many ccTLDs do you have?

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Currently, do you own any .CN or .中国(.China) domain names? If you already have .CN or .中国(.China) under your management through other channel, how many of them are stable registrations? What is the proportion of your Chinese clients?

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Please indicate main products/Services or ongoing projects of your company, please indicate to what extent the CNNIC's product that you are applying for can be associated with those, if applicable.

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Please indicate the company's organizational chart with their main functions.

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Distribution and Purchase

How do you provide registration?

- via Direct online application from registrants (percentage ___%)
- via Resellers (percentage ___%)
- via other channels such as _____ (percentage ___%)

- If reseller business occupies a large portion, please indicate the geographic locations (countries/cities preferred) of main reseller entities.

1 _____ 2 _____ 3 _____ 4 _____ 5 _____
6 _____ 7 _____ 8 _____ 9 _____ 10 _____

Could you try to identify the composition of domain name applicants?

- Corporate buyer for usage (percentage ___ %)
- Corporate buyer for defensive registration without usage (percentage ___ %)
- Investor (percentage ___ %)
- Domain tasting for parking/Monetary traffic (percentage ___ %)
- Others, such as ___ (percentage ___ %)

Why do you think it is necessary to establish direct cooperation with CNNIC?

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Marketing Model

What marketing activity will you prepare to take to promote your products? Which ones do you think it is more suitable for .CN or .中国(.China)?

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Do you have a flexible or fixed marketing funding/budget? How much (%) do you spend your annual marketing budget on domain names?

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How could we support you in the near future in light of cultivating a sound awareness of CNNIC's product to stimulate the demand? A specific marketing plan would be appreciated (including approaches and scheme)

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Which of the following marketing support would like to receive from CNNIC?
Domain Discount for promotion period;
Marketing rebate for promotion period;
Marketing support funding for marketing events or others, please specify?

More advices in general?

Please feel free to disclose any of your idea/comment which may cultivate more registration!

Application Party:

Coordinator:

Seal:

Date:

-----This is the end of the application form-----