

I. Mission and Objectives of the .地址 Top-Level Domain

A. Mission

The “.地址”, meaning "address" or "location" in Chinese. The applied TLD is dedicated to building a globally unified, trusted, and easily recognizable Chinese-language internet addressing and identification system. It primarily serves small and medium-sized enterprises and individuals by providing exclusive digital identifiers intrinsically linked to their geographic locations, service venues and business premises. The TLD aims to catalyze the utilization of Chinese-language internet resources and elevate the efficiency and user experience of global internet users seeking location-based information across enterprises, commercial districts, residential communities, municipalities, and public service centers.

Deeply rooted within the Chinese-speaking community while extending its reach to global end-users, “.地址” will drive the profound integration of the internet with physical spaces, digital maps, e-commerce networks, local lifestyle services, smart city infrastructures, and the broader digital economy.

B. Objectives

The primary strategic objectives of the “.地址” TLD comprise the following:

Establishing a Chinese-Language Internet Address Identification System: Utilizing the TLD to deliver intuitive domain resources bearing distinct geographic attributes, allowing internet users to instantly discern the linkage between online web services and real-world geographic locations.

Serving the Global Chinese-Speaking Internet Population: Minimizing linguistic barriers for Chinese-speaking internet users globally, while substantially improving the accessibility, navigability, and comprehensibility of digital resources.

Supporting the Proliferation of the Digital Economy and Local Services: Accelerating the convergence of online and offline channels by providing a dedicated digital identity infrastructure bearing explicit geographic attributes for local lifestyle services, e-commerce, tourism, real estate, logistics/delivery, and smart communities.

Enhancing Internet Navigation and Brand Recognition Capabilities: Leveraging the innate semantic characteristics of Chinese characters to boost domain recognition and memorability. This enables registrants to build a distinct online brand architecture, strengthening user trust and improving online navigation efficiency.

Promoting the Advancement of Internationalized Domain Names (IDNs): Proactively advancing the adoption and mainstream uptake of Chinese IDNs to enrich the linguistic and

cultural diversity of the global DNS, fully aligning with and advancing ICANN's core strategic objective of building a multilingual internet.

II. Intended Registrants and Intended Users

A. Intended Registrants

The “.地址” TLD will adopt an open registration policy open to registrants worldwide. The primary target registrant cohorts include: corporate enterprises and commercial institutions; real estate developers and property management agencies; public service organizations and governmental entities; digital map, navigation, and location-based service providers; hospitality, catering, retail, and local merchant services; logistics and supply chain delivery enterprises; tourism and travel agencies; non-profit organizations and industry associations; and individual registrants.

B. Intended Users

The ultimate beneficiaries and end-users of the “.地址” namespace encompass: internet users searching for physical locations; users regularly utilizing digital maps and navigation software; consumers seeking localized commercial and merchant offerings; the general public accessing civic or public service portals; e-commerce participants; and the global Chinese-speaking internet population at large.

III. Completed and Planned Activities for Objective Realization

A. Domain Registration and Registry Management Infrastructure

Establishing and maintaining a robust registry operations infrastructure fully compliant with all ICANN specifications, operational standards, and technical benchmarks.

B. Registrar Partner Programs

Building strategic partnerships with ICANN-accredited registrars globally to expand market distribution channels, geographical coverage, and localized registrar service capabilities.

C. Marketing, Outreach, and Public Awareness Campaigns

Launching targeted promotional and educational initiatives tailored to target markets, with core focuses as follows:

Boost user awareness and Chinese-language internet literacy to popularize the practical value and adoption of Chinese Domain Names.

Take an active part in internet governance and industry forums to accelerate the rollout and technical adoption of Universal Acceptance (UA).

Cooperate with relevant government authorities, industry alliances and trade associations to build a stable, robust, sound and thriving application ecosystem.

D. Technological Innovation and Ecosystem Integration

Advancing native integration of “.地址” domains into diverse digital environments, including digital mapping systems, smart city platforms, e-commerce frameworks, local lifestyle service applications, spatial/location datasets, and AI-powered intelligent search tools.

E. Intellectual Property and Consumer Protection Mechanisms

Implementing a rigorous rights protection mechanism to safeguard intellectual property and consumer interests, covering mandatory measures including but not limited to: mandatory Trademark Clearinghouse (TMCH) integration; a dedicated Sunrise registration period; Trademark Claims service; the Uniform Domain-Name Dispute-Resolution Policy (UDRP) and Uniform Rapid Suspension (URS) ; and proactive domain abuse monitoring together with rapid response remediation protocols.

IV. Long-Term Sustainability of Objectives

A. Explicit and Growing Market Demand

Thanks to its precise semantic definitions, “.地址” directly addresses persistent market demand for clear location identification online, laying a solid and resilient market foundation for long-term development.

B. Highly Versatile and Broad Application Scenarios

“.地址” boasts cross-industry applicability rather than being limited to a single vertical sector. It can be widely deployed across numerous fields: commercial services, public utilities, urban governance, real estate, travel and tourism, logistics/express delivery, community services, and digital platform ecosystems. Such extensive applicability guarantees steady, diversified domain registration volume in the long run.

C. Sustainable Business Model

The Registry will create steady revenue streams via standard domain registration fees, premium value-added services offerings, corporate brand cooperation programs, and industry-specific location-based digital solutions. This robust and diversified revenue portfolio will support long-term registry operations and continuous technical investments.

D. Alignment with the Global Trend of Internet Internationalization

By lowering access thresholds and improving Internet accessibility for the vast

Chinese-speaking community worldwide, the “.地址” TLD fully echoes ICANN’s core internationalization principles and global initiatives promoting multilingual online environment.

E. Resilient Technical Architecture and Governance Mechanisms

We will engage an ICANN-qualified Registry Services Provider (RSP) to operate a highly available, fault-tolerant DNS infrastructure that strictly complies with all ICANN requirements. The registry will maintain robust cyber-security and information security frameworks, enforce comprehensive data protection rules, safeguard registrant legitimate rights, and sustain ongoing regulatory compliance.

V. Conclusion & Evaluation:

With sustained capital input, continuous operational investments and standardized governance frameworks, the “.地址” TLD is fully capable of delivering long-term technical stability, reliable operation and sustainable market viability. The TLD is committed to building a globally trusted, easily recognizable internet addressing system with unique Chinese semantic features, acting as a unified gateway for location data, public service resources and digital identity authentication. By serving the global Chinese-speaking users, advancing digital economy localization boosting the uptake of Internationalized Domain Names, and fostering a self-sustaining industrial ecosystem, “.地址” TLD carries prominent public interest value, clear market practicality and solid long-term sustainability, fully satisfying ICANN’s evaluation criteria for the mission and objectives of new gTLDs.