



2011

**2011 Social Responsibility
Report for CNNIC**

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Report Profile

Time Frame of Report

The whole year of 2011. Partial content is beyond the above scope.

Serial Number of Social Responsibility Report

The first Social Responsibility Report of CNNIC.

Release Cycle

CNNIC Social Responsibility Report is annual report, usually released before the end of February next year.

Report Data Specification

The report data does not include financial audit data.

Organization Scope

Within the scope of China Internet Network Information Center (CNNIC)

Release Scope

Released publicly

Reference Standard

Compiling Guidelines for China Corporate Social Responsibility Report (CASS -CSR2.0), International Standard of Social Responsibility ISO 26000.

Reliability Assurance

To ensure the authenticity of the report, it's submitted to the Research Center for Corporate Social Responsibility of Economics Department of Chinese Academy of Social Sciences for the third-party audit. The professional third-party review is provided.

Compiling Process



Access Method

For electronic version of the report, please log in CNNIC official website (www.CNNIC.cn) to download.

For paper version, please email to pr@CNNIC.cn, or call 86-10-58813000.

Address of Director of CNNIC



Fourteen years ago, along with the return of ccTLD server of .CN back to China from Karlsruhe University in Germany, CNNIC shouldering the mission of important constructor, operator and administrator of infrastructure in Chinese information society. CNNIC was founded with the hope of Chinese Internet. There is a grand task to perform and a long way to go.

For the past 14 years, CNNIC has adhered to the mission of “important constructor, operator and administrator of infrastructure in Chinese information society.”, to earnestly implement the duty of National Internet Network Information Center, insist on the positioning of national public interest service organization, construct the secure and trusting domain name system, realize the normative and highly efficient services for user, promote the application of ccTLD in multiple services of Internet, jointly grow with informatization undertaking and Internet development of our country and actively make contribution to informatization and Internet community growth.

During the new historical period, CNNIC will continue to adhere to the vision of “World-class Network Information Center”. Under the guidance strategy “Responsibility to the Country, Benefits to the Society and Harmony among People”, we will adhere to regard national public interest as own duty, to more stabilize the operation of network infrastructure resources, make management scientific, scientific research open and service user-friendly, Internet and informatization research valuable, international influence enhanced, gradually improve user’s service, strengthen the interaction with the public; be committed to staff development, integrate all resources, form the development platform suitable for CNNIC, and create happiness index of CNNIC and the employees.

As the first Social Responsibility Report of CNNIC, it makes summary for the social responsibility exercised for the past 14 years while introducing the social responsibility work in 2011. Looking backwards, CNNIC grew together with stakeholders and made due contributions to Internet community, public interest and national interests. Looking forward, we will meet the needs of the times development, and struggle to move forward for the responsibility to the Country, benefits to the society and harmony among people with a high sense of responsibility and mission!

HUANG Xiangyang
February 2012

CNNIC Introduction

About CNNIC

China Internet Network Information Center (abbreviated as CNNIC) is authorized by competent department of Chinese government, established on June 3, 1997 to exercise the duties of national Internet network information center. CNNIC is mainly responsible for the construction and operation of information system of Chinese Internet domain name and provides related services.

Internet domain name system is one of the most important infrastructures of information society. CNNIC is responsible for the operation management and service of national network infrastructure resources, undertaking technology development of national network infrastructure resources and ensuring security, carrying out Internet development research and providing consultation, promoting open cooperation and technical exchange of global Internet, and constantly pursuing to be the "Professional • Responsible • Service" world-class network information center.

Main Responsibilities of CNNIC

• Operation management and service organ of national network infrastructure resources

As the ccTLD registry of China, CNNIC is committed to providing normative and efficient domain name registration for ".CN" and ".中国/中國", fulfilling authentic and credible management policy, maintaining secure and stable system operation, enhancing network user experience and satisfaction, and actively promoting healthy and orderly development of national domain and application.

CNNIC assumes the duty of member of national Internet registry (NIR) in Asia Pacific Network Information Centre (APNIC). The IP address assignment alliance with CNNIC as convener is responsible for offering IP addresses and AS (Autonomous System) number allocation management services for our internet service provider (ISP) and network users, so as to actively promote development transition of the next generation of Internet represented by IPv6.

• R & D and security center of national network infrastructure resources

The key technology and security level of network infrastructure resources are the core competitiveness determining network development level of a country and a region. In providing operation management and services of network infrastructure resources, CNNIC constantly invests in R & D resources, and actively seek the breakthrough of the core competencies of our network infrastructure resources and independent tools and cultivation of talents in this field, to fundamentally enhance the credibility, security and stability of our network infrastructure resource system and promote the upgrading of industrial overall technology level and service capabilities.

• Internet development research and consulting service strength

For the long-term period, CNNIC has focused on Internet applications and research of industrial development, responsible for carrying out multiple Internet statistical surveys such as Chinese Internet development status etc, depicting macroscopic development of Chinese Internet network, faithfully recording its developmental context. With the continuous in-depth development of Internet in China, CNNIC will on the one hand, continue to strengthen the research support on national and government policy, and on the other hand, provide public interest research and consulting services of Internet development for enterprises, users, and research institutions.

• Internet open cooperation and technical exchange platform

CNNIC actively tracks global Internet policy and the latest development in technology. With neutral civil identity of Internet community representative in China, it actively conducts business exchanges and cooperation with related Internet agencies in domestic and abroad, and undertakes Internet international conferences and activities, guided by service application to build open and shared research environment and communication platform to promote the practice of exchange cooperation and transformation output, and serve for Chinese Internet industry from all levels of policy, technology and industry etc.

CNNIC Introduction

CNNIC Social Responsibility System

CNNIC Organizational Culture System

- **CNNIC Mission**

Important constructor, operator and administrator of infrastructure in Chinese information society

- **CNNIC Vision**

World-class network information center

- **CNNIC Strategic Policy**

Provide efficient and application-oriented services through secure & stable Internet infrastructure for public interests

- **CNNIC Function Positioning**

Operation, Management and Service organization of national network basic resources
 Research, Development and Security center of national network basic resources
 Research and Consulting Services driving force for Internet development
 Platform for Internet open cooperation and technical exchange

- **CNNIC Organizational Culture**

Earn trust with inner respect, practical work, positive initiative, solid credibility, and collaborative effort



Responsibility to the Country

Faithfully fulfill the duties of national Internet Network Information Center, improve construction and operation of network basic resources, and strengthen security and reliability of network basic resources.

Concept of Social Responsibility

Benefits to the Society

Provide standard and high quality registration management services, accept social supervision and protect netizens' rights; by full opening and cooperation, it will actively make full use of own advantages to promote development of the industry.

Harmony among People

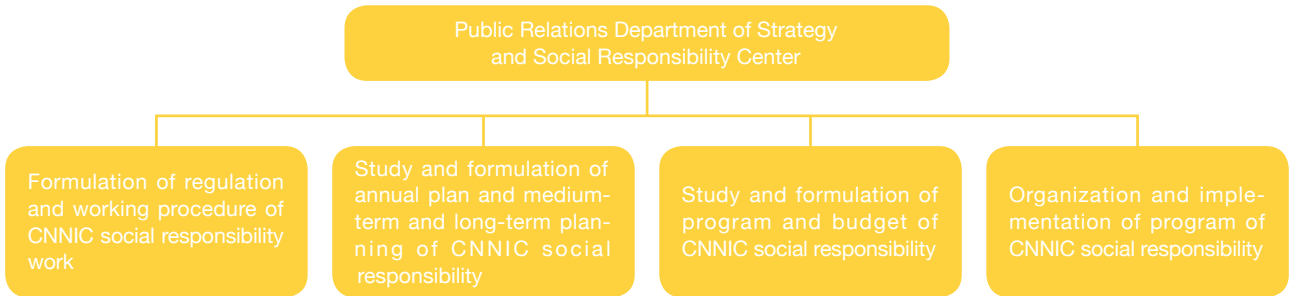
In the process of organizational development, follow public interest guidelines, create a favorable environment for staff development, and promote the index of happiness for CNNIC staff.

CNNIC Introduction

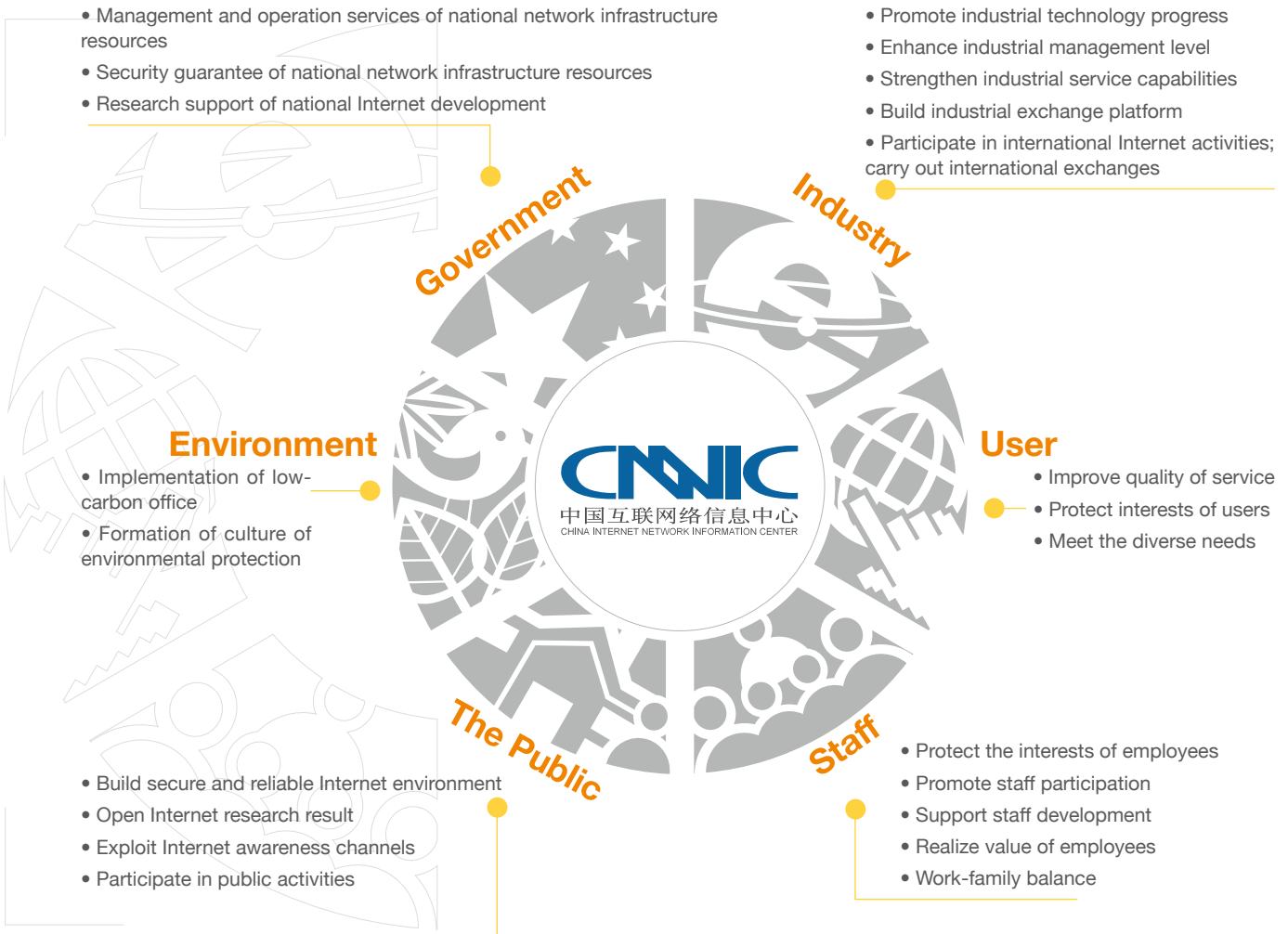
CNNIC Social Responsibility System

Social Responsibility Management

Social responsibility management duties of public relation department of strategy and social responsibility center



Identification of social responsibility stakeholders



CNNIC Introduction

CNNIC Social Responsibility System

CNNIC Organizational Culture System

Social responsibility planning

For “The 12th Five-Year Plan”, CNNIC will strengthen social responsibility, and consummate its responsibility to the Country, public and staff by formulating social responsibility system and issuing social responsibility report etc.



In 2011 Develop social responsibility system

After determining the definition and meaning of social responsibility through strategic discussions, issue social responsibility report, and initially establish social responsibility assessment index subject to “national responsibility and public interest behavior”.



In 2013 Establish support system for public service

By circulation work of social responsibility report release, feedback and improvement, enhance the social responsibility assessment index subject to “national responsibility, business ethics, social responsibility management, and social public behavior”.



In 2015 Establish the assessment indicators of social contribution

Establish the assessment indicators of social contribution, including national responsibility, business ethics, social responsibility management, social welfare behavior, protection of human rights, and rights and interests of employees.



In September 2011, all staff of CNNIC participated in “The 12th Five Strategy Communication Meeting”, which included social responsibility into important issues. The members of CNNIC Steering Committee listened and discussed the suggestion of staff to social responsibility work and clarified the social responsibility planning of CNNIC during the 12th Five Period.

Social Responsibility Management

Assessment indicators of social responsibility

Responsibility field		Index system	Refinement of assessment indicators
Responsibility management	Responsibility governance	Establish social responsibility management system	<ul style="list-style-type: none"> Establish social responsibility management department Develop social responsibility management system
		Establish social responsibility assessment indicators	<ul style="list-style-type: none"> Social responsibility assessment indicators included in performance appraisal
		Develop social responsibility strategic planning	<ul style="list-style-type: none"> Refine the 12th Five-Year Plan; formulate annual work plan
	Responsibility advancing	Carry out social responsibility training	<ul style="list-style-type: none"> Regularly organize social responsibility training Social responsibility training incorporated into employee training system
		Promote to organize and fulfill social responsibilities	<ul style="list-style-type: none"> Irregularly organize to carry out promotion of social responsibility achievements Promote sharing of social responsibility work experience Form the incentive mechanism of social responsibility performance
	Responsibility communication	Strengthen communication with stakeholders of social responsibility	<ul style="list-style-type: none"> Carry out social responsibility survey to understand the needs of stakeholders
		Promote internal social responsibility communication	<ul style="list-style-type: none"> Establish internal social responsibility communication channels Irregularly hold social responsibility communication meeting
	Law-abiding and compliance	Comply with national policies and regulations	<ul style="list-style-type: none"> Further improve law-abiding compliance system Increase punishment force of disciplinary offenses
		Organize law and regulation-abiding training	<ul style="list-style-type: none"> Regularly organize law-abiding compliance training.
	Service performance	Industrial responsibility	Promote industry development and innovation
Share research results			<ul style="list-style-type: none"> Optimize the sharing platform of research results Expand the sharing scope of research results
Strengthen exchanges and cooperation within the industry			<ul style="list-style-type: none"> Build and improve an open communication and cooperation platform Optimize industrial exchanges and cooperation processes
Participate in international exchanges and cooperation			<ul style="list-style-type: none"> Deepen international exchanges and cooperation content Continue to promote introduction of international standards for core areas Actively absorb the world-class expert team.
User's responsibility		Improve service innovation capability	<ul style="list-style-type: none"> Strengthen capability of active service Optimize user channels and processes
		Enhance customer service level	<ul style="list-style-type: none"> Improve and effectively implement dispute resolution mechanisms Continuously improve customer service efficiency
		Maintain healthy Internet environment	<ul style="list-style-type: none"> Further standardize the acts of domain name registration Improve the monitoring ability for bad applications such as pornographic and anti-phishing etc.
Partner's responsibility		Provide technical support and training	<ul style="list-style-type: none"> Carry out survey for technical and training needs Regularly provide training support
		Optimize registration service system	<ul style="list-style-type: none"> Periodically conduct satisfaction survey Promote fair competition mechanism Improve efficiency through innovation
Social performance		Government responsibility	Protect authority, credibility, and reliable operation of network infrastructure resources
	Support national informatization construction		<ul style="list-style-type: none"> Accelerate the transition from IPv4 to IPv6 Promote achievement transformation of scientific research informatization
	Staff responsibility	Protect interests of employees	<ul style="list-style-type: none"> Adjust the structure of staff remuneration and benefits Improve democratic participation incentives Continue to carry out work - family balance plan
		Promote staff growth	<ul style="list-style-type: none"> Improve staff training and development system Improve staff development channel
	Public interest	Organize CNNIC volunteers	<ul style="list-style-type: none"> Build a platform for employees to participate in volunteer activities Organize volunteer activities
		Concern for the vulnerable groups	<ul style="list-style-type: none"> Continuously help vulnerable groups
		Provide public interest products or services	<ul style="list-style-type: none"> Further enhance public interest products and services quality Exploit the ability of innovative public interest service
	Popularize Internet knowledge	<ul style="list-style-type: none"> Continuously promote Internet lecture activity Expand Internet knowledge popularization channels 	
Environmental performance	Environmental management	Organize environmental protection training	<ul style="list-style-type: none"> Conduct environmental protection training in multiple ways.
	Resource saving	Advocate green office	<ul style="list-style-type: none"> Develop circular economy Improve green office system

CNNIC Introduction

Social Responsibility Course of CNNIC

Before the establishment of CNNIC, it had been deeply involved in Internet-related scientific research and public service affairs. When it was founded, it had naturally carried the gene and blood serving for Internet community, public interest and national interests.

For 14 years, CNNIC has shouldered mission, regarded serving for netizens rights and interests as own duty, and followed development step of Chinese Internet to overcome all obstacles, trials and hardships.

- Establish Internet address system providing stable service for hundreds of millions of netizens, and actively explore development of Internet address system of next generation.
- Promote national domain name to be mainstream to serve for people's livelihood and national economy, help development of national informatization, formulate multiple international Internet standards and involve in R & D team for core facility of international Internet infrastructure resources.
- Objectively release statistical reports to provide powerful support for decision-making of government and corporate.
- Promote simplified and traditional “.中國” domain name to successfully root. Since then, the global Chinese enterprises have realized brand unification of Internet world with real world. Chinese people around the world can easily access to Internet with mother tongue.
- Actively participate in international Internet organizations to make unremitting efforts to enhance Chinese influence on international Internet community.
- Always stand on the level of training personnel for the community, protect the interests of employees, promote employee involvement, support staff development, realize the value of employees, and carry out work - family balance program to improve employee well-being index.

CNNIC Introduction

Social Responsibility Course of CNNIC

Before 1997

In April 1994, China realized full function of Internet connection.

In May, 1994, Computer Network Information Center of Chinese Academy of Sciences completed the configuration of ccTLD (CN) server in domestic China.

In 1997-2000

In April, 1997, the State Council held the first session of national informatization symposium in Shenzhen and officially proposed the establishment of the national Internet network information center (NIC).

In June, 1997, CNNIC was founded and began to exercise the duties of national internet network information center.

In November, 1997, CNNIC published the first "Statistical Report on Internet Development in China", and formed a mechanism for semi-annual statistical report release.

In 1998, commissioned by Ministry of Information Industry, the department in charge of national domain name, CNNIC carried out research on Chinese domain name.

In 1999, CNNIC edited and released the first "Chronicle of Events of China Internet Development", and then added and revised it year by year.

In January, 2000, CNNIC launched registration test system of Chinese domain name.

In May, 2000, Chinese Domain Names Consortium (CDNC) was officially initiated in Beijing by CNNIC, TWNIC, HKNIC and MONIC cross Strait.

In November, 2000, the Ministry of Information Industry issued "Announcement on Regulations of Chinese Domain Name of Internet" to standardize the registration services and management of

Chinese domain name in the territory, and expressly authorized CNNIC as the registration administration organ of Chinese domain name.

In November, 2000, the registration system of CNNIC Chinese domain name was fully upgraded, and the service of Chinese domain name with ".CN", ".中国", ".公司" and ".网络" as the suffix was introduced.

In 2001-2004

In September, 2002, CNNIC released "Implementation Rules on Domain Name Registration", "Domain Name Dispute Resolution policy", and "Method of Domain Name Registration Registrars Authentication" etc.

In March, 2003, CN secondary domain name was officially open, which is the first major change since the existence of domain name system in our country.

In April, 2003, CNNIC worked with Sohu, Netease, Tencent (QQ), Baidu, ISM and other domestic well-known Internet manufacturers to jointly issue "Protocol Specification for Resolution of Keyword Network Positioning Service".

In September, 2003, CNNIC took a lead to launch Asia-Pacific Internet Research Alliance (APIRA) that was established in Beijing.

In April, 2004, CNNIC took a lead to formulate "Guidelines for Internationalized Domain Names (IDN) Registration and Administration for Chinese, Japanese, and Korean" (No. RFC3743), which is

Internet international standard the first for CNNIC and the second for Chinese history.

In December, 2004, IPv6 address of CN server successfully logged on global domain name root server to support CN domain name resolution of IPv6 network users.

In 2005-2007

In January, 2005, CNNIC opened Chinese domain name registration services to overseas markets.

In February, 2005, CNNIC officially issued "Service Rules for Domain Name Trading", which provided effective guarantee to promote optimal allocation of domain name resource.

In June, 2006, five nameserver data centers of ccTLD were deployed by CNNIC, officially replacing the former nameserver data centers to serve for global netizens.

In June, 2006, CNNIC sponsored a growth project with the theme "Piloting growth, leading (addressing to) the future".

In October, 2006, CNNIC took a lead to formulate "Registration and Administration Recommendations for Chinese Domain Names" (No. RFC4713).

In November, 2006, CNNIC officially opened 7x24 customer service hotline.

In April, 2007, CNNIC IP address allocation window is escalated to /14 (4B), ranked the first in the world.

In July, 2007, CNNIC served as supervision executive body of "Self-discipline Convention of Internet Address Registration Service Industry".

Since, 2007, CNNIC has sponsored Chengxin School (formerly known as Migrant Children School in Daxing District) in Daxing District, Beijing.

In 2008-2009

In May, 2008, CNNIC took a series of measures to support and guarantee earthquake relief undertaking such as postponing expiration time of ccTLD.

In July, 2008, CNNIC initiated "Global Promotion for Chinese Domain Name".

In July, 2008, CNNIC took a lead to establish "Anti-Phishing Alliance of China (APAC)".

In September, 2008, CNNIC formulated "SMTP Extension for Internationalized E-mail Addresses" (No.RFC5336).

In September, 2008, CNNIC successfully fulfilled Olympic security work, honored the commitment of "Olympic Network, CN Escort" and won the reward of BODA (Beijing Olympic City Development Association).

In October, 2008, BODA awarded CNNIC with the honorary title "Contribution Award for news propaganda of Beijing Olympic Games and Paralympic Games".

In April, 2009, the server domain name certificate self-developed by CNNIC - Website Bodyguard successfully passed the global most authoritative and strictest safety standard audit by the Webtrust, and became the first server domain name certificate obtaining the trust of world mainstream browsers such as Microsoft IE etc in domestic. It fills into the blank of domain name security service field for independent R & D and self-management.

In April, 2009, CNNIC cooperated with major websites to launch netizen vote activity for "Ten Events of Internet Development in China".

In July, 2009, CNNIC conducted a comprehensive escalation for domain resolution system of nine TLD nameserver data centers worldwide. The effective time of CN domain resolution was shortened to 15 minutes or so from the previous four hours. The resolution effective speed reached to international advanced level.

In November, 2009, at the opening ceremony of 2009 China Internet Conference, CNNIC was selected for "Power Star" of Chinese Internet, by the reason that ".CN" was upgraded to ccTLD with the

largest global registration volume, and witnessed the rise of Chinese Internet in the international Internet territory.

In November, 2009, CNNIC held a launching ceremony for international application of ".中国", and on behalf of China, officially submitted international application of ".中国" domain name to ICANN (The Internet Corporation for Assigned Names and Numbers).

In December, 2009, CNNIC organized to carry out special governance for domain name registration information to fight against bad application and protect the public interests.

2010 till now

In February, 2010, CNNIC signed an agreement with the world's leading domain technology organization Internet Systems Consortium (ISC) in Beijing, and announced to establish CNNIC-ISC Joint Laboratory on Internet Technology (CILAB) to jointly conduct in-depth study of the next generation of Internet trusting domain technology.

In June, 2010, ICANN Board passed the latest resolution. The international application for Chinese simplified and traditional characters ".中国" domain name

submitted by CNNIC on behalf of China officially passed approval. As Chinese top-level domain, ".中国" was formally incorporated into domain name root system of global Internet.

In February, 2011, the Asia-Pacific Network Information Centre 31(APNIC 31) passed two proposals about IPv4 allocation policy submitted by CNNIC, which is the first time that the proposal was approved by the Chinese author in APNIC history.

In June, 2011, CNNIC cooperated with the industry to start the establishment of "Service platform for next generation of Internet foundation resources".

In June, 2011, CNNIC released cloud resolution service for ccTLD, which is the world's first free cloud resolution service provided by ccTLD registry.

In August, 2011, at the opening ceremony of 2011 China Internet Conference, CNNIC obtained the title of "Responsibility and vigor institution of Chinese Internet" by the reason that while abiding by na-

tional public interest mission, it built a safe and reliable Internet environment for the industry, provided users with standardized and efficient domain name registration and management services, and continuously pushed forward the service application of Internet infrastructure.

In September, 2011, CNNIC launched a speech tour of national public interests for "Internet Forum".

Responsibility to the Country

Undertake National Responsibility to
Jointly Develop with Chinese Internet



「Responsibility to the Country」



Undertake National Responsibility to Jointly Develop with Chinese Internet

Guarantee the Authority, Credibility and Reliable Operation of Network Infrastructure Resources

Create healthy environment for development of ccTLD

As the registry of Chinese domain name, CNNIC adheres to govern false information during domain name registration process according to law. Since December 14, 2009, it has conducted special governance over domain name registration information, and comprehensive real-name management for national domain name registration. The real-name system can greatly reduce the probability of occurrence of fraud and other problems, conducive to supervision of industrial competent department to fight against crime and protect healthy and harmonious Internet environment.

As of December 31, 2011, .CN real name ratio reached to 99.08%, and its new registration real name rate was 100%.

CNNIC has carried out domain real name review and advancing work for website record auditing advancing work for website records since 2011, and promoted new communication platform for registration services channel. The inquiry interface of records auditing of Ministry of Industry and Information Technology is connected to immediately open resolution for the domain name passing through it, which greatly shortens the waiting time for domain name registration and use, facilitates daily business processes for registration servicer such as domain name amendment and transfer etc, further improves domain use experience of registrars, and better promotes the popularization of national domain name.

Ensure reliable operation of operating platform of network infrastructure resources

Expand deployment scale of domain name server data center for TLD

To enhance stability of TLD resolution system, and improve the online experience of Internet users, CNNIC constantly expands the construction scale of nameserver data center for TLD. Up to the end of 2011, we had deployed 19 ccTLD nameserver data center for TLD in Chinese mainland and overseas accumulatively, covering major operators in mainland China, including China Telecom, China Unicom, and China Mobile, and overseas countries and regions such as Asia-Pacific, Europe, and North America.



Sketch map of nameserver data centers of ccTLD

Responsibility to the Country

Undertake National Responsibility to Jointly Develop with Chinese Internet

Guarantee the Authority, Credibility and Reliable Operation of Network Infrastructure Resources

Establish security system frame of three centers in two locations

To ensure that basic national Internet information infrastructure - domain name resolution system and related services can timely recover necessary processing power to reduce the loss of netizens caused by DNS paralysis after major disasters of fires, earthquakes and blackouts, CNNIC has formed a security system frame of three centers in two locations constituted by Beijing Primary Data Center, Beijing Secondary Data Center, and Chengdu Data Center. Escorted by the frame, domain disaster recovery system was established. As of 2011, the disaster recovery exercises of CNNIC can aim at multi-database and multi-platform, and involve in multiple business series, with data capacity of 1.5TB.

Initially establish operation and maintenance platform system of CNNIC business characteristics

In 2011, CNNIC greatly improved service operation monitoring, management maintenance and statistical analysis of operating data, and initially set up the operation and maintenance platform system of CNNIC business characteristics to provide stable operation platform support for solid running of national domain name service.

Provide stable, secure and credible national Internet infrastructure resource service

SLA indicators achieving stable operation without breakdown for two consecutive years

To ensure stable operation of infrastructure of national Internet address resources, CNNIC set about establishing SLA (Service Level Agreement) indicators of three core domain services since 2004 and regularly releases service operation report publicly. In 2011, the actual operation indicators of SLA availability of domain name registration, Whois and resolution business each month reached to 100% again, and realized stable operation without breakdown for two consecutive years. Daily average resolution volume for the full-year was nearly 1.5 billion queries per day.

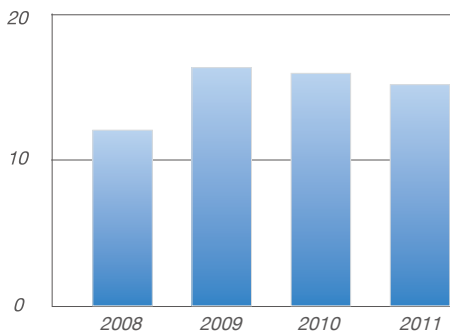
Maintain the secure operation of national Internet infrastructure

Adhering to management philosophy of "Security First", CNNIC continuously improves management tools and methods to ensure secure service operation. By actively implement the relevant requirement for the established Information Security Management System (ISMS), clean up the discovered system loophole and potential security hazard. By the end of 2011, the implementation rate was 100% for various systems and workflows included in ISMS system, and implementation rate was 95% for service running management practice and flow.

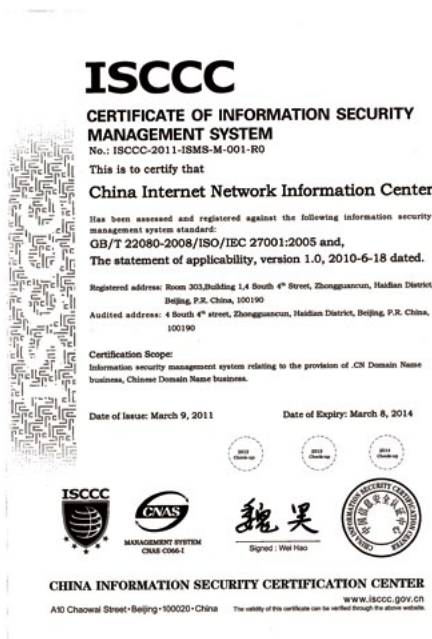
Ensure security and credibility of domain name service system on the basis of stable operation

The domain name monitoring products independently developed by CNNIC bear the functions of security testing and monitoring for domain name service system. In 2011, aiming at domain name service system covering the globe, CNNIC developed distributional and efficient DNS monitoring technology to make unremitting data acquisition for failure, configuration, performance, traffic, and security of overall domain service system, conduct mining analysis for the data, and proceed query display and security warning for the monitoring results, which effectively safeguard the security of national Internet infrastructure resources.

Hundred million times



Resolution volume of ccTLD from 2008-2011



Certification of Information Security Management System

Responsibility to the Country

Undertake National Responsibility to Jointly Develop with Chinese Internet

Support National Informatization Construction

Boost deployment of Internet development of next generation

With the exhaust of IPv4 address and emergence of new demand for Internet applications, China begins to accelerate the deployment of next-generation Internet. Under the guidance of National Development and Reform Commission, CNNIC carries out project "Industrialization of trusting Domain Name Service System for the Next Generation Internet". Through this project, CNNIC has completed in-depth meticulous analysis, research and strengthening work for self-operated nameserver data center for ccTLD, and enhanced security and stability of ccTLD. At the same time, by technical cooperation and technology transfer etc, the project effectively improves technical capability and security level of cooperative partner on model nameserver data center for ccTLD.

Promote smooth transition from IPV4 to IPV6

In 2011, CNNIC assumed the subject of Advisory Committee for State Informatization on Study of IPv6 Transition Plan to focus on analysis of existing IPv6 mainstream transition program, foreign IPv6 transition plans and policies, and study feasible IPv6 transition scheme and transition plan to provide technical support and policy advice for national network from IPv4 to IPv6.

Study and promote development of Internet in China

Survey data included in government statistics report

Adhering to the principle of openness, fairness and public interest, CNNIC conducts statistical survey on development status of Internet in China, whose authority and objectivity of which has been widely recognized at home and abroad, adopted and praised by international organizations (such as the United Nations, the International Telecommunication Union, etc.). The indicators of number of netizens etc have been included in annual statistical report of our government.

All previous Statistics Report for Internet Development in China can be downloaded from CNNIC website free of charge. The cumulative download number is more than 150,000 times.

In January and July, 2011, CNNIC published the 27th and the 28th Statistics Report for Internet Development in China respectively, which reflect the development status and the latest trends of Internet.



Internet research project commissioned by ministries

China's E-Science Blue Book

Deepen and expand support for scientific informatization research

In 2011, CNNIC completed the informatization assessment of Chinese Academy of Sciences for consecutive three times, and will continue to carry out the 4th assessment. For the first time, it finished resource survey for informatization of units under Chinese Academy of Sciences, developed 2011 Development Report on Informatization of Chinese Academy of Sciences, expanded research area to Chinese science informatization, and organize the Ministry of Education of the People's Republic of China, Chinese Academy of Sciences, and National Natural Science Foundation of China etc to jointly compile and release China's E-Science Blue Book for the first time.

The above works have enhanced comprehensive, objective and accurate understanding of informatization workers at all levels of Chinese Academy of Sciences on information development of Chinese Academy of Sciences and its unit, promoted the sharing and utilization of researchers of Chinese Academy of Sciences to information resources, and deepened understanding of overall society to Chinese science informatization.

Undertake the projects entrusted by the government for multiple areas to provide a reference for government decision-making

In 2011, CNNIC assumed, participated in or completed a number of Internet research projects entrusted by National Internet Information Office, Ministry of Commerce of the People's Republic of China and other ministries. Those projects are involved in Internet applications, information security, and E-Commerce etc, which provide important reference for the nation formulating the policy in those areas.

Projects	Effect / meaning
IT development and national economic security research	Help government competent department understand the in-depth impact of IT on national economic security, develop information security policies as soon as possible to address the new challenges of information technology the national economic security facing.
Analysis for Chinese Internet Economic Operation 2011Q1-Q4	Hold the hot spot, issue and trend of Chinese Internet in time for the government department in charge, and provide the firsthand reference for policy decision-making.
Study based on information resource development and new service model	Introduce development and service model of current Internet information resources in details, and provide detailed and accurate basic data for the government formulating the policy of Internet information resources development and utilization.
Monitoring for national industrial e-commerce index	Provide timely data reference for the government competent department dynamically monitoring current situation and trends of industrial enterprise e-commerce.
Special statistic for 2011 Chinese e-commerce	It's the important part of statistical system of commerce circulating industry, helps the competent department effectively strengthen management of e-commerce industry, and timely grasp development changes of industry and enterprise.
Assessment for online shopping market in China in 2010	Objectively and comprehensively evaluate development level of online shopping market in China, and help the competent department develop policies fitting development stage of online shopping in China.



Benefits to the Society

Provide Public Interest
Services, and Grow
with the Industry and
Netizens



Benefits to the Society

Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

Promote innovation of the industrial development

Engage in Internet of Things R & D and application

As early as in 2004, CNNIC started research related to basic resource services for Internet of Things, engaged in providing basic resource services for all application areas of Internet of Things, solving issue of incompatible code ID in Internet of Things field, and realizing the real interconnection of all application areas.

In 2011, relying on the city cooperative project “IoT-RNS” for Chinese Academy of Sciences in Guangdong” in Foshan City, Guangdong, the demonstration application project is established at the application base of Guangdong for IoT-RNS. By unified resolution of various logos, discovery and other services, the platform can be applied to such areas as smart furniture, smart appliances, home appliance life cycle management, and video monitoring etc. In the future, this platform can also involve in other application areas of Internet of things, to provide logo public services of related applications and offer basic support for real interconnection of I.T.

Ensure the conformity of Internet standard formulation to benefit of Chinese Internet Communities



	Standard	Significance	Post
Domestic standards	During 2008 and 2011, through China Communications Standards Association (CCSA* ¹), CNNIC formulated industrial standard for Overall Technical Requirements of Chinese Domain Name Based on International Multilingual Domain Name System and Coding Processing Technology Requirements for Chinese Domain Based on International Multilingual Domain name System.	Lay a foundation for subsequent construction of “Standard System for Chinese Domain Technology” in domestic China.	CNNIC is appointed as vice president of TC1 (IP and multimedia communication technology working committee), deputy team leader of TC1 WG4 (new technology and international standard team), and deputy team leader of TC10 (Ubiquitous Network) and WG1 (overall group) etc.
	Through CCSA CNNIC, formulated the industrial standard for Overall Technical Requirements for Framework of Internet Chinese E-mail Address and Technical Requirements for Internet Chinese E-mail Address Based on SMTP.	Lay a foundation for subsequent construction of “Technical standard system for Chinese E-mail address” in domestic China; boost the promotion of Chinese domain name application.	
International standards	In 2011, CNNIC introduced draft standard for international E-mail (EAI) area.	The Internet standard is expected to bring pure Chinese E-mail service for Chinese netizens in the near future.	CNNIC assumes as cochairman of APP-SAWG working group at IETF* ² , secretary of EAI working group and panel member of APP field etc.

*¹ CCSA was organized voluntarily by domestic enterprises and institutions, approved by the competent department, registered in national Community registration administration organ, which is a non-profit legal person social group conducting standardization activity of communication technology area.

*² The Internet Engineering Task Force was established at the end of 1985, with main task responsible for R & D and formulation of Internet relevant technical standard.

Benefits to the Society



*³ Internet Assigned Numbers Authority. Its' functions are assumed by ICANN, which is mainly responsible for maintenance of whois database of ccTLD and gTLD, Internet protocol and allocation of IP address worldwide.



Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

Promote IP industrial development

In February 2011, global IP address allocation institution IANA*³ announced IPv4 address pool was exhausted. In April, regional IP address allocation organization APNIC in Asia also announced the IPv4 address pool that can be normally allocated in Asia ran out. This shows that global Internet will move towards IPv6 times. To promote IPv6 a smooth transition, CNNIC conducted the following major works in 2011:

Actively improve IP system to provide better service support

In 2011, CNNIC upgraded the existing IP system to better support IPv6 address allocation, and got through the information channel of original system and resource management system of union member to better serve for internal IP allocation personnel and union members, and provide better allocation and management services for IP address and AS number etc.

Holding "IPv6 Deployment Summit Forum"

On June 8, 2011, CNNIC held "IPv6 Deployment Summit Forum", working with ISPs and other agencies to sign "Beijing Declaration for IPv6 Deployment of Chinese Internet infrastructure Resources", making a commitment for jointly promoting sustainable, rapid and healthy development of Internet infrastructure resource, and boosting Chinese Internet into IPv6 application times safely and steadily.



At promotional activity for IPv6 day, CNNIC gave priority to release white paper of IPv6 Address Planning and Application Brief Introduction. The system introduces principle of IPv6 address planning, allocation and planning strategy of IPv6 address and IPv6 address application method, to provide reference for ISPs planning and applying for IPv6 address.

Organizing IPv6 technical training

In 2011, CNNIC held nationwide large-scale technical training twice, to provide series and practical IPv6 technology and deployment training, which offers reference for industrial fellow responding to IPv4 address exhaust and transition to IPv6.

- Invite domestic and foreign relevant technical experts and experienced engineers as lecturer
- Staff training including alliance member unit of domestic Internet community and front end network operating and management personnel of partial non-member units.

Organize summit forum of Internet address resource of next generation

In late September 2011, CNNIC held summit forum Internet address resource of next generation in Qingdao and made special report on "Strategy analysis for ISP responding to IPv4 address exhaust", to provide reference for peel answering IPv4 address exhaust and transition to IPv6.

Benefits to the Society

Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

Promote transformation and hatch of scientific and technological achievements

After separating internet keyword, wireless web site and other business from us (note: in November 2009, to implement the requirements of MIIT of the PRC. and other competent departments, implement the spirit of CAS on conducting industrialization of technological innovation, and practically promote reform of enterprises, Computer Network Information Center Of Chinese Academy of Sciences, invested to establish KNET. CNNIC internet keyword and wireless web site were separated and included in KNET.), CNNIC is engaged in national domain name registration management and service, IP address allocation services, Internet statistical survey service and CA technology and service etc, KNET is an important industrialization platform for technical innovation, dedicated to transformation and incubation of technical innovation achievements, realizing virtuous circle of industrial scale and value-added for scientific achievements by satisfying society to Internet innovative technology, to allow scientific achievements to better serve for people's livelihood and social and economic development.

Business relationship of CNNIC and KNET

Duty / Unit / Area	CNNIC	KNET
Domain name registration management	CNNIC public service duties	Not involved
Domain name resolution service	Public Domain name resolution services (Free/Disclaimer)	Commercial domain name resolution service, independent resolution node, no sharing for national domain service infrastructure (Charge / Accountability)
DNS equipment and software	Core technology R & D, prototyping, test verification, cooperative promotion etc	According to CNNIC technology license, conduct manufacturing and relevant product development, and sales operations
Trusted services	CA technology research and development, system construction, operation and maintenance, provision of public services	According to CNNIC technology license, conduct marketing and business services of credible sites / CA
Internet statistics and analysis	Public Domain name resolution services	Provide consulting services, entrust CNNIC to conduct research by a contract, and work with CNNIC for business separation by statistic survey.

KNET was jointly established by Zhongke Beilong Co., Ltd., a wholly owned subsidiary of network center and Beijing Nikehuizhi Scientific Co., Ltd, held by the staff of network center, with registered capital 17,915,400 yuan, in which, Zhongke Beilong Co., Ltd accounts for 35% of the shares, and Beijing Nikehuizhi Scientific Co., Ltd holds 65%.

In 2010, along with separation of CNNIC Internet keyword and wireless web site business, former website business division and relevant departments, a total of 43 personnel consulted to cancel the original Labor Contract, and signed Labor Contract with KNET to work for it. According to the resolution of CNNIC director office meeting, as of the end of 2011, with the exception of comrade Mao Wei as chief scientist allowed to hold a concurrent post for chairman of KNET, other CNNIC staff did not hold part-time job in KNET.

Benefits to the Society

Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

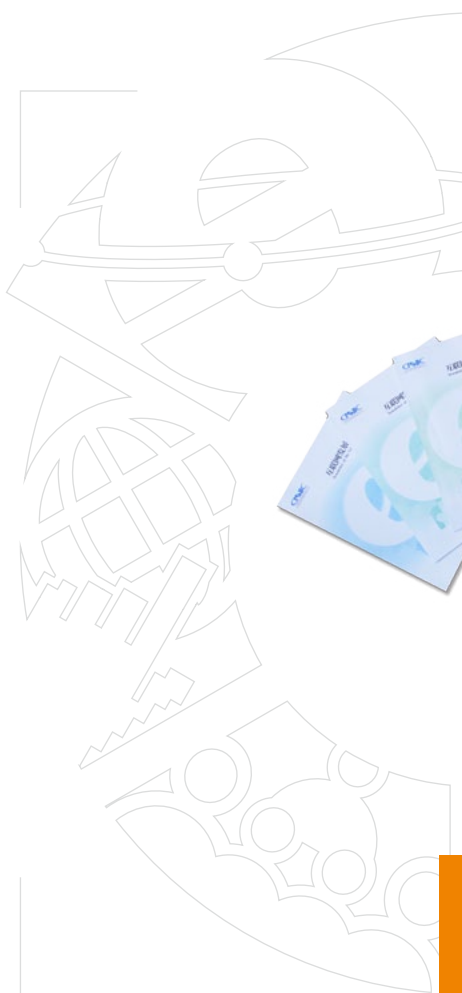
Promote transformation and hatch of scientific and technological achievements

The technological achievement transformation with KNET in 2010 is as follows:

No.	Contract / Agreement	Main content	Name of intellectual property	Type of intellectual property	Implementation method of transfer	Time limit of transfer	
1	Technology transfer (know-how) contract: technology transfer contract for internet keyword and wireless web site	The ownership of know-how is transferred to Party B by Party A, including 5 copyrights, 2 patents, 10 trademarks, and 13 computer software.	Internet keyword registration management platform system V1.0	2006SRBJ0961	Software copyright	Transfer of ownership	November 6, 2009 to long period
			Chinese Internet official software V2.6.0.0	2007SRBJ1564			
			Worry-free Internet tools V2.4.0.0	2007SRBJ1565			
			Website navigation software	2008SRBJ3094			
			Internet keyword resolution system V4.0	2008SRBJ4324			
			Localize intelligent addressing method of Chinese resources and its device in computer network resources	ZL 02 1 18569.7	Patent		
			Official version of software for Chinese Internet	200810118247.5			
			Internet keyword graphic 9	3858960	Trademark		
			Internet keyword graphic 38	3858961			
			Internet keyword graphic 41	3858962			
			Internet keyword graphic 42	3858963			
			Internet keyword character 41	3858951			
			e graphic 9	5220549			
			e graphic 38	5219508			
			e graphic 41	5219507			
			e graphic 42	5219506			
			Worry-free Internet 9	4239799			
			General Website: registration platform		Computer software		
			General Website: resolution platform				
			General Website: service promotional platform				
General Website: business support system							
Wireless website: registration platform							
Wireless website: resolution platform							
Wireless website: SMS SP Platform							
Wireless website: wap.cn portal platform							
General website, wireless website common software: registrar system							
General website, wireless website common software: navigation assistant software							
General website, wireless website common software: attendant software							
General website, wireless website common software: check software							
General website, wireless website common software: general website, wireless website development environment							
Technical know-how, sales channels and partner networks etc		Other					
2	Special technology license agreement: "Internet domain name special technology"	"Internet domain name special technology" permitted by Party A to Party B	A method and device accounting netizens network access behavior	200810225462.8	Patent	Technical permit	December 12, 2011 to December 11, 2014
			The method, system and location information server access to IP location information	200910085327.2			
			A real-time statistical device and method of distributional DNS inquiring logs	200910085061.1			
			The method, server and domain name system realizing DNS zone creating synchronization	201010101269.0			
			The method, server and domain name system realizing DNS zone creating synchronization	PCT/CN2010/074573			
			Evaluation method, server and system for usability of DNS	201010167830.5			
			Method, equipment and system for load balancing of authoritative server	201010272192.3			
			Expiration intervention method and recursive server for domain data lifetime	201010272195.7			
			Domain name query processing method, recursive servers and domain name system	201010505411.8			
			3	Special technology license "Site guard" special technology			
4	Message channel operational service protocol	Number 12302 operation	Party A entrusts Party B to undertake operational support of number 12302 and carry out public mobile Internet inquiry service via the number 12302.	--	--	May 11, 2010 to May 11, 2015	

In the table below, Party A refers to Computer Network Information Centre of Chinese Academy of Sciences, Party B refers to KNET.

「Benefits to the Society」



Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

Provide sustained and rich Internet research result

Optimize survey methodology, and open data resources to achieve joint development

CNNIC has been committed to providing more quality, timely data and service for government, industry, and users. In 2011, CNNIC independently developed “Platform for Chinese Internet Data Statistics”(cnidp.cn), which realized expansion from traditional survey method to online automatic collection, broadened breadth of data collection and enhanced depth of statistical analysis. In 2012, CNNIC will transfer from independent research to open sharing, to provide more basic raw data for users and allow more researchers to participate in CNNIC data use and mining, so as to achieve cooperation development and growth together.



Internet development information and trend

Collecting and disseminating information and dynamic of Internet development at home and abroad

Over the years, CNNIC has adhered to collect and classify domestic and international Internet-related information. Since March 2005, CNNIC has periodically publicized Internet Development Information and Trend, which is important source of information for government and industry to learn macroscopic status of Internet development in domestic and abroad. As of the end of 2011, 72 issues of Internet Development Information and Trend were published, which can be downloaded from CNNIC official website for free.

Lastingly proceed and constantly broaden Internet specialized survey

In 2011, CNNIC completed 34 specialized Internet reports, constantly broadened research field, and newly added user experience in Internet speed, SME network marketing, network science popularization and other surveys, while keeping the annual surveys for Young Netizens, Rural Internet, Regional Internet, Mobile Internet, E-commerce, Online games, Search Engines, Online Video, Online Communities, and Online literature.

Regional Internet survey report provided basic data for local governments to identify the development level and problem of Internet in the area under administration, and reference data for Internet practitioners to develop local business.

The Internet report in vertical field provided important reference for Internet service providers in all areas and potential entrants. Practitioners in some areas even regarded CNNIC report as the basis formulating annual assessment indicators.

Optimizing registration service system

7*24-hour daily dedicated business support, fully enhancing service quality of registered institution

Facing the registered institution of one of business partners, CNNIC is committed to providing more effective, accurate and professional support services to ensure it to normally operate national domain business. Combining business development characteristics in 2011, CNNIC aimed at new registered institutions to conduct training interview for basic business, technology, and auditing knowledge etc, and actively collect problems to help them lay a solid foundation on business knowledge, master disposal process and improve service levels.

Building a new audit system to ensure audit time and accuracy

To improve the audit efficiency of domain name registration, and facilitate workflow for registered institutions, CNNIC built a new audit system, which effectively ensured objectivity, accuracy and timeliness of the verification results, and improved processing capacity of registration audit work.



Benefits to the Society



Provide Public Interest Services, and Grow with the Industry and Netizens

Industry / Enterprise

Optimizing business processes, building communication platform, and improving registration efficiency

In 2011, CNNIC built efficient and flexible channel communication platform for registrars, to provide convenient and efficient information services for healthy development of registrars. The system ensured information security of users by safe management mechanism.

Finding out the entry point to enhance business level and promote overall industry

In addition to daily business support, in 2011, CNNIC trained about 1,000 persons in aggregate for registrars, so that the employed business personnel could comprehensively master professional knowledge of domain name and improve service levels.

At the same time, every year CNNIC conducted "Annual service level rating for registered institution and agency" for the certificated registered institution in the boarder and agency recorded in CNNIC, so as to promote healthy development of domain registration services by rating registered institution by way of domain user and industrial assessing.

Participating in Internet activities, and actively carrying out international exchanges

Actively participating in ICANN business, and developing Chinese domain name policy

Chinese top-level domain ".公司" and ".网络" etc are featured by variant Chinese character. If it cannot be properly handled, it will greatly affect the unification problem of Chinese character and culture and security of Chinese user. Therefore, the problem of variant Chinese character will be key issue for Chinese domain name application and use.

In 2011, CNNIC gave priority to variant Chinese character for policy-making of ICANN Chinese domain name. By earnest co-operation with top technical experts in DNS field, it finally took the lead to announce report on variant Chinese character at ICANN website before the 42th ICANN assembly, which laid a solid foundation for early ratification of variant Chinese character policy.

For cooperation around Internationalized Domain Names IDN work internationally, CNNIC participated in regional TLD organization activities such as APTLD and CENTR etc, and gave out the voice of Chinese Internet community. CNNIC personnel assumed director in APTLD council. Furthermore, CNNIC also actively tracked to participate in relevant meetings of IGF, ISOC, DNS-OARC and other international Internet organizations, involving in discussion of Internet-related policy.

China has increasingly expanded its influence in Internet field and constantly enhanced soft power of participating in Internet management. In December 2011, Dr. Li Xiaodong, a researcher of Computer Network Information Center of Chinese Academy of Sciences assumed vice president of ICANN, which is a symbol that the reputation of our Internet experts is increasingly fully recognized by Internet organizations.

Jointly promote technological innovation of CILAB with ISC

In 2011, CNNIC and the world's leading domain technology organization Internet Systems Consortium (referred to as ISC) conducted in-depth cooperation in the field of domain name technology. The CILAB jointly established by both sides is dedicated to Internet technology, especially the research for domain and security technology field. CNNIC technical team members participated in BIND10 development. The substantive participation and involvement of CNNIC in this project is the most valuable activity for Internet community to establish CNNIC technical team image and enhance status, also expresses the determination and action for willingness and capability of CNNIC to contribute to Internet leading technology.

Benefits to the Society



Provide Public Interest Services, and Grow with the Industry and Netizens

Internet Users

Providing a full range of user support for multi-channel

To meet the needs of different users, on the basis of existing 7*24 hours telephone hotline, e-mail, visit, fax and other diversified service channels, CNNIC newly added forms of public message, supervisor mechanism and Internet forum etc to shape a full range of user support for multi-channel, and successfully completed annual KPI index in 2011.

KPI index	2010	2011	Corrective mode
Average E-mail processing time	≤2 working hours	≤1 working hours 30 minutes	Shortened
Average fax processing time	≤1 working day	≤2 working hours	Shortened
Public message processing time	--	≤3 working days	Shortened
Inter-unit processing time	--	≤2 working days	Newly added
Customer satisfaction	≥85%	≥90%	Enhanced

KPI adjustment and contrast in 2011

Public message, national domain name user platform, online supervisor mechanism

To timely understand user demands, quickly answer user's question, in 2011, CNNIC built public message platform to realize online communication highway between the public and CNNIC; established national domain user center to provide status information of domain name in full life cycle for registered users and allow users to fully experience public cloud resolution services.

Since June 2011, CNNIC started recruitment of services supervisor for national domain name registration in the country, invited the supervisors to participate in CNNIC activities, and questionnaires, etc., to understand user needs and market situation in-depth, and examine CNNIC work and market supervision level and development from a third party perspective to further enhance quality of service.

Focusing on customer demand and forward to refined service management

Considering that some important website domain name closely linked to public life and work needed more service resources to ensure its hosted social work conducted smoothly, CNNIC established a VIP service hotline, targeting "Omnibearing exclusive service of higher quality and more convenience", and realized the following tasks in 2011:

Creating high-quality team – selecting personnel, ensuring smooth hotline, and delivering warm service the first time;

Creating exclusive service – establishing whole process of tracking and feedback mechanism, and business receiving green channel

Establishing customer care system, initiating innovation service

To comprehensively understand user needs and enhance customer satisfaction, CNNIC set up customer care system, carried out user satisfaction surveys and information gathering project, and collected the opinion and suggestion of users to products and policy.

In 2011, by telephone interviews, CNNIC successfully called 4231 domain name users totally that responded to 10,794 Chinese domain names. Combining with actual situation of users, CNNIC specifically guide and help user open domain name resolution, to improve utilization rate of Chinese domain name.

Opening Internet auditorium, providing public speech tour

On September 28, 2011, CNNIC formally opened Internet auditorium, for the purpose of "Serving Industry and Society", invited industrial elite, opinion leaders and senior members as netizens, especially college students, Internet employees and entrepreneurs and webmasters of small and medium-sized website to disseminate knowledge. The number of people influenced in schools was nearly 8,000.



「Benefits to the Society」

Provide Public Interest Services, and Grow with the Industry and Netizens

Internet Users

Providing public and secure cloud resolution services for independent intellectual property rights

On June 30, 2011, CNNIC published national domain name cloud resolution service, which is the first free cloud resolution service provided by national domain name registry in the world. The national domain name cloud resolution service provides safer and convenient resolution service for users, and offers useful supplement and new demonstration for maintenance, operation and management of existing domain name system.



As a public free domain resolution service platform launched by CNNIC, national domain cloud resolution enhances application value of ".CN" and ".中国" domain name, and ensures safety and reliability of authoritative domain name service system of Chinese Internet, to promote information process of domestic enterprise and public institution.



「Benefits to the Society」

Provide Public Interest Services, and Grow with the Industry and Netizens

Internet Users

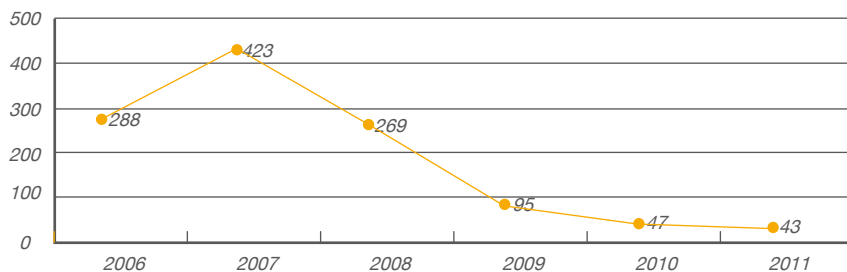
Constructing healthy, harmonious and developed Internet environment

To further standardize application behavior of domain registration, and build a sound, healthy, harmonious and developed Internet environment, CNNIC worked with relevant authorities and law enforcement agencies to clean up all bad information on domain, detect and track the bad application of CN domain eroticism, phishing and Trojan zombie virus etc, which clarify domain application environment and makes contribution to protection of Internet environment.

Year	Total number of domain name for screening / reporting	Total quantity of identified domain	Total quantity of governed domain
2010	10429174	12323	5284
2011	95739	5842	4228

Comparison for 2011 eroticism application processing of domain name

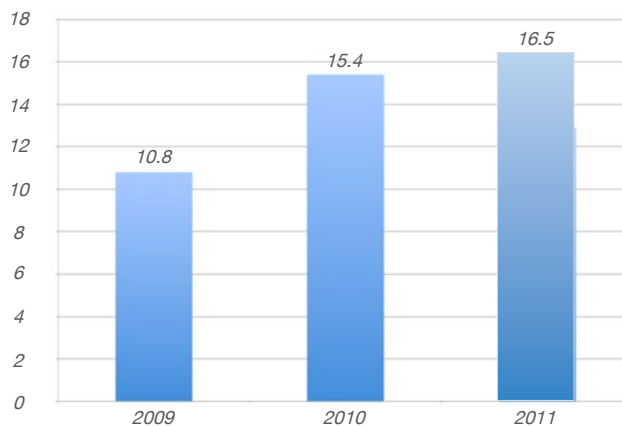
To further improve the supervision mechanism of domain name registration service, CNNIC undertook the service approach work of national domain name complaint processing center to initiatively accept supervision of society and the public, accept the report and handle adverse domain name information reflected by the public and violation of registered institution. Based on this, in providing more service and help for users, CNNIC has reduced complaints year by year. In 2011, the number of complaints dropped to 43.



Comparison chart for the number of complaints from 2006 to 2011

CNNIC actively cooperated with relevant national security agencies to clean up hundreds of malicious domain name in the disposal of a number of special operations for Trojans and Botnets, took appropriate technical means to track and monitor Conficker virus domain, and reduced the cross-border network attacks using CN domain name by domain name real-name system and other policy instruments.

Ten thousand times



Monitoring quantity of conficker virus domain name in 2009-2011

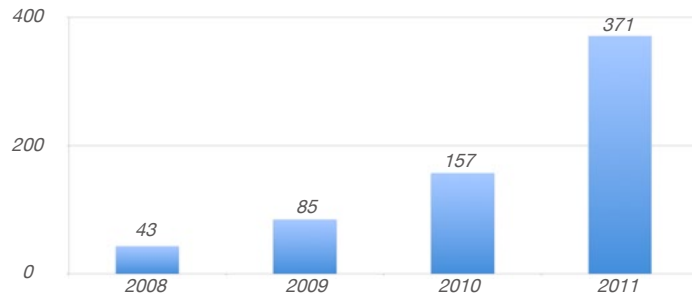


Benefits to the Society

Provide Public Interest Services, and Grow with the Industry and Netizens

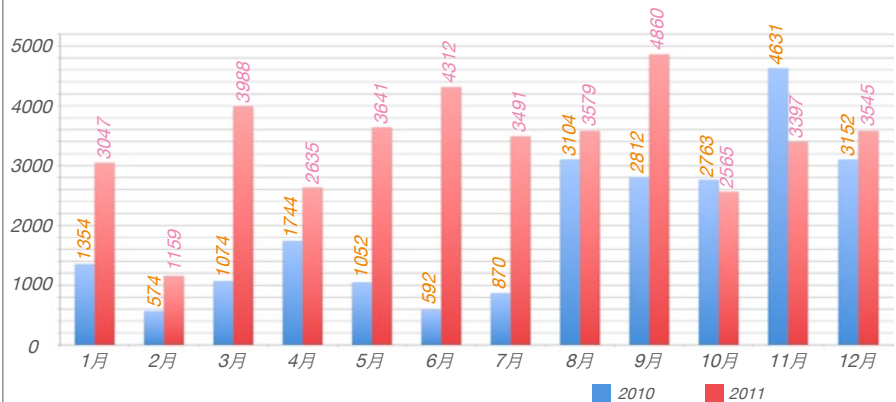
Internet Users

To solve frequent phishing and electronic frauds, in July 2008, CNNIC called upon domestic bank securities agencies, e-commerce website, domain name registries, domain registration services, and scholars to form Anti- Phishing Alliance of China (referred to as "APAC"), and assumed secretariat of the alliance. As of November 2011, the alliance has developed to 371 member units from 43 in 2008.



Number of the alliance members

In 2011, the alliance identified and handled a total of 40,219 phishing sites, accumulatively processing 75867. In 2011, the handling capacity of phishing sites of the alliance increased by 69% compared to those in 2010.



Comparison of phishing site processing in 2010-2011

The alliance mainly notified Internet data by major browsers, network security, and search engine manufacturers, to earnestly provide maximum protection for main links of Internet access. Up to the end of November 2011, the alliance pushed 43,090 phishing sites totally.



「Benefits to the Society」

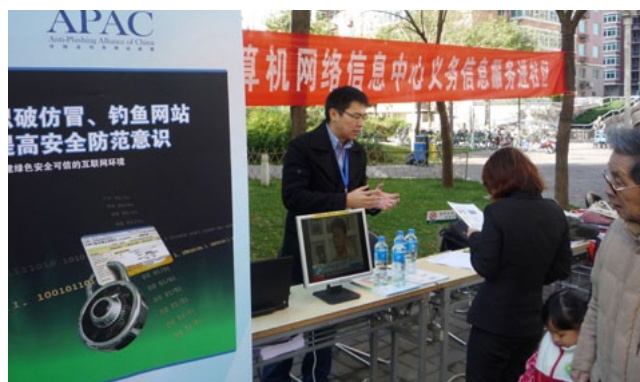
Provide Public Interest Services, and Grow with the Industry and Netizens

Internet Users

The alliance published handling status, new forms and trends of phishing sites by regularly releasing monthly report.



On November 19, 2011, Anti-Phishing Alliance of China (APAC) conducted public activity of service into the community in Xinkexiangyuan neighborhood of Chinese Academy of Sciences, to popularize anti-phishing knowledge, spread awareness of network security, and answer the anti-phishing problem might occur for online shopping and activities.



On December 14, 2011, APAC annual meeting was held in Beijing, at which the common goals of alliance members were initiated, i.e., launching anti-phishing joint action proposal "jointly preventing, sharing and controlling", popularizing anti-phishing knowledge to build "shield" in consciousness; irregularly organizing technology seminar, carrying out spread of education and propaganda, sharing advanced technology and experience, and working with alliance members to actively probe and jointly govern phishing, and build a healthy green environment. The goals will be lastingly promoted in the anti-phishing work in the future.





Harmony among People

Be Kind To People and Nature,
and Be Harmonious with Society

Harmony among People



Be Kind to People and Nature, and Be Harmonious with Society

Staff Involvement in Working Environment

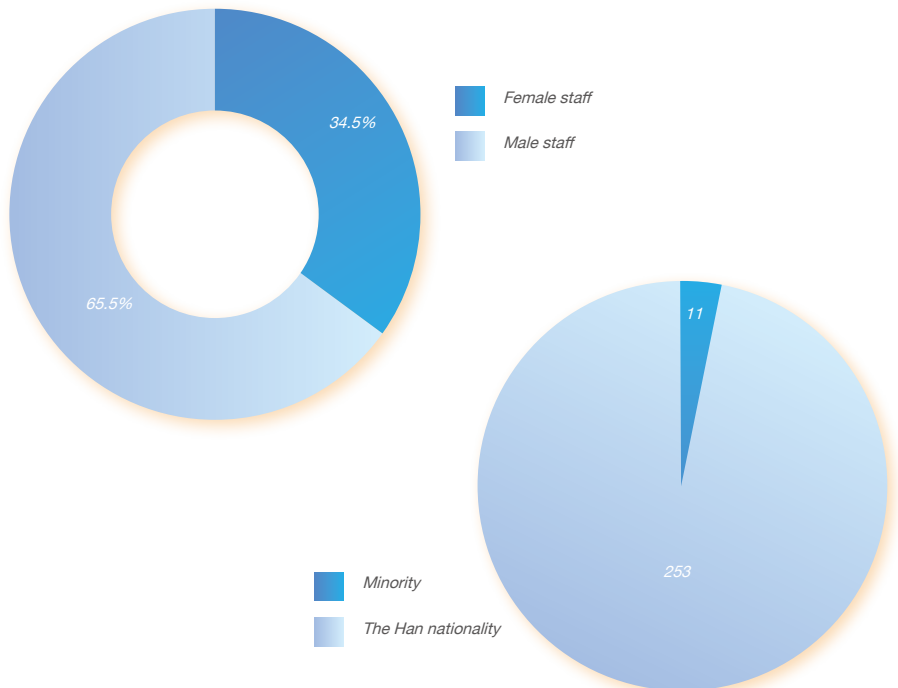
Focusing on national public interest, reflecting social responsibility, CNNIC breaks organizational barrier in idea, and concerns employee growth on the level of personnel training for the community. Adhering to the value of "Healthy growth, happy work", CNNIC makes effort to employee well-being index, creates a harmonious development environment and does a good job with the posture of promoting all staff and serving for the public.

Protecting interests of employees

Staff composition

At the end of the reporting period, there were a total of 264 employees, increasing 18 compared with that at the end of the previous year. Minority employees accounted for 11, master's degree or above 144, and deputy senior are above 32. A talent team of high-quality, multi-level and diverse is gradually formed.

For many years, CNNIC has maintained a relatively high proportion of female employees and low proportion of employee turnover. Female employees accounted for 34.5% and voluntary employee turnover rate was 12.9%.



Equal development without discrimination

CNNIC stipulated that recruitment discrimination was not allowed for race, sex, region, age, pregnancy or disability. The selection of personnel earnestly followed the balance principle of performance, integrity and ability etc. Discrimination was forbidden for religion, gender, and culture. Union members included the staff signing labor contract and employment contract, plus the staff signing dispatch contract of third-party. Both male and female employees comply with the same compensation system.

Protect working rights and interests

CNNIC paid social insurance for all staff with labor relations. Employees were entitled to be paid annual leave each year for 5-15 days based on the number of work years. CNNIC annually provided medical examination on a regular basis to concern about the health of employees. CNNIC called on employees to actively participate in "Helping supporting plan for workers in major difficulties" established by higher governing unit, which was welcomed by the staff.

Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Staff Involvement in Working Environment

Promoting employees involvement

CNNIC has established a variety of communication channels, so that the employees could have a better understanding of CNNIC, and CNNIC better understanding of employees better, which not only promoted staff participation, also strengthened grassroots supervision.

Establishing CNNIC Director E-mail

CNNIC attached great importance to communication between employees and senior leadership. Employees could communicate directly with the director of CNNIC by e-mail, so that the top management was able to listen to the voice of the employees in a timely manner.



Two-way communication model

CNNIC focused on two-way communication mode, holding democracy meeting for strategic decoding for all staff, discussing all problems related to sector development and business, seriously replying to recommendations proposed by staff, pooling the wisdom and efforts of everyone by "golden idea project", encouraging staff to give advice on execution and day-to-day management of CNNIC strategy or sector policies.

By advocating lunch communication meeting and team-building outdoor meeting, directors at all levels opened their mind to staff freely. Using joint lunch time or informal team-building way, employees could directly reflect problem to directors at all levels to seek solution to the problem.



CNNIC organized all staff to involve in strategic communication meeting in 2011

Complaint channels

Since 2008, CNNIC has established a hierarchical staff complaint channel and a uniform mechanism for handling complaints, so as to timely respond and deal with complaints about human resources, ethics, and work style of cadres. The results would be fully communicated with employees, to eliminate idea confusion or dissatisfaction. The shortest path was emphasized to solve the problem.

Law-abiding compliance education

In accordance with national laws and regulations, combining with daily work, CNNIC carries out law-abiding compliance education for staff to enhance law-abiding compliance awareness. In 2011, CNNIC held "2011 Finance Special Training" to explain many aspects such as "small treasury" governance, and commercial prepaid card popular forbidding order, etc, organized "Information Security Awareness Training", and improved staff participation by online answer to enhance awareness of information security.

CNNIC books

By the channels of cultural walls, corridors and internal web site etc, it helped employees to accurately interpret cultural policies of CNNIC organization. By the combination of Party branch and Youth League branch, the culture-building activity with a clear theme was organized. League bulletin "CNNIC YOUTH" was highly praised.



Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Support staff development

Two-way staff growth and development channel

Adopting two-way promotional channel, CNNIC combined with job requirements, so that the staff of management capacity and potential could successfully grow as manager, and the staff engaging in professional technology and of professional skills could become expert of certain business area by their effort. It provided a wide space for professional growth of employees.

With the establishment of "Reserve Cadre Successor" project, escorted to manager competency model to induce office capacity building; focused on key business policy or ability shortage of all departments and CNNIC to hatch new business or capacity; identified cadres and personnel of outstanding performance and ability, passion and vigour to appropriate key positions, so that excellent successor and talent could stand out.

Systematical and sustainable training and development system

CNNIC established a systematical staff development and training system, covering "management take-off plan" from new staff training program to training grassroots backbone, and senior management training.

CNNIC made great effort to cultivate the atmosphere of internal learning, and encouraged business sector to conduct flexible job training according to independent demand. By way of seminar advocated by technicians, the employees were appointed as internal lecturers to spread learning experiences and promote work progress.

In 2011, there were 2,171 trained people, and total training time was up to 13,755 hours.



Value of employees

Appointment system recognized publicly

By the post appointment system of Chinese Academy of Sciences, CNNIC annually organizes staff to participate in the appointment of Chinese Academy of Sciences, so that the staff can obtain professional title by rigorous procedure and become valuable talent to Chinese Academy of Sciences and even the society.

Promoting staff for social professional post

CNNIC encourages employees to actively participate in public affairs and non-governmental sector, and professionals for social professional post to extend personal values to the society from organizational area. As of 2011, a total of 12 employees assumed for social professional post, which realized dual combination of social needs and personal values.

Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Work & Family Balance Plan

Caring EAP support

Due to relatively short establishment time and generally low age of employees, to make staff face work and life with better mentality, CNNIC invited psychology experts with rich experience in life, by communication on thought and emotional guidance, to effectively encourage employees to establish correct concept, grasp scientific method, and take a short cut for personal growth and family life to improve employee well-being index.



Rich leisure activities

To create a relaxing work atmosphere, CNNIC sets up comfortable cultural room at each floor of the office, in which, refrigerator, microwave, drinking water and disinfection cabinet etc are placed to facilitate dining in lunch time, "newspaper shelf" is set to accommodate newspapers and magazines to broaden staff knowledge, and "fitness corner" is arranged with pinch meter, shuttlecock, power wrist, push-up holder and other fitness equipment to facilitate exercise for employees in work intermittent time.



CNNIC allocates dedicated funds for rich amateur sports activities, and encourages and guides employees to carry out a variety of wholesome activities. Currently, several recreation and sports teams have established, such as CNNIC bowling team, table tennis team, basketball team, tennis team, badminton team, and the Red Song chorus etc. Staff extracurricular activities are conducted on a regular base to encourage and promote staff healthy growth and happy life after work.

Humanized support for female officers

CNNIC attached great importance to female vocational training, and actively promoted balance between work and family for women. By parent-child activities, exclusive training, and women fitness club, a platform for good communication and learning growth was preliminarily established for female employees.



Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Promoting Harmonious Coexist of CNNIC and Environment

Using the advantages of information, CNNIC establishes intranet, concerned e-mail platform, took a lead to realize paperless office, and achieve low-carbon office by regulating employees' behavior on power and water utilization, greening office environment, strengthening office appliance requisitioning system and waste utilization etc.

Using internal information system to promote paperless office

Implemented internal information system, to achieve paperless office, circulate document, approve and release rules and regulations, and handle affairs, which reduced paper approval and realized 100% of utilization of information system for employees.

Implementation of paper saving system in office

It advocated both sides of paper utilization to minimize paper usage. Currently 100% double-sided paper use is realized.

Implementation of requisitioning system of office supplies, and office supply recycling

Office supplies requisitioning system was implemented. The employees received office supplies as needed. Office pen, paper, staples, glue and folders, etc were used in limit by actual situation.

Office supplies were recycled. The reusable items such as clips and folders etc were recycled by 100%. The fully used paper, waste newspaper, book and paper etc were collected and sold to realize recycling of resources.

Implement strict system for electricity and water conservation to promote economical use of resources

CNNIC required staff to turn off all electrical power in office after work and arranged for specialized personnel to check if all the power of computers, air conditioners, printers and other office areas off, and inspect if water resources was wasted. The responsible person failing to exercise in accordance with the provisions would be educated.

To reduce hard disk workload, and extend computer life, employees were required to use computer scientifically. When a computer was not used completely, one should unplug it, and turn off control switch of socket power.

In summer, air conditioning temperature should not be set lower than 26 degrees Celsius. In winter, air conditioning was not on, and the room maintained ventilation.

Efficient energy-saving lighting products were used in the office.

Advocated simplifying office, and standardized simplifying office by administrative and financial systems.

Garbage classification in office

Paper, metal, plastic, glass and other recyclable garbage were recycled and classified to reduce pollution and save resources by comprehensive dealing way.

Made special treatment and recycling for hazardous wastes such as waste batteries, and fluorescent tubes etc.

Creating green office environment

Made full use of open space in office area, and placed green plants at corner of office, corridors, etc to keep fresh air.

Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Concerning Vulnerable Groups

Subsidization activity for Chengxin School in Daxing District, Beijing

Since 2007, CNNIC has sponsored Chengxin School in Daxing District, Beijing (formerly known as Chengxin Migrant Children School, Daxing District). Based on rough teaching setup, CNNIC organized staff to carry out various activities in the form of book donation, donation, stationery purchasing and website setting etc. CNNIC scholarship was established in the school to motivate students to study hard. At present, there are more than 330 outstanding students receiving CNNIC scholarship prizes of total amount of 8,280 Yuan. Library corner (now library) was set to open up the horizons of students. The collection of library is over 1000 books. The web site of Chengxin School, Daxing District (<http://www.dxhope.cn>) was created to help school propagandize and enroll. More than 100 teachers and students get information of the school and study in the school by the website.

Celebrating International Children's Day

On June 1, 2011, CNNIC celebrated International Children's Day in Daxing Chengxin School with school teachers and students. CNNIC staff representative participated in the activity. CNNIC representatives presented donated items of all staff, and awarded CNNIC prizes for 100 outstanding students winning "CNNIC Scholarship".



Teachers and students involved in CNNIC activities

On June 7, 2011, CNNIC organized "Hand in hand activity for CNNIC general Party branch with Daxing Chengxin School", invited 20 outstanding students and three teacher representatives to visit CNNIC, participate in popular science lectures, and visit China Science and Technology Museum. In the activity, CNNIC donated books to teachers and students. CNNIC officers fully communicated with students to encourage them to study hard in distress. President Han of the school expressed appreciation for long term help and caring of CNNIC and presented a banner.



Harmony among People

Be Kind to People and Nature, and Be Harmonious with Society

Participating in assisting activity of Hope Primary School, Shuimowan

On September 16, 2011, CNNIC actively participated in Show Love activity for Hope Primary School, Shuimowan, Dongmao Town, Chicheng County, Hebei, and sent representatives to attend the inauguration ceremony of the school. In the activity, CNNIC totally raised 2,050 Yuan, 112 books, and 50 exercise books, pens, rulers, pencil cases, football and other learning and sporting goods. Nine representatives conducted a rich book appreciation class with school students.



Participated in Show Love activity to poor mothers exercising family planning

In early April 2011, in response to the calling of Party committee of Computer Network Information Center CNNIC general Party branch participated in donation activity for "Show Love Activity to poor mothers exercising family planning". CNNIC general Party branch called on all party members to positively donate and respond. A total of 5,747.4 Yuan was raised to present a care for poor mothers.

Appendix

Honors of Social Responsibility of CNNIC over the Years



Date:March 26, 2010
Content:In 2009 E-mail Administrator Training (Chengdu stop) held by Internet Society of China, the student appointed by your company has passed exam. It's hereby to issue training support unit certificate of e-mail administrator for encouragement.
Issued by:Anti-Spam of Internet Society of China

Date:June, 2010
Content:Star of power of Chinese Internet
Issued by:2009 Organizing Committee of China Internet Conference, Organizing Committee of Chinese Netizens Culture Festival.

Date:August 17, 2010
Content:2010 the most potential product / service of Chinese Internet
Issued by:Organizing Committee of China Internet Conference



Date:October, 2010
Content:It's hereby to commemorate positive contribution to successful, splendid and unforgettable 2010 Shanghai World Expo.
Issued by:Organizing Committee of World Expo 2010 Shanghai China, Executive Committee of World Expo 2010 Shanghai China



Date:November 7, 2010
Content:IETF Presented to CNNIC Host IETF79 7-12 November 2010 Beijing China
Issued by:IETF



Date:December 21, 2010
Content:Award of Excellent Member Unit
Issued by:Office of China Communications Standards Association



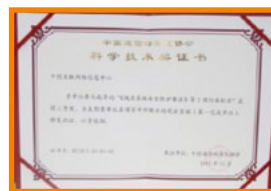
Date:January 24, 2011
Content:2010 advanced unit for operation analysis and information statistics of industry and communication industry
Issued by:Operation Monitoring and Coordinating Bureau of Ministry of Industry and Information Technology of the People's Republic of China



Date:February, 2011
Content:Advanced collective for further remediate phone pornographic special action
Issued by:Ministry of Industry and Information Technology of the People's Republic of China



Date:March 9, 2011 – March 8, 2014
Content:ISCCC Information Security Management System Certification
Issued by:China Information Security Certification Center



Date:December, 2011
Content:The two industrial standards "Security Protection Requirements of Domain Name System" etc with participation of CNNIC obtained the third prize. It's hereby to honor the outstanding contribution made by CNNIC in the project (the first completion unit)
Issued by:China Communications Standards Association



Date:December 13, 2011
Content:Title of "2011 advanced unit for Trojan and Botnet network monitoring and disposal"
Issued by:Communications Security Bureau of ministry of Industry and Information Technology of the People's Republic of China

The index is cited from index system of social responsibility report of Internet service industry in Compiling Guidelines for China Corporate Social Responsibility Report (hereinafter referred to as the “Guidelines”). The “Guidelines” is published by Chinese Academy of Social Sciences, and formulated according to actual situation of Chinese enterprises. As an important outcome of theory study of domestic social responsibility, the “Guidelines” plays promotional role in developing corporate social responsibility.

As national Internet network information center, CNNIC has certain difference on its organization property and social responsibility with corporate. Therefore, social responsibility standards are referred selectively.

Overview table for index system of social responsibility report of Internet service industry

Content	No.	Core index	Index	
Part I Preface series P	P1 Report standard	P1.1	Report timeframe	P0
		P1.2	Report organization scope	P0
		P1.3	Release range	P0
		P1.4	Data explanation	P0
		P1.5	Reference standard	P0
		P1.6	Reliability assurance	P0
		P1.7	Contact person answering the report and its contents and contact	P0
		P1.8	Report access way and extension reading	P0
	P2 Speech of executive	P2.1	Statement of organization and social responsibility	P1
		P2.2	Summary of performance and inadequacy of social responsibility work	P1
	P3 Responsibility model	P3.1	Social responsibility model	P3-P4
	P4 Organizational profile	P4.1	Organizational name, property of ownership and headquarters	P2
		P4.2	Main products and services	P2
		P4.3	Operating region and operational framework	P2
		P4.4	Size of organization	P26
		P4.5	Organizational governance institution	P2/P26
		P4.6	Board structure	Not applicable
	P5 Key performance table	P5.1	Comparison table for social responsibility work performance	P20/P22/P23
		P5.2	Data Sheet for key performance	Temporary none
P5.3		Honor table during report period	P33	
Part II Re- sponsibility management series G	G1 Responsibility strategy	G1.1	Concept of social responsibility	P3
		G1.2	Topic of core social responsibility	P4
		G1.3	Social responsibility plan	P5
	G2 Responsibility governance	G2.1	Governing bodies of social responsibility	P4
		G2.2	Organizational system of social responsibility	P4
		G2.3	Management system of social responsibility	Temporary none
	G3 Responsibility integration	G3.1	Promote supply chain partners to fulfill their social responsibilities	P19
	G4 Responsibility performance	G4.1	Build index system of organizational social responsibility	P6
	G5 Responsibility communication	G5.1	Expectations of stakeholders to the organization and responses	P4
		G5.2	Internal communication and exchange activities for social responsibility involved by organizational senior leaders	P5
G5.3		External communication and exchange activities for social responsibility involved by organizational senior leaders	Temporary none	
(G6)Responsibility research	G6.1	Carry out CSR subject research	P5/P37	
Part III Market performance (series M)	M1 Shareholder responsibility	M1.1	Management system of investor relations	Not applicable
		M1.2	Growth	Not applicable
		M1.3	Profitability	Not applicable
		M1.4	Security	Not applicable
	M2 Customer responsibilities	M2.1	Management system of customer relationship	P19-P20
		M2.2	Promote product / service innovation	P14-P17
		M2.3	System and measure ensuring transparent tariff	Not applicable
		M2.4	Customer satisfaction survey	P20
		M2.5	Customer satisfaction	P20
		M2.6	Establish consumer dispute settlement mechanism	P22
		M2.7	Actively respond to complaint / incident	P20/P22
		M2.8	Customer complaint resolution rate	P22
		M2.9	Customer information protection	P19
		M2.10	Authenticity, reliability and integrity of news or advertising information	P24
		M2.11	Charges reminding mechanism	Not applicable
		M2.12	Mechanism forbidding unhealthy and immoral information	P22-P24
	M3 Partner responsibility	M3.1	Social responsibility evaluation and investigation of supply chain	Not applicable
		M3.2	Strategy sharing mechanism and platform	P19
		M3.3	Procurement responsibility system and (or) policy	Not applicable
		M3.4	Integrity management philosophy and system security	Not applicable
		M3.5	Concept of fair competition and system security	Not applicable
M3.6		Credit assessment rating	Not applicable	

	Content	No.	Core index	Index
Part IV Social performance series S	S1 Government responsibility	S1.1	Law-abiding compliance system	P26-P27
		S1.2	Law-abiding compliance measures	P30
		S1.3	Law-abiding compliance training	P27
		S1.4	Major law-abiding compliance negative information	None
		S1.5	In response to national policy	P10-P12
		S1.6	Total tax	Not applicable
	(S2) Staff responsibility	S2.1	Compliance with national labor laws and regulations	P26
		S2.2	Labor contract concluding rate / collective contract coverage rate	P26-P27
		S2.3	Social insurance coverage rate	P26
		S2.4	Percentage of employees joining trade unions	P26
		S2.5	Prohibition of forced labor	P26
		S2.6	Number of days for annual paid vacation per capita	P26
		S2.7	Equal employment system	P26
		S2.8	Proportion of male and female wages and salaries	P26
		S2.9	Proportion of female managers	Temporary none
		S2.10	Employment rate for the disabled or number of people employed	Temporary none
		S2.11	Occupational disease prevention system	Not applicable
		S2.12	Staff mental health system / measures	P29
		S2.13	Physical examination and health file coverage rate	P26
		S2.14	Staff training system	P28
		S2.15	Staff training strength	P28
		S2.16	Staff career development	P28
	S2.17	Democratic management and factory affair disclosure	P27	
	S2.18	Channel of staff comments or suggestions conveying to the high-level	P27	
	S2.19	Input helping staff in trouble	P26	
	S2.20	Ensure work-life balance	P29	
	S2.21	Employee satisfaction	Temporary none	
	S2.22	Staff turnover rate	P26	
	S3 Community responsibility	S3.1	Assessing the impact of operation on the community	Not applicable
		S3.2	Staff localization policy	Not applicable
		S3.3	Localized procurement policy	Not applicable
		S3.4	Donation guidelines or donation system	P31-P32
		S3.5	Total amount of donations (ten thousand Yuan)	P31-P32
S3.6		Policies and measures supporting volunteer activities	P31-P32	
S3.7		Data of employee volunteer activity	P31-P32	
S3.8		Mechanism preventing Internet addiction	Not applicable	
S3.9		Mechanism preventing pornographic information dissemination	P22	
S3.10		Fighting against spam and network fraud	P22-P24	
S3.11		Mechanism protecting minors	P22-P24	
Part V Environmental performance series E	E1 Environmental management	E1.1	Establishing a philosophy of environmental protection	P30
		E1.2	Environmental training and mission	P30
		E1.3	Environmental training performance	P30
		E1.4	Green procurement	P30
	E2 Saving resources and energy	E2.1	Policies and measures supporting renewable energy development	Not applicable
		E2.2	Policies and measures in support of recycling economy	P30
		E2.3	Systems / measures saving electricity in office	P30
		E2.4	Electricity saving consumption and saving proportion in office	Temporary none
		E2.5	Water conservation systems / measures in office	P30
		E2.6	Water saving consumption and saving proportion in office	Temporary none
		E2.7	Systems / measures saving paper in office	P30
		E2.8	Paper saving consumption and saving proportion in office	Temporary none
	E3 Emission and pollution reduction	E3.1	Actively respond to climate change	Not applicable
		E3.2	Greenhouse gas emissions or emission reductions	Not applicable
E3.3		Office waste disposal systems / measures	P30	
E3.4		Garbage disposal systems / measures in office	P30	
Part VI Postscript series A	A1	Outlook	Planning of organization on social responsibility	P5
	A2	Report evaluation	Evaluation of social responsibility experts or industry experts, stakeholders or professional organization on the report	P36
	A3	Reference index	Adoption status of index required to disclose in this guidance	P34-P35
	A4	Feedback	Reader survey form and reader feedback channels	P37-P38

中国社会科学院经济学部 企业社会责任研究中心

Research Center for Corporate Social Responsibility Chinese Academy of Social Sciences

2011 Social Responsibility Report for CNNIC (hereinafter referred to as the “Report”) is the first social responsibility report of China Internet Network Information Center (CNNIC). As a non-profit organization, CNNIC can take the initiative to disclose social responsibility information by standard, which is an innovative move. The “Report” relatively compressively reveals responsibility actions and performance as “Important Infrastructure Builder, Operator and Manager of China Information Society”, which is an excellent society responsibility report fully reflecting industry characteristics and institutional characteristics.

Structurally, the “Report” follows the specifications and requirements of social responsibility report, and highlights responsibility fulfillment. The main part is shaped by the responsibility idea “Responsibility to the Country, Benefits to the Society, and Harmony among People”, with clear logic. The “Report” includes specification elements of social responsibility report such as address of leader, institution introduction, report indexing and reader feedback table etc.

For content, the “Report” gives priority to key issues of ensuring reliable operation of network infrastructure resources, supporting national information construction, and promoting Internet industry development etc, to comprehensively disclose the responsibility of the stakeholders fulfilled to the government, industry, users, employees, environment, community and the public. The “Report” reveals social responsibility management system, recalls the course of CNNIC fulfilling social responsibilities, elaborates specific measures on responsibility fulfillment, and displays the continuous improvement of performance by longitudinal comparison of data for consecutive years. The “Report” refers to index system of Internet service industry in Compiling Guidelines for China Corporate Social Responsibility Report (CASS CSR2.0). The rate of coverage for key index is high and information is complete.

Formally, the “Report” integrates social responsibility concept and practice with data and case, clearly elaborated, and simply explained. The reasonable use of charts and photographs adds the readability of the report.

CNNIC is expected to add the disclosure of core indicators, strengthen the comparison with peer performance, and further enhance pleasant reading to create leading social responsibility report of Internet industry and non-profit organization.

We look forward to more splendid CNNIC social responsibility report.

Research Center for Corporate Social Responsibility Chinese
Academy of Social Sciences

Appendix

Reader Feedback Form

To continuously improve the work of China Internet Network Information Center (CNNIC), we hope to get your feedback, which will become an important basis for us to improve and enhance quality of work. We hope you take your time to propose valuable advice for our work and the report.

Evaluation and Suggestion to Our Social Responsibility Work

Your information				
Name:		Unit:		
Tel:		E-mail:		
Your comments				
How do you think about our work on public interest activities?				
Very good	Good	General	Bad	Very bad
Other suggestions or comments, please specify				
Are you willing to participate in social public activity? If you do, which the following activities would you like to participate in?				
Internet knowledge popularization	Traditional enterprise networking services	Open Internet technology research	Create a healthy and orderly Internet environment	Participate in Internet special investigation research
Other suggestions or comments, please specify				None of above
How do you think about our work on promoting development of national gTLD?				
Very good	Good	General	Bad	Very bad
Other suggestions or comments, please specify				
How do you think about our work on helping the growth of Internet industry/enterprise?				
Very good	Good	General	Bad	Very bad
Other suggestions or comments, please specify				
How do you think about our work on participating in international Internet community activities to promote international Internet position?				
Very good	Good	General	Bad	Very bad
Other suggestions or comments, please specify				
How do you think about our work on serving for Internet user?				
Very good	Good	General	Bad	Very bad
Other suggestions or comments, please specify				
Which area do you expect to cooperate with CNNIC in the future?				
Open research	Technology research and development	Security safeguard	Statistical investigation	International exchange
Public interest activity	Other, please specify			None of above
What's advice and suggestion do you think for CNNIC social responsibility work?				
What's your advice for CNNIC public interest activities?				
Please give your opinion and the suggestion for other work of CNNIC:				

Evaluation and Suggestion to the Report

How do you evaluate the report in general?				
Very good	Good	General	Bad	Very bad
How do you evaluate volume of the unveiled information of the report?				
Very rich	Rich	General	Lesser	Little
How do you evaluate the quality of the unveiled information of the report?				
Very high	High	General	Low	Very low
How do you evaluate the structure of the report?				
Very reasonable	Reasonable	General	Bad	Very bad
What do you think about layout of the report?				
Very reasonable	Reasonable	General	Bad	Very bad
Please give your opinion and the suggestion for social responsibility report released by China Internet network information center				



Contact Us:

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2011 Social Responsibility Report

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