



Social Responsibility Report for CNNIC



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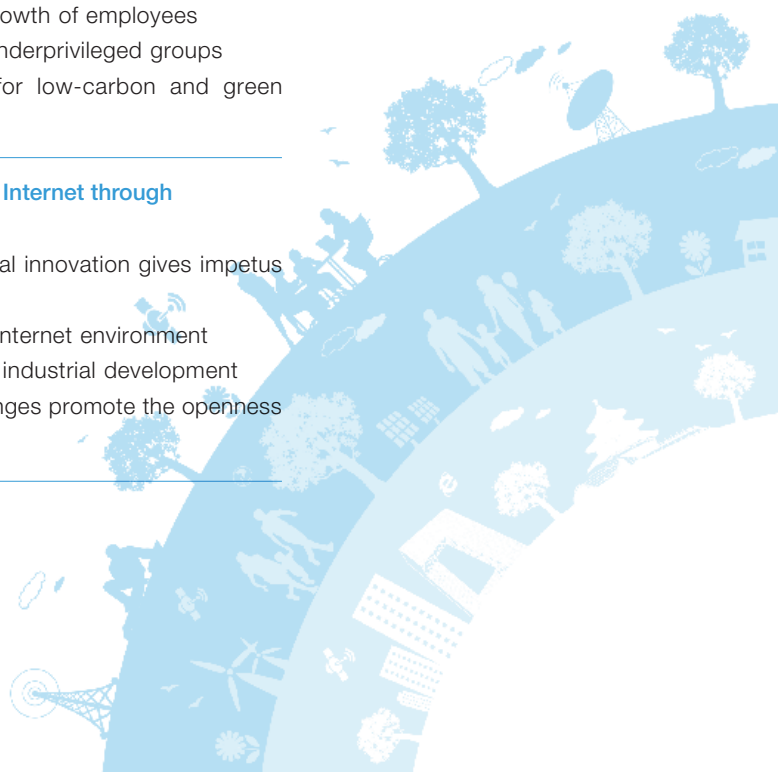
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Report Profile

Time Frame of Report

2013

Serial Number of Social Responsibility Report

The second 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 Speciation

The report data does not include financial audit data.

Organization Scope

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

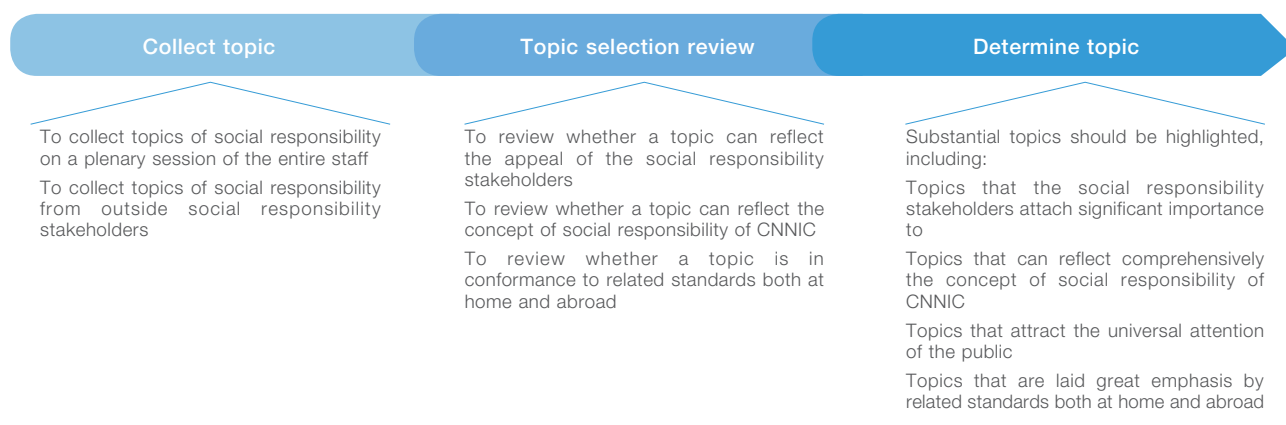
Reference Standard

Compiling Guidelines for China Corporate Social Responsibility Report (CASS-CSR2.0), International Standard of Social Responsibility ISO 26000 and Sustainability Reporting Guidelines by "Global Reporting Initiative".

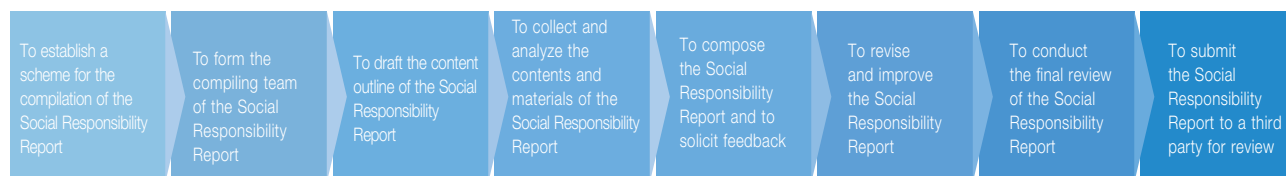
Note: CNNIC, as the national Internet network information center, differs from enterprises in terms of nature and social responsibility and thus has selective reference to China Corporate Social Responsibility Report for the compilation of this report.

Compiling Process

Preparation



Report Compiling



Access Method

For electronic version of the report, please log in CNNIC official website (www.cnnic.cn or www.中国互联网络信息中心.中国) to download.

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Address of Director of CNNIC

2013 is a significant year for deepening and pushing forward the 12th Five-Year Plan of China and is a crucial stage of all-round reforms of China's economic and social sectors. In this year, as strategic infrastructure for the development of the information society and an indispensable force for the economic development, the Internet burst forth strong vitality of innovation and also encountered unprecedented challenges. Against this backdrop, CNNIC, as an important constructor, operator and administrator of infrastructure in Chinese information society and in light of the policies of "providing efficient and application-oriented services through secure & stable Internet infrastructure for public interests", has always upheld the positioning as a nonprofit institution for public welfare, resolutely fulfilled the duties of state Internet network information center and worked together with stakeholders to support the national administration and economic development and provide foundation, innovation impetus and intellectual support for the development of Internet.

In 2013, CNNIC made some reserved domain names available, actively pushed forward the relevant work on new gTLDs and gave full play to the fundamental Internet resources; adopted the latest technology and multiple measures, constantly improved the management of domain name registration and created better services and experience for users; continued forward-looking study from a professional perspective and advanced the development of the Internet of things, IPv6 and the next-generation Internet; organized and attended a number of international conferences and enhanced the influence of China in the Internet community. In the meantime, CNNIC pushed forward the work on the management of domain name registries, level of user services, happiness index of employees, community participation and environment protection in an orderly manner.

Since its establishment, CNNIC has upheld the positioning as a nonprofit institution for public welfare and been committed to fulfilling social responsibility. In 2011, CNNIC incorporated the performance of social responsibility into the overall development strategy, built a social responsibility system and performance indicators, included it into the culture of CNNIC and released the first social responsibility report. After three years' development, the concept of social responsibility of CNNIC has been refined and the social responsibility system improved. On the basis of fulfilling all responsibilities, CNNIC is stepping up efforts to integrate and advance with the Internet community and have more influence.

2014 marks the 20th anniversary for the Internet in China and a crucial year for the country's 12th Five-Year Plan. In 2014, CNNIC will adhere to the vision of becoming a "world-class network information center" and practice the guidance strategy of "Responsibility to the Country, Benefits to the Society and Harmony among People". CNNIC will concentrate on four core responsibilities as the "operation, administration and service organization of national network fundamental resources", "research, development and security center of national network fundamental resources", "research and consulting services driving force for Internet development" and "platform for Internet open cooperation and technical exchange", dynamically fulfill its social responsibilities, achieve common development with stakeholders and boost the substantial progress of the Internet community of China.



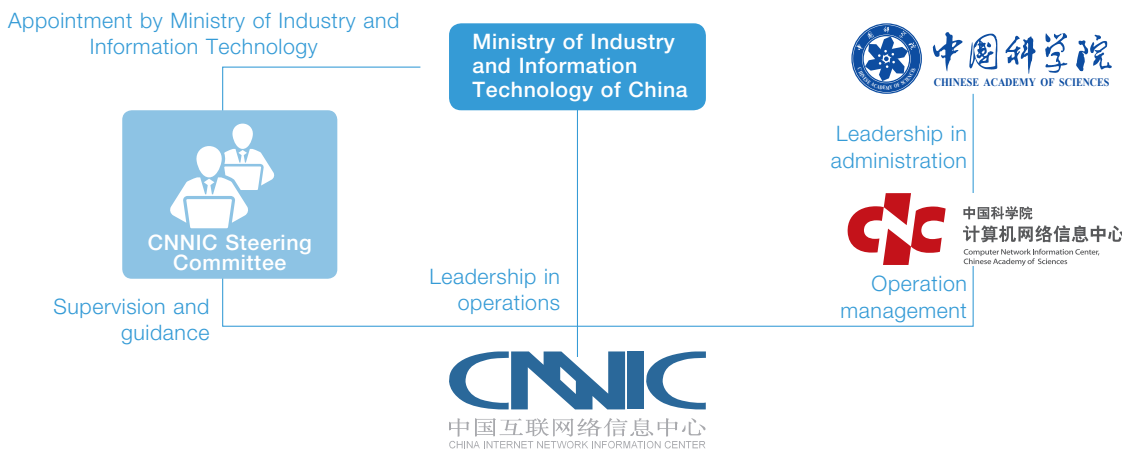
Profile of CNNIC

CNNIC Introduction

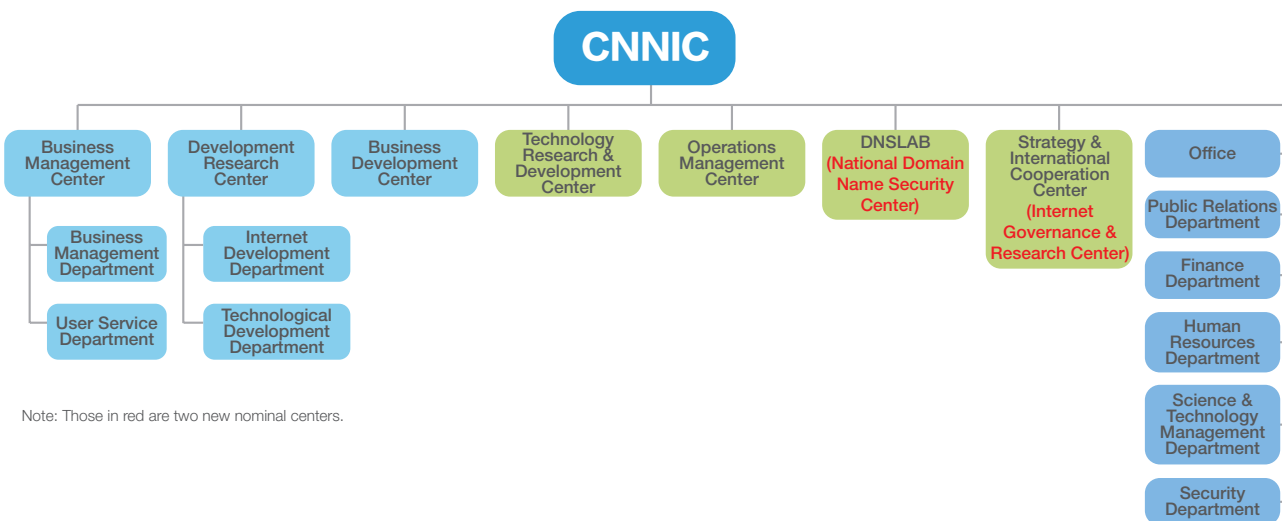
China Internet Network Information Center (abbreviated as CNNIC) is an administration and service organization set up on June 3, 1997 upon the approval of the competent authority and undertakes the responsibilities as the national Internet network information center.

In light of the policies of “providing efficient and application-oriented services through secure & stable Internet infrastructure for public interests”, CNNIC, as an important constructor, operator and administrator of infrastructure in Chinese information society, is responsible for operation, administration and services of fundamental Internet resources, undertakes R&D and security work of fundamental Internet resources, conducts research on Internet development and provides consultancy, and promotes the cooperation and technological exchange of global Internet in an effort to become a world-class network information center.

CNNIC Governance Institutions

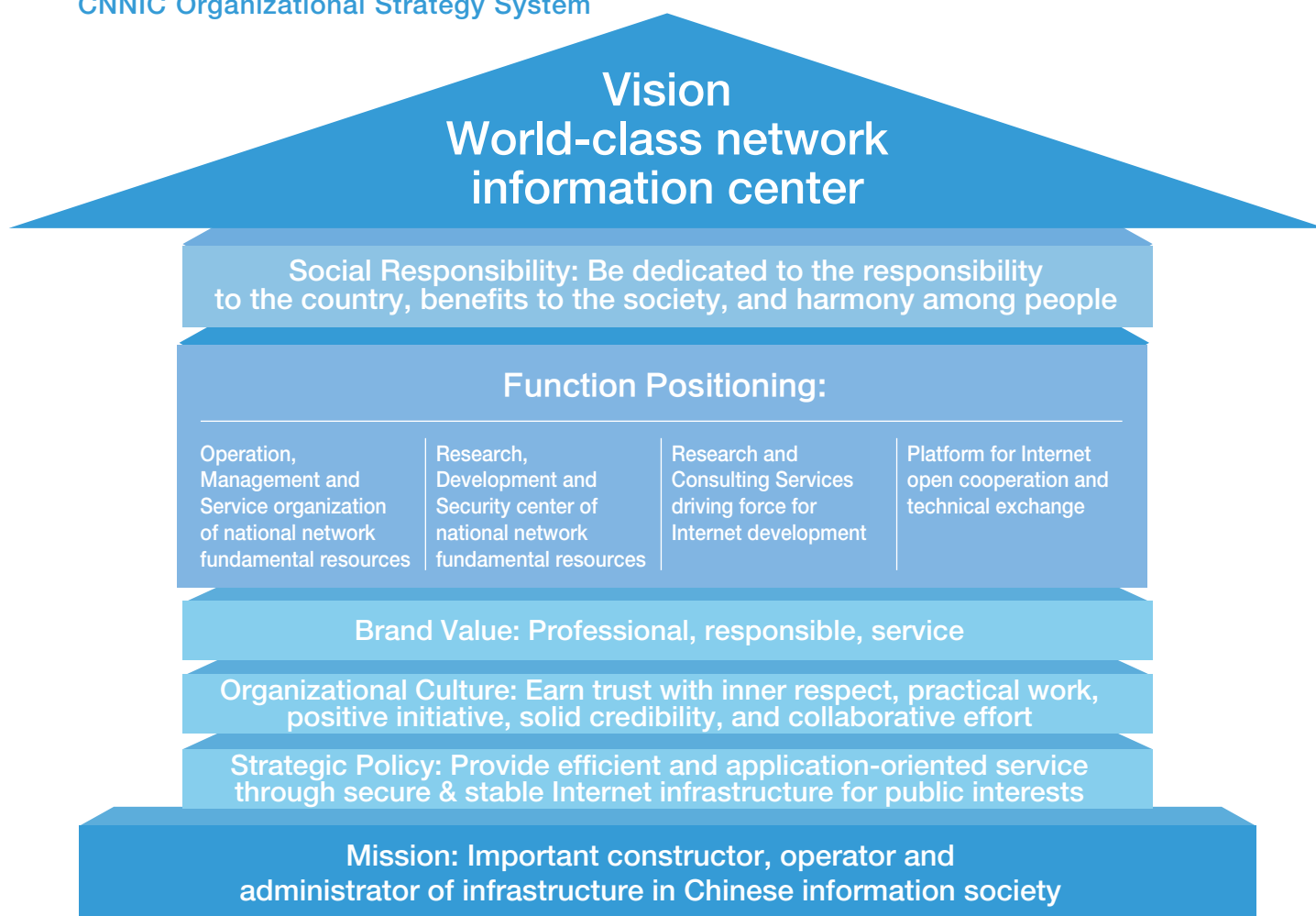


CNNIC Organizational Structure



Social Responsibility Strategy of CNNIC

CNNIC Organizational Strategy System



Concept of Social Responsibility

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.

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.

Social Responsibility Strategy of CNNIC

Based on the relevant duties of CNNIC and the hierarchy of responsibilities and in line with the concept of “Responsibility to the Country, Benefits to the Society and Harmony among People”, the responsibilities of CNNIC are divided into three levels: core responsibilities, specific responsibilities and extensional responsibilities, which are progressive and also compatible with each other.

CNNIC Social Responsibility System



Core responsibilities

uphold the substantial responsibilities and fulfill the duties of national Internet Network Information Center

Organizational role: gain more say in international community on behalf of China

Forward-looking study: provide basis for decision-making concerning the development of and changes to the Internet

Standard and efficient: actively lift the level of domain name registration management

Sound and orderly: constantly improve the operational efficiency of the platform of the fundamental Internet resources



Harmony
among People

Impetus from innovation:

scientific and technological innovation
gives impetus to Internet development

Security and credibility:

build a safe and healthy Internet
environment

Benefits to
the Society

Industrial progress:

multi-stakeholder cooperation boosts
industrial development

International integration:

communication and exchanges promote the
openness and integration of Internet

Responsibility
to the Country

**Extensional
responsibilities**

build a bright future
of Internet through
participation and
innovation

**Specific
responsibilities**

grow with
stakeholders

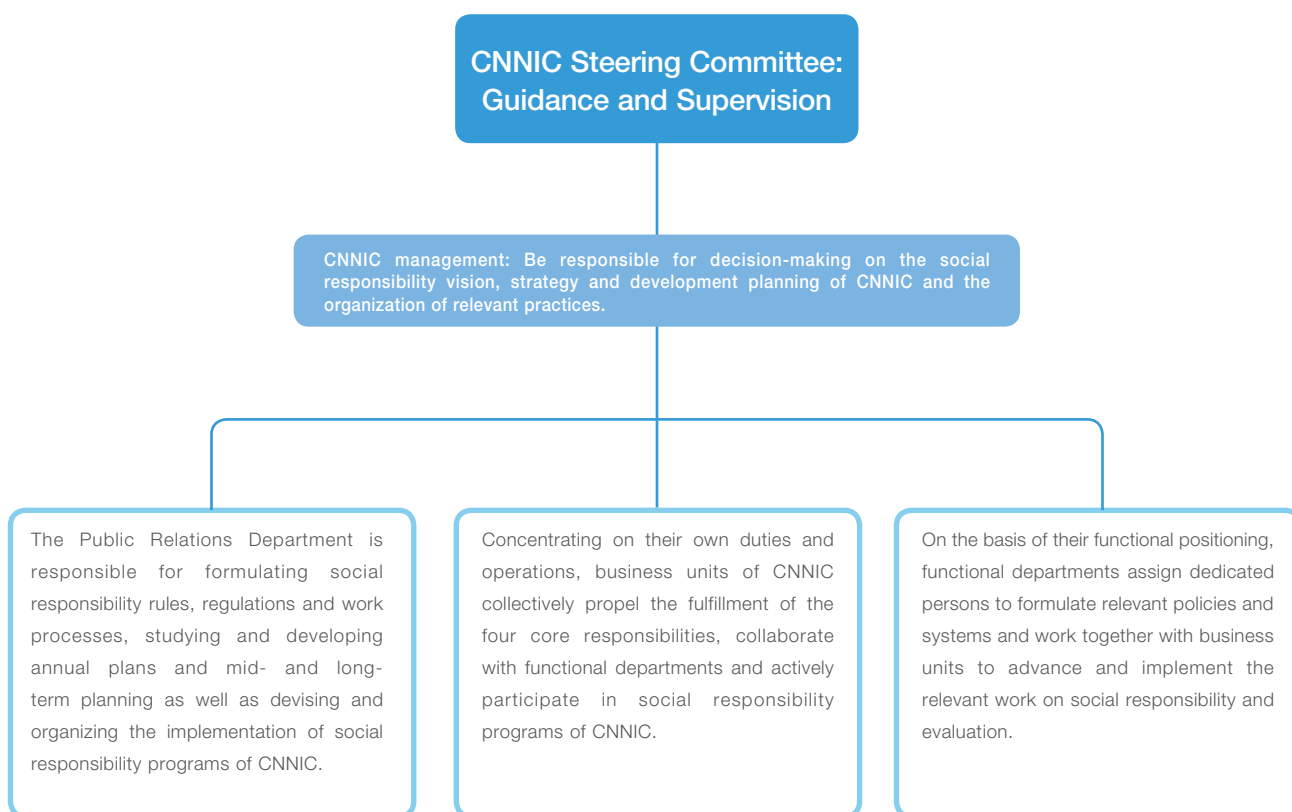
- Environment protection:** start from little things for low-carbon and green environment
- Community harmony:** get involved in the care for underprivileged groups
- Staff's well-being:** promote participation and the growth of employees
- User satisfaction:** provide innovative applications and considerate service
- Win-win development:** intensify support and advice development through industrial cooperation

Social Responsibility Strategy of CNNIC

Social Responsibility Management

Organizational system of social responsibility management

In 2013, in combination with mechanism streamlining and strategic planning, CNNIC refined the responsibilities of the leading and decision-making body, competent department and subordinate units of the social responsibility management system, specified and divided the duties for social responsibility management, established an open matrix responsibility organization system and promoted the fulfillment of social responsibility.



Management process of social responsibility

The social responsibility management system of CNNIC is comprised of four modules: strategic management, executive management, performance management and communication management. All these modules are connected to each other with the support of culture, organization, system and process, forming a sustainable management loop.



CNNIC responsibility management flowchart

Social Responsibility Strategy of CNNIC

Social responsibility communication

Responsibility communication and stakeholder engagement are the cornerstone for CNNIC to perform social responsibility in a comprehensive and effective way. In 2013, CNNIC attached high attention to the appeal of stakeholders, constantly increased the transparency of operations, built all-round and multi-layer communication channels, conducted fruitful communication with relevant parties on key topics, actively understood and responded to different appeals, and formulated and implemented specific action plans to live up to the expectation of stakeholders. The responsibility communication highlights in 2013 are as follows:

- **Full use of media channels and active response to public opinions**

Revolving around Internet resources, network security, new TLDs, Internet research, technological development and other contents, CNNIC took initiative to cooperate and communicate with authoritative mainstream media to convey information accurately. In line with the principle of strengthening analysis and timely sharing, CNNIC established a dynamic and integrated public opinion work system. It issued the CNNIC Public Opinion Monitoring and Analysis Report and the Daily Micro-blog Public Opinion Monitoring Report on a daily basis and released special public opinion circulations on an irregular basis, realizing timely follow-up and feedback on hot issues of public concern.

- **Interactive communication via social media**

By relying on micro-blog, WeChat and other social networks, CNNIC was active in exploring and building social media communication platforms. By now, CNNIC has established @CNNIC official micro-blog account and @CN domain name, @CNNIC Internet Research and other sub-brand micro-blog accounts as well as public WeChat accounts including CNNIC and CNNIC Internet Research. Operations have been optimized and the timeliness and interactivity of communication on relevant businesses and topics been improved.

- **Optimization of public information dissemination platform**






CNNIC optimized and upgraded the *Internet Development Dynamics* publications to provide richer Internet information; continued to publish the corporate magazine *We are CNNIC* to build a spiritual home shared by employees; adjusted the official website of CNNIC and intranet to provide more convenient and user-friendly experience; and launched the *CNNIC Technology Development Monthly* and kept abreast of the latest technology dynamics in the industry.

- **Colorful activities to promote internal and external communication**

Externally, CNNIC organized a variety of conferences and forums specific for government authorities, registrars, users and international organizations, strengthened industrial communication and exchange, and focused on investigation and communication concerning social responsibility. Internally, CNNIC held colorful staff activities to convey organizational culture and cultivate the atmosphere of CNNIC family.



Responsibility communication and stakeholder engagement in 2013

Stakeholders	Expectation of stakeholders	Response channels
 Government	Compliant operation Increase in assets and creation of tax revenues Advocacy for policy formulation Promoting technological innovation Safeguarding national interests Fulfilling social responsibility	Annual report and announcement Daily work report Communication via Media Communication via We-Media Relevant conferences
 Industry	Industrial outlook and potential opportunities Experience sharing and development growth Performance of contracts and observation of credibility Equal cooperation, mutual benefits and a win-win situation Sustainable and steady partnership	Registrars Conference Daily communication mechanism Evaluation and appraisal Industrial meeting and forum Official website
 User	Stable and trustworthy products Optimization of services Network security Application innovation and value-added experience	Micro-blog/WeChat Service hotline Media communications Open day to users Official website
 Staff	Participation in organizational operation Protection of rights and interests Career development and growth Sense of accomplishment Harmonious working environment	Improvement of remuneration system Performance communication Training and learning program Congress of staff Party, Youth League and staff activities Intranet system
 Community and environment	Promoting community harmony Providing job opportunities Improvement livelihood of underprivileged groups Creating a healthy Internet environment Energy conservation, emission reduction and environment protection	Micro-blog/WeChat CNNIC volunteer/public welfare project Community communication activity Media communication activity Paper-free office



Core Responsibilities

Uphold the substantial responsibilities and fulfill the duties of national Internet Network Information Center

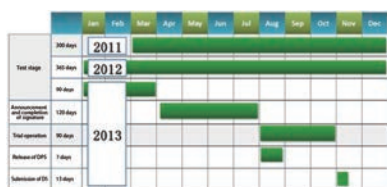
- 14 | Sound and orderly: constantly improve the operational efficiency of the platform of the fundamental Internet resources
- 16 | Standard and efficient: actively lift the level of domain name registration management
- 18 | Forward-looking study: provide basis for decision-making concerning the development of and changes to the Internet
- 20 | Organizational role: gain more say in international community on behalf of China





Core Responsibilities

Sound and orderly: constantly improve the operational efficiency of the platform of the fundamental Internet resources



DNSSEC Implementation Timeline

Domain name resolution service capacities were improved

CNNIC expanded the construction of overseas resolution nodes. In 2013, 4 new overseas resolution nodes were built in Stockholm, Chicago, London and Amsterdam, increasing the total number of overseas nodes to 11. CNNIC signed contracts on the construction and maintenance of CN domain name top level nodes with MSK-IX of Russia, ISC of the United States, and Netnod of Sweden.

Domestically, CNNIC focused on strengthening the service and anti-attack capacities of the ccTLD system, conducted in-depth investigation and analysis on domestic operators' BGP routing advertising policies and the imbalance in resolution traffic between domestic resolution nodes, formulated new advertising policy and developed node reconstruction and high-capacity node extension plans. The education network node was revoked and node extension project was started as planned. At the end of 2013, a high-capacity node for resolution service was completed in Northwest China, enhancing the defense capability against large-scale DDoS attacks.

Besides, to improve the monitoring system and service early warning network of the domain name resolution service SLA, CNNIC completed the equipment upgrading of 46 service monitoring nodes nationwide in November 2013, and the processing capacity and the monitoring scope of the upgraded domain name monitoring were increased considerably.

DNSSEC was deployed to dock with the international domain system

CNNIC completed the signing of DNSSEC agreement on .CN and .中国 (中國) at the end of July 2013 and submitted DNS documents to the root zone on November 13, 2013. DNSSEC became effective officially and the ccTLD service system has operated smoothly after the implementation of DNSSEC agreement. SmartDNSSec system developed by CNNIC has ensured safe generating and transmission of DNS data and safety management of passwords. The smooth application of DNSSEC in the Chinese ccTLD system not only indicates the docking of the national domain name system with the international domain name system but also marks that the ccTLD service system has entered a new phase. It is bound to have profound influence on all aspects of the Internet infrastructure eco-system of China.

A solid foundation was laid for New gTLD operation

• Technical basis was provided for multiple tests

In 2013, with the support of the business system, CNNIC successfully deployed the five systems (SRS, RDDS, DNS, DNSSec and Data Escrow) needed for the New gTLD operation of ICANN, completed the evaluation process of ICANN and signed registration agreement with ICANN. Before the delegation in the root zone, CNNIC passed the

Pre-Delegation Testing Report

Appointment Information
The test results detailed in this document are for the following application:
• PDT Number: PDT-10668
• PDT ID: a0Gd00000000801c
• Application ID: 1-932-13797
• A-label: xn--r09a7i
• Applicant Names: Computer Network Information Center of Chinese Academy of Sciences (China Internet Network Information Center)
• PDT Contact Name: Feng Leng
• PDT Contact Email: ptd@cnnic.cn
• Registry Service Provider: China Internet Network Information Center
• Timestamp: 2013-12-12
• Report Revision: r0
Result
Congratulations! This application has passed Pre-Delegation Testing (PDT) and is eligible for transition to IANA for delegation. The primary contact will receive instructions regarding next steps via the Customer Portal.

ICANN PTD testing report

Pre-Delegation Test of ICANN and actively coordinated with ICANN on pilot and beta tests of PDT. Such efforts, on one hand, helped ICANN improve its technical platform and on the other hand, laid a solid technical foundation for CNNIC's smooth operation of New gTLD.

- **New gTLD business strategy was released, driving the global development of New gTLD**

In 2013, CNNIC officially released the New gTLD business strategy. CNNIC will provide services through business custody, technology custody, system customization, security service, application consulting, operation consulting and other approaches for domestic TLD applicants, overseas Chinese TLD applicants as well as gTLD and ccTLD registrars that plan to enter China.

The delegation of “.公司” and “.网络” in the root zone was advanced

In November 2013, CNNIC officially signed “.公司” and “.网络” registrar contracts, another substantive achievement since July 15, 2011, in the application of “.公司” and “.网络” after submitting bidding documents and passing preliminary review. When “.公司” and “.网络” are officially delegated in the root zone, it will greatly expand the influence of China in the Internet community, especially in the domain name field.

Work on IP address moved forward in an orderly fashion

After years of development, China IP Address Allocation Alliance has become an important platform to release the latest data on IP address, disseminate knowledge of IP address, understand the IPv6 application progress, share international advanced IP address technology, promote the smooth transition of domestic IP address and boost the IPv6 infrastructure construction and service upgrading in China. As of China, CNNIC has allocated over 74 million of IPv4 addresses, equivalent to 4.42 A, and allocated 4,300/32s of IPv6 addresses and over 580 AS numbers.

- **CNGI IPv6 deployment was pushed forward**

From top to bottom, the domain name resolution system consists of root zone, top level domain as well as authoritative domain and recursive domain at the secondary level and below. The root zone and top level domain have already been supported the next-generation Internet based on IPv6. CNNIC

is responsible for IPv6 upgrading of authoritative server and recursive server at the secondary level and below. After a whole year's effort, CNNIC, together with 44 registrars and telecommunication operators, completed the commissioning of hundreds of core network devices and DNS servers. By the end of 2013, the IPv6 deployment of Chinese registrars began to take shape, pilot commercial use of IPv6 resolution service was realized in most areas, and the entire domain name resolution system supported IPv6 comprehensively.

- **Activities were organized to share and popularize technical experience in IP address**

On October 31, 2013, CNNIC convened the 2013 Summit of China IP Address Allocation Alliance to make in-depth discussion and exchange on problems encountered in the application and use of IP addresses, the experience in the deployment and implementation of IPv6 and issues about DNS and network security. As the convener of China IP Address Allocation Alliance, CNNIC holds IPv6 technology training, seminar and the Summit of China IP Address Allocation Alliance every year.



2013 Summit of China IP Address Allocation Alliance

- **Proposals and suggestions on IP address management were proposed to the Ministry of Industry and Information Technology**

In response to the solicitation for opinions on the *Management Measures for IP Addresses* formulated by the Telecommunication Administration Bureau of the Ministry of Industry and Information Technology, CNNIC, relying on its years' expertise and experience in IP address allocation and management, proposed suggestions for the adjustment of the *Management Measures* and assisted the Ministry with the development of rational and effective IP address management measures and system.

Core Responsibilities

Standard and efficient: actively lift the level of domain name registration management

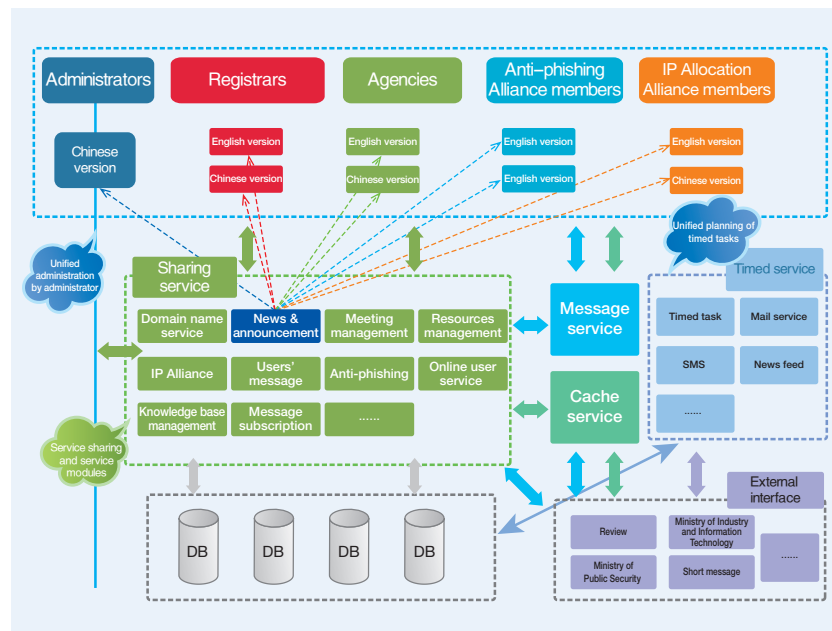


Interface of CPP platform

An all-round business support and service management platform was built

ROSS platform is an online support and service platform of CNNIC for users. At the beginning, it only provided support and service for administrators, registrars and agencies. With the business development and growing demand, CNNIC decided to build it into a comprehensive support and service platform called (CNNIC Partner Portal) incorporating registrars, agencies, Anti-phishing Alliance members, IP Address Allocation Alliance members, CA members and platform administrators.

In 2013, CNNIC completed the development of the subsystem of CPP platform – ROSS version 2.5, which involves administrators, registrars, agencies, anti-phishing alliance members and so on. The logical structure is shown as follows.



Architecture of APP platform

In 2013, CNNIC also launched the ROSS-SLA capacity building in an effort to provide high-performance, high-quality and measurable support and services for registrars.



Domain name audit services were optimized and upgraded

On the basis of strictly following standards and standardizing verification, CNNIC creatively launched the audit process based on OCR, face recognition and interface verification and accelerated the electronic process of domain name registration. 97% of domain names with real-name information can complete verification and receive results within 2 seconds, greatly shortening the waiting time of domain name audit. As of the end of November 2013, CNNIC had completed the design and function development for user identity systematic collection and online automatic verification. Docking with registrars was finished at the end of 2013 to effectively meet the users' demand for rapid and convenient registration.

Some reserved domains were made available and quality resources of .CN domain names were put into effective use

Since the partial word reservation policy was adopted in 2002, CNNIC has stuck to the exploration and study on the reserved word policy, organized experts to discuss and verify the scope and method of reservation, listened to public opinions, and progressively promoted the availability of reserved words no longer suitable for reservation under the premise of not affecting national, social and public interests.

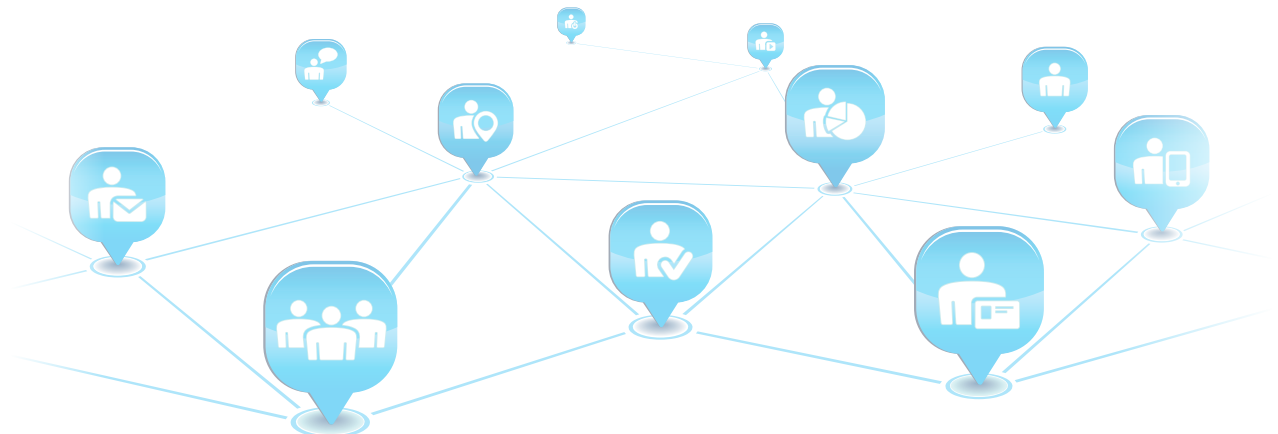


Reserved domain name application submission system in sunrise period

On October 30, 2013, CNNIC officially released an announcement, allowing the public to apply for domain name registration with some reserved words that are not longer suitable for reservation. Over 30,000 domain names were available this time, injecting a large number of new domain name resources into the domain name market and providing more distinctive words for users. The whole process was under the oversight of notary organ. All income, after deducting necessary costs, was donated to public welfare projects and the registration income and donation were audited by authoritative accounting firm.

The restriction of "unable to configure resolution status" was lifted

Under the circumstance that Internet service providers strictly follow the regulation that no resolution will be conducted without registration, the restriction of "unable to configure resolution status" after national domain names are registered constituted a barrier that affected user experience and obstructed the popularization of national domain names. In response, CNNIC established a ccTLD website monitoring scanning and response mechanism to scan the newly registered domain names and all the domain names with the help of fast scanning technology and form reports on domain names that failed to meet the registration regulations and then notify Internet service providers to rectify the problems. Since it was launched in October 2013, the mechanism has received positive response and user experience improved.



Core Responsibilities

Forward-looking study: provide basis for decision-making concerning the development of and changes to the Internet



Conference for the publishing of the 31st Statistical Report on the Development Status of China's Internet



Promotion of IGR on the 8th conference of IGF



Dr. Li Xiaodong chaired the Internet governance side meeting during the 8th conference of IGF



CNNIC attended the 10th conference of APIRA and shared the latest research achievements

Authoritative Internet survey in 16 years

CNNIC had conducted "Survey and Statistics Collection of the Development Status of China's Internet" on a regular basis since 1997 to record the constant changes of China's Internet, and the survey was conducted twice a year and had been conducted for 32 times. The survey had recorded the brilliant achievements made in the Internet industry in these 16 years and the authority and objectiveness of the data obtained from the survey has been widely recognized in and out of China. The data of CNNIC is a major source of Internet statistics used by international organizations and Chinese government and has become an important basis of decision-making of Internet enterprises regarding investment and operation.

Establishment of IGR to promote Internet governance and development research

In October 2013, CNNIC announced the establishment of the Institute of Internet Governance Research (IGR) at the 8th conference of the Internet Governance Forum (IGF). Based on the nature, functions, experience and resources of CNNIC, IGR will integrate domestic Internet governance research forces under the framework of CNNIC and conduct Internet governance research in light of the international forefront and the specific Internet governance practice and with the combination of Internet technology, policy and theory. The establishment of IGR will not only be conducive to improving the Internet governance research of China but also important to Internet governance research in the Asia-Pacific region and the world at large.

Research on policy and technical standards for the Internet of things

In the past year, CNNIC was active in research on policy and technical standards for the Internet of things and paid close attention to domestic and international policy dynamics, technical standards and development planning for the Internet, mobile Internet, NewG and next-generation Internet, Internet of things, e-governance and e-commerce, Internet governance and network security, informatization and scientific and technological innovation, and the like. CNNIC actively attended meetings and events of ICANN, IETF, ISOC, APNIC, IGF, APriGF, ITU, APEC APIRA and other international organizations and forums, and put forward advice on and recommendations for the development, use and management of the Internet and the Internet of things of China.





Research on IP address and domain name technological development

IP address and domain name are core fundamental resources of the Internet. As an institution that manages registration of domain names and operation of domain name root servers in China and as a national Internet registry (NIR) member of Asia Pacific Network Information Center (APNIC), CNNIC keeps close watch on the latest development of IP address and domain name technology in the international Internet community and vigorously props up the transition and development of next-generation Internet based on IPv6 address and technology.

In May 2013, CNNIC released the *Research Report on the Development of IP Address and Domain Name Technology of the Internet* for the first time to reflect the latest progress, analyze the characteristics and predict the development trend of IP address and domain name technology for the reference by the managers, researchers and workers in the Internet industry, which has received positive response.

Research on information-based research and sci-tech innovation

As the key entity that supports the application of information technology in Chinese Academy of Sciences, CNNIC completed the evaluation on IT application in Chinese Academy of Sciences of 2012 and were preparing the evaluation of 2013 while actively conducting research on and planning for IT application and scientific and technological innovation. It assisted senior authorities in successfully organizing the 3rd Information-based Scientific Research Conference of China and the 9th International Conference of IEEE e-Science and published the *2013 China Information-based Scientific Research Bluebook*. Until now, CNNIC has conducted evaluation on IT application in Chinese Academy of Sciences for five times, prepared 3 reports in this regard, compiled 2 bluebooks on information-based scientific research in China and conducted one investigation on the resources of information technology in Chinese Academy of Sciences.

Research projects entrusted by the government

In 2013, CNNIC continued to undertake, take part in or complete the work entrusted by the Ministry of Industry and Information Technology, the State Internet Information Office, Ministry of Commerce and government departments of various regions, and increased efforts to provide support for government departments.

List of Research Projects Entrusted by the Government

Work	Impact/Significance
Provided the materials about development status of e-commerce of China in 2013 on a quarterly basis	Helped the Ministry of Commerce learn the fast-changing e-commerce market
Provided 2012 report of the development status of Internet about 15 provinces and municipalities including Shanghai, Guangdong, Chengdu and Foshan	Helped the Internet administration departments learn the development status of local Internet industry
Conducted the evaluation of China's online retail market	It would help measure the development level of China's online retail market in a comprehensive way
Assisted the Ministry of Commerce in the collection of e-commerce statistics of 2012 and gave training to the commerce departments of various places on the methods of survey and collection of statistics	Ensured the scientific approach was adopted in data collection and promoted the effective implementation of e-commerce statistics collection of China
<i>Administration Rules of Online Retail</i>	Helped standardize China's online retail market
Provided weekly updates on China's online shopping market in 2013	Helped the Ministry of Commerce keep up with the development of the online shopping market
Informatization survey in rural China	It would help the World Bank understand the informatization in rural China
Drafted the <i>Industry Standard for Online Retail</i> and conducted research on online retail legislation	It would help the sound and orderly development of China's online retail market once completed



Core Responsibilities

Organizational role: gain more say in international community on behalf of China



ICANN's 46th Public Meeting

Engagement in ICANN affairs

• Organizing ICANN 46

On April 7, 2013, ICANN 46 Meeting organized by CNNIC kicked off in Beijing. The grand meeting, attended by nearly 1,900 people at home and abroad, was the largest in the history of ICANN. It was the second time that CNNIC organized ICANN's meeting. Discussions on the meeting covered issues such as the application policy for New gTLDs as well as squatting and brand name disputes that might be brought about by the openness of New gTLDs.

• Influence on ICANN gTLD directory services

In March and August 2013, CNNIC delegates went to the United States to attend the panel discussion on ICANN gTLD directory services. During the discussions, CNNIC voiced the understanding and opinion of directory services on behalf of the Chinese community, introduced the technical and policy advantages of CNNIC in the New gTLD field and enhanced the influence on gTLD management in the international community.

• Organizing the world's first ICANN Engagement Center

At ICANN 46 Meeting in Beijing on April 8, 2013, ICANN President and CEO Fadi Chehade announced the inauguration of the world's first ICANN Engagement Center. As the organizer and base of ICANN Engagement Center, CNNIC will invest adequate human resources and materials in the construction of the Center, play an active role in its coordination, communication and operation, and provide effective, long-term and steady support for ICANN's service for the Chinese Internet industry and the international Internet community.



The world's first ICANN Engagement Center based in Beijing

CNNIC members assuming key posts in international organizations

International organization	CNNIC staff	Post
ICANN	Li Xiaodong	SSAC member, RSTEP member, SSR RT member, Coordinator of Variant Chinese Character Research Group
ICANN	Sun Xiantang	ccNSO Member Registry Representative
ICANN	Zhu Hongbin	GNSO Registry Stakeholder Observer
ICANN	Zhu Hongbin	ALAC New gTLDs/IDN Working Group Member
ICANN	Zhu Hongbin	New gTLD Applicant Group (NTAG) Voting Member



Assuming the responsibility of APTLD Secretariat and organizing major international Internet conferences

Since July 1, 2014, CNNIC has officially undertaken the work of Secretariat of Asia Pacific Top Level Domain Association (APTLD) to support the operation of APTLD. As a key member and one of the founding members of APTLD, CNNIC has always taken an active part in various affairs and work of APTLD and carried out fruitful exploration and practice jointly with APTLD counterparts in various areas like international domain name, domain name registration management and domain name security protection.

On August 22, 2013, CNNIC organized the 63rd conference of APTLD. At the conference, CNNIC delegates delivered lectures on DNSEC technology, network security and other technology, showcased the remarkable achievements of CNNIC, gained greater say for CNNIC and further strengthened the influence of China in the Asia-Pacific region. From August 20 to 30, 2013, the 36th meeting of Asia Pacific Network Information Center (APNIC) was held in Xi'an. It was the second time that the meeting had been held in Mainland China and also the second time that CNNIC organized the meeting.

Promoting Internet survey in the Asia-Pacific region

In 2013, as an initiator of Asia-Pacific Internet Research Alliance (APIRA), CNNIC continued to take charge of the general affairs of APIRA, conducted survey in Mainland China, prepared the *Comparative Report on Internet in the Asia-Pacific Region* and organized and coordinated exchanges on Internet between different areas of the Asia-Pacific region. CNNIC participated in the World Internet Project (WIP), took charge of the survey in Mainland China and made close exchanges on the development of Internet with different countries.

Being the sole EBERO in the Asia-Pacific region

On April 2, 2013, ICANN officially announced that after a recruitment campaign open to global domain name registries, CNNIC was selected as one of the three lately contracted Emergency Back-end Registry Operators (EBEROs) of New gTLD. As the only EBERO in the Asia-Pacific region, CNNIC will be mainly responsible for emergency back-end registry of New gTLD. On October 29, 2013, CNNIC passed ICANN's on-site evaluation on EBERO preparation and demonstrated to ICANN the capacities for back-end registry and operation recovery of any New gTLD in the world in 24 hours, including the ability to provide registries with New gTLD emergency registry and resolution recovery service.

Organizing China-Southeast Asia Internet Resources Capacity Cooperation Program

From August 19 to September 7, 2013, CNIC and CNNIC jointly organized China-Southeast Asia Internet Resources Capacity Cooperation Program, which was participated by 34 government delegates, registry delegates, industrial representatives and network experts from 11 countries including Malaysia, Cambodia, Brunei and Indonesia. Through the Program, participating nations not only enhanced understanding and trust with each other but also reached consensus on the cooperation with China as to Internet fundamental resources services and construction system, paving the way for more practical and closer cooperation in the future.



Group photo of Internet Resources Capacity Cooperation Program delegates

Propelling the deployment of multilingual e-mail address in the Asia-Pacific region

On April 27, 2013, on the 47th Meeting of the Telecommunications and Information Working Group of Asia-Pacific Economic Cooperation (APEC TEL 47), APEC announced that it would support CNNIC to deploy and apply multilingual e-mail address technology in the Asia-Pacific region and would allocate special funds and relevant international resources to assist CNNIC with related work. The recognition by APEC suggests that the multilingual e-mail address technology of CNNIC has gained substantive support at the government level, which is conducive to the promotion and application of the technology in the Asia-Pacific region. The application of multilingual e-mail address will allow people to send and receive e-mails with e-mail addresses in their own languages, so as to bridge the language barrier and make the Internet more open, friendly and diverse. The strong support of APEC will further advance the prosperity and development of the Internet economy and multiculture, having great significance and broad prospect.



ICANN-CNNIC EBERO signing ceremony



Specific Responsibilities

Grow with stakeholders

- 24 | Win-win development: intensify support and advance development through industrial cooperation
- 25 | User satisfaction: provide innovative applications and considerate service
- 30 | Staff's well-being: promote participation and the growth of employees
- 34 | Community harmony: get involved in the care for underprivileged groups
- 35 | Environment protection: start from little things for low-carbon and green environment





Specific Responsibilities

Win-win development: intensify support and advance development through industrial cooperation

National domain name channel system was improved

In 2013, CNNIC continued to improve the national domain name channel system and especially, developed national domain name partners and conducted operations in Xinjiang and Tibet, making contribution to the upgrading of the local informatization level. To date, CNNIC has developed over 80 core partners across 19 provincial-level administrative regions and had more than 1,800 registration agencies distributed in all the 31 provincial-level administrative regions of China.

At the same time, it vigorously expanded the number of overseas registrars. As of November 15, 2013, three new overseas registrars had been certified by CNNIC.

Support of diverse forms was extended to registrars

The supporting e-mail for review and verification, as an online service form, has continued to provide service and gradually become an important channel of communication between CNNIC, users and registrars and a frontline window reflecting the effects of review policies and operations and the response of channels. By December 2013, 4,765 consulting e-mails from users and registrars had been answered.

In 2013, CNNIC sorted out key issues of registrars in phases and shared with registrars through FAQ, training documents, video reply and other ways. CNNIC delivered 18 training programs to registrars and agencies, with a total of 277 persons participating in the training. Such efforts enriched the domain name knowledge of business personnel and strengthened the business flow. The operational capacity and service capacity of registrars and agencies, especially the new comers, were greatly improved via the training.

Meanwhile, CNNIC collated and supplemented the knowledge base of ROSS system and refined the knowledge base system. Registrars and agencies could inquire the verification criteria and operation guides on their own and thus improved their independent problem-solving ability.



Interim training of CNNIC for registrars

The binding system for domain name applications was open to registrars for free

To resolve the registration issue of national domain names directing to pages on the e-commerce platform, CNNIC established the binding system for domain name applications and cooperated with the Internet registration information center under the Ministry of Industry and Information Technology to import the binding into the website registration database for public query. The binding system has greatly increased the convenience of .CN domain name applications, realized rapid operation of various applications of national domain names and is open to all registrars free of charge. So far, the system has been used by 10 registrars, involving 11 network platforms and over 1 million domain names.





Support for business expansion of registrars was intensified

In terms of regional domain name, CNNIC cooperated with Daqing Zhuochuang Multimedia Technology Co., Ltd. on regional domain name applications, promoted regional domain names suffixed with “.中国” and expanded the cooperation modes for regional applications of Chinese domain names.

A number of TV media started to use “.中国” domain names and demonstrate them on television. “.中国” domain names gained growing exposure and received wide recognition in the society.

In 2013, CNNIC held activities in about 10 universities in Beijing, Shanghai, Chengdu, Xiamen and other cities to popularize the knowledge on national domain names and conducted questionnaire survey and public-speaking tours to elevate the popularity of Chinese domain names among university students.

Active efforts in overseas promotion and support for overseas registrars

CNNIC has made persistent efforts to strengthen its international competitiveness. In 2013, it was dedicated to optimizing the overseas registration system and increased the number of certified overseas registrars from 31 to 35. It improved the document submission and verification approaches for foreign users to help overseas registrars improve verification efficiency and accelerate the registration process. Meanwhile, it deepened exchange and cooperation with international organizations such as the International Trademark Association (INTA) and the Anti-Phishing Working Group (APWG), elevated the brand image of national domain names and attracted quality customer resources worldwide.

User satisfaction: provide innovative applications and considerate service

SDNS products and services were enriched and improved to benefit more enterprises and people

Relying on its rich experience in the operation of ccTLDs for years and its profound understanding of the domain name industry, CNNIC successfully developed SDNS domain name resolution products and services. In 2013, CNNIC accelerated the research and development of SDNS products, intensified promotion and enabled more enterprises and people to benefit from SDNS with enriched features and improved performance.

SDNS	
Relying on 16-year experience in the operation of ccTLDs and in-depth understanding of the domain name industry, CNNIC provides all-round and professional domain name resolution and security services in response to the new security situations and the next-generation Internet.	
I. DNS Technology <ul style="list-style-type: none"> SDNS-D DNS security and anti-attack device SDNS-A Authoritative DNS server (software/hardware) SDNS-R Recursive DNS server (software/hardware) SDNS-AM DNS flow analysis and monitoring system (software/hardware) 	III. Recursive cloud DNS services <ul style="list-style-type: none"> Standard recursive service Customized recursive service
II. Authoritative cloud DNS services <ul style="list-style-type: none"> VIPDNS: VIP domain name host service SecondaryDNS: DNS host back-up service 	IV. DomainCare <ul style="list-style-type: none"> DNSMonitor: DNS security monitoring/operation monitoring SiteMonitor: Website's content monitoring/application monitoring Brand protection: domain name brand protection DNS technical support: DNS technical support service

SDNS products and services of CNNIC

Regional domain name	Regional domain name	Regional domain name
黑龙江水贝.中国	伊春林都.中国	鹤岗实实米业.中国
黑龙江实实米业.中国	伊春恒泰.中国	鹤岗米业.中国
黑龙江实实大米.中国	伊春康欣.中国	齐齐哈尔红光.中国
黑龙江泰丰粮油.中国	伊春野猪肉.中国	哈尔滨海鹰.中国
黑龙江龙水米业.中国	伊春丰林山特产.中国	黑龙江龙丹乳业.中国
黑龙江北大荒米业.中国	伊春绿满庄酒业.中国	黑龙江酒业.中国
黑龙江农垦北大荒.中国	伊春忠芝.中国	黑龙江龙丹.中国

List of “.中国” domain names in Heilongjiang Province



Wide use of “.中国” domain names by TV media



Overseas registrar IP Mirror promoting CNNIC's products at the 2013 Chinese Entrepreneurs Convention in Singapore



Badges and brochures of “.CN” and “.中国” domain names

Specific Responsibilities



CNNIC SDNS-D device



SDNS-AM device

• SDNS-D

SDNS-D is DNS anti-attack device independently developed by CNNIC. In 2013, SDNS-D was upgraded. Using new-generation FPGA board, the 3.0 system is compatible with IPv6 and features greatly improved usability, stronger anti-attack ability, ease in operation and flexible configuration.

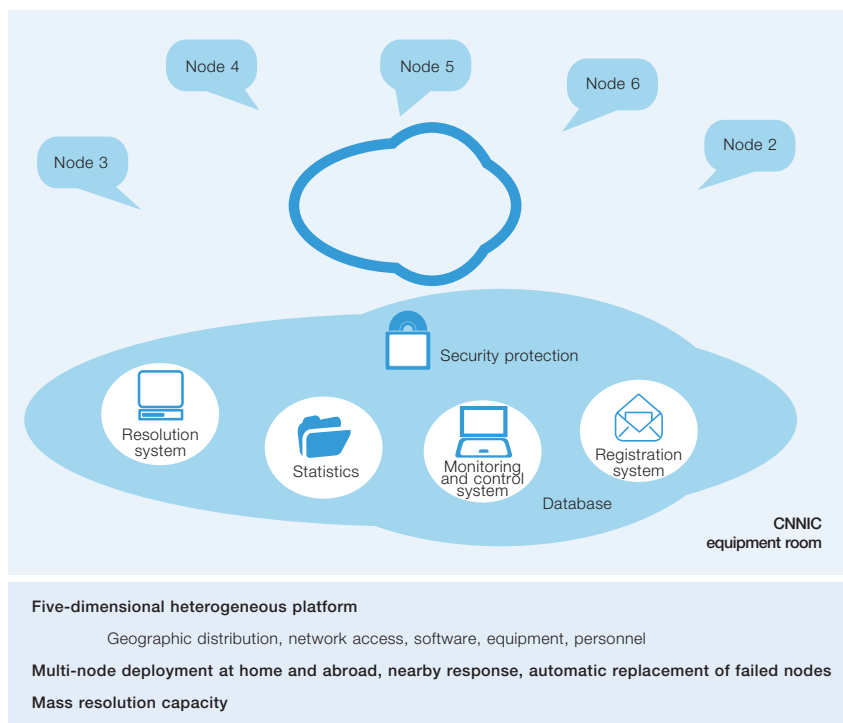
• SDNS-AM

SDNS-AM is DNS flow monitoring and analysis device independently developed by CNNIC. In 2013, CNNIC launched demand design and planning for SDNS-AM version 4.0 which is expected to provide more comprehensive monitoring and analysis functions for users.

• Authoritative cloud SDNS services

In 2013, authoritative cloud SDNS services were available to not only national top-level domains but all TLDs, and domain names of more enterprises could get safe and reliable support from authoritative cloud SDNS services; features like “manual entry of key domain names” and “batch entry of domain names by registrars” were added, providing better support service for key websites and facilitating the operation of users.

Architecture of authoritative cloud SDNS services of CNNIC



• Recursive cloud SDNS services

As a national domain name registry, CNNIC has always been dedicated to improving the Internet fundamental service capacity of the whole society. Providing basic resolution services for operators is an important and solid step for CNNIC to uphold national interest and fulfill social responsibility.

In November 2013, CNNIC signed a cooperation agreement with Hubei Unicom. CNNIC would provide DNS services for 25% of the customers of Hubei Unicom, a provincial subsidiary of China Unicom.

In December 2013, CNNIC signed a cooperation agreement with China Tietong Telecommunications Guangdong Branch ("Guangdong Tietong"). The two sides will make joint efforts to safeguard network security and Guangdong Tietong will open all DNS data to CNNIC.

In the future, CNNIC will continue to expand and deepen its cooperation with operators including China Telecom, China Mobile and China Unicom and their subsidiaries in different regions to build the BIG DNS service platform.

High-performance domain name registration and WHOIS system were built and service levels lifted

In 2013, an integrated platform was preliminarily built for the national domain name system. To provide better services for registrars and common users, CNNIC has been committed to improving the performance of the domain name system. After persistent efforts, the service of CNNIC's new registration system has reached the internationally advanced level, with some index even surpassing that of the registration management industrial leader VeriSign.

Table: Response time taken by main operations of domain name systems

Command	CNNIC response time (ms)	Verisign response time (ms)
Check Domain	7.78	1.27
Create Domain	26.9	1.30
Delete Domain	22.26	20.05
Update Domain	9.70	20.94
WHOIS	2.02	0.30

Note: Response time data of CNNIC is the test result by stimulating 50 million domain names.

Chinese domain name application environment was improved and user experience perfected

CNNIC has made efforts to improve the Chinese domain name application environment and the user experience. Now, mainstream browsers on PC and mobile terminals (PAD/PHONE) have barrier-free access to ".中国" domain names. SogouInput also supports the fast entry and word association function of ".中国" domain names.



SogouInput supports fast entry of ".中国" domain names

Specific Responsibilities

The construction of service system was accelerated and service experience of users improved

In 2013, with reference to the domestic and international service standard systems and their advanced service ideas and in combination with its own experience in delivering services to users and the development planning, CNNIC established an all-round user service system that meets the requirement of China's Internet development and provided reference and proposals for authorities in terms of user service and future host service of New gTLD. On the basis of the user service system construction, CNNIC opened a channel to evaluate user satisfaction about hotline services in August 2013. From then on, the user satisfaction has exceeded 99%, 22% higher than the industrial average.



All-round user service system of CNNIC

In 2013, based on the traditional service channels, CNNIC closely followed the Internet development trend, established a new-media service platform, opened micro-blog service accounts and consistently groped for ways to provide quality service against the backdrop of new media.



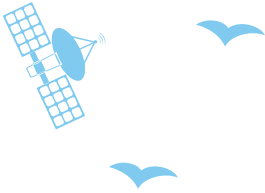
Interaction with Weibo netizens

Meanwhile, with the assistance of complete data resources of the customer relationship management system (CRM), CNNIC comprehensively captured user information through multiple channels, conducted user analysis and management and provide statistical support and reference for departments to further optimize products and services.



The supervisor working mechanism was refined and relations with users strengthened

In 2013, CNNIC continued to improve the supervisor working mechanism and newly recruited 21 national domain name registration supervisors. As the work of supervisors was deepened progressively, CNNIC invited them to attend various events and special meetings, maintained monthly communication with them and listened to their opinions and feedback in a more directly way through long-distance and face-to-face communications on an irregular basis. 29 of all the 61 pieces of advice and feedback received from supervisors in 2013 had been addressed and all of the 19 operating issues been resolved.



Zou Genliang, national domain name registration supervisor, awarding a silk banner to CNNIC



Open exchanges with supervisors



Specific Responsibilities

Staff's well-being: promote participation and the growth of employees

Rights and interests of employees were improved

By the end of the reporting period, there were a total of 298 employees in CNNIC, an increase of 18 over the end of the previous year. Minority employees accounted for 6.5% of the total. 158 employees had a master's degree or above and 44 held deputy senior titles and senior titles.

CNNIC maintained a relatively high proportion of female employees and a lower proportion of employee turnover in the industry in 2013. Female employees accounted for 35.5% and voluntary employee turnover rate was 9.7%.

Conforming strictly to related national provisions, CNNIC prohibited discrimination toward region, sex and gender. Forced labor was also forbidden. Payment systems for female and male were identical.

Table of Basic Indexes

Item	Data	Remark
Rate of concluding labor contract	100%	Including employees of all sorts
Coverage of social insurance	100%	Including employees of all sorts
Employee rate of joining the labor union	100%	Including employees of all sorts

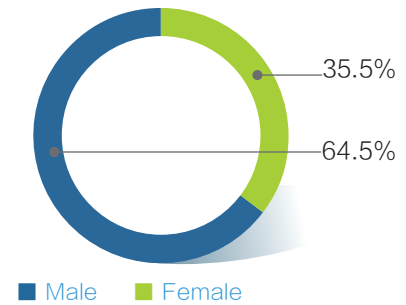
In 2013, CNNIC upheld the principle of improving working rights and interests, advanced the organizational construction of the CNNIC labor union and perfected the functions of the union. Through the union, CNNIC organized a series of activities to enhance the staff's sense of belonging and improve their skills. At the same time, CNNIC supported the union to promptly follow the instruction and tenet of the CPC Central Committee, build close relationship with the mass and improve the working rights and interests of employees.

Sustained efforts were made to promote the happiness of CNNIC staff

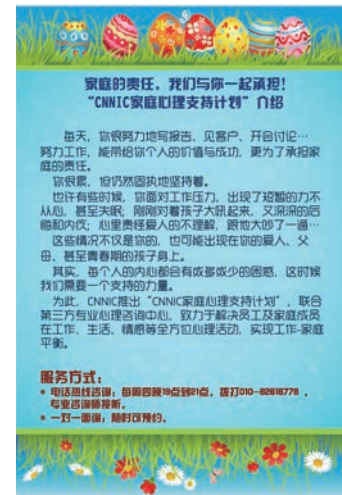
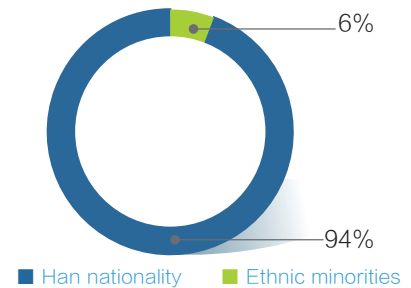
• CNNIC family assistance plan was launched

CNNIC family assistance plan was launched in 2013. As part of the Employee Assistance Plan (EAP), it not only served the employees themselves but also their family members and built a green channel between CNNIC and the employees' family. The implementation of the plan fully improved the relations of employees with their family members, increased the psychological capital of their members and provided support so that the employees could have no worries about their family.

Female-Male Staff Ratio



Minority – Han Nationality Ratio



Poster of CNNIC family assistance plan

• A series of activities were organized to celebrate the 16th anniversary of CNNIC

To celebrate the 16th anniversary, CNNIC organized a series of activities on the grand day for every CNNIC member. CNNIC Family Day was marked on June 2, CNNIC Dream Show staged on June 3 and CNNIC Open Day for Users also on June 3. On June 3, the exquisite video containing wishes and congratulations from 16 veterans of CNNIC was shown repeatedly on the screen. Staff members wrote down their dreams and expectations of CNNIC and shared the birthday cake together.

The Family Open Day themed “Home linked with love” attracted over 100 family members of CNNIC employees, who were touched by the culture of CNNIC during a variety of carefully-designed activities.



Group Photo on the Family Open Day

• Colorful recreational and sports activities were organized and cultural construction was enhanced

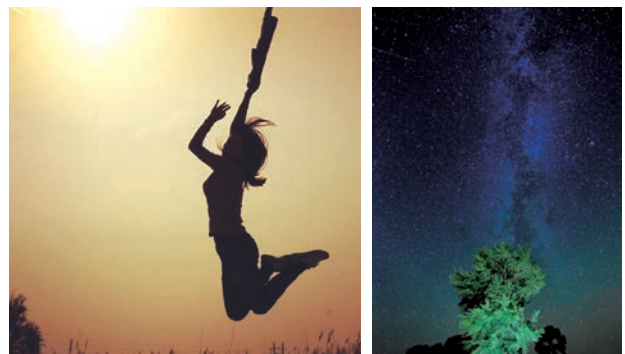
CNNIC paid great attention to the health of all employees and encouraged activities of all kinds. CNNIC fitness facilities were open to all staff and face recognition system was adopted in dedicated cooperation agencies to effectively safeguard the rights and interests of employees participating in recreational and sports activities. In addition, CNNIC established many sports associations, such as football, basketball, badminton, tennis, bowling, and gymnastics. CNNIC also advocated work-break exercises and encouraged employees to keep healthy. Events and activities held in 2013, such as “I Love World Cup” Table Football Friendly League, March 8 Women’s Festival and “Charming CNNIC, Golden Age” Photography Contest, got wide participation of and won extensive praise from employees.



Post for March 8 Women's Festival



Smiling face wall and cake for the 16th anniversary of CNNIC



Amateur Group first-prize winner and Professional Group first-prize winner of “Charming CNNIC, Golden Age” Photography Contest

Specific Responsibilities

Staff engagement was promoted

- Opinions of employees received greater attention in the process of organizational strategy adjustment

CNNIC started mechanism streamlining and structural adjustment in March 2013. From the meeting discussing organizational strategy adjustment, CNNIC invited third-party team to get engaged in staff interviews and sort out the issues. During the period, senior executives focused on communication with employees (including former employees) in some areas. On June 13, CNNIC Director's Working Meeting determined the adjustment framework and fundamental principles, and later on, the meeting of department heads and meeting of grassroots CPC and Youth League managers were held.

- All employees were allowed to compete for managerial posts

In 2013, CNNIC allowed all employees to compete for managerial positions for the first time. 7 appropriate persons at 6 key positions, including Assistant to Director of Technology R&D Center (Deputy Director), DNSLAB Deputy Director, Deputy Director of Strategy and International Cooperation Center, Director of Finance Department, Director of Public Relations Department and Deputy Director of Internet Development Department of CNNIC Development Research Center, were selected through a “transparent, fair, equal and open” competition mechanism.

- Strategic communication gave more attention to the initiative and motivation of employees

During the strategic communication in early July, employees took initiative to discuss the functions and work objectives of departments, personal work objectives and performance index after the structural adjustment and gave full play to the autonomy.

- Cross-department team building promoted collaboration

In 2013, CNNIC started to explore the cross-department team building in an in-depth way. The cross-department team building program themed “Earn trust with inner respect” was organized with a view to focusing on the inner motivation of the team and delving into trust so as to offer employees a chance to bask in relaxation of body, heart and soul in the midst of the hustle and bustle of daily work.



Strategic communication among all the staff members



Cross-department thematic team building program

Support for staff development

• “Coaching leaders” skills improvement program for grassroots management

The “Coaching leaders” skills improvement program for grassroots management in 2013 aimed to help grassroots management personnel quickly and effectively master relevant management and coaching skills, develop a strong team and get remarkable business growth in the manner of “coaching”.



“Coaching leaders” skills improvement program for grassroots management

• Optional learning facilitated independent growth of employees

CNNIC introduced the plan of optional learning in 2012 with the idea of “preferential development of talents”. In 2013, CNNIC continued to advocate self learning and took a further step for the implementation of training policy. Staff could choose the most suitable training conforming to the needs of the post and personal needs. Choices included advanced study and exchanges both at home and abroad, attending different training courses, and study for an academic degree. Special projects were established to support studies mentioned above. In 2013, CNNIC sponsored three employees for overseas education and 11 for optional learning.

• Micro-class promoted the leapfrog development of employees

After its exploratory success in 2012, Micro-class continued to provide support for employees in line with the principle of “practicality, development and balance”. The curriculum design was more scientific and rational and increasing emphasis was placed on the combination of theory and practice, the coordination of the present and future, as well as the balance between work and family. In 2013, five modules of Micro-class – Advanced Application of EXCEL, Business English, Communication with Superiors, Career Planning and Parent-Child Workshop – won great acclaim from the participants, of whom over 92% were satisfied with the training.



CNNIC Micro-class



Specific Responsibilities

Community harmony: get involved in the care for underprivileged groups

ISOC Community Grants Program improved the teaching level of Beijing Daxing District Chengxin School

On May 24, 2013, CNNIC held the delivery ceremony for the funding program – “Improve Teaching Level of Beijing Daxing District Chengxin School with the Help of Internet”. The program was applied to the Internet Society (ISOC) Community Grants Program in August 2012 and was approved in November 2012, being the first community grant program of ISOC in Mainland China. After over a half year’s careful planning and construction of the project team, all the tasks were fulfilled in a satisfactory way, creating a new form of public welfare action for CNNIC in the Internet era and representing both the dedication and the technical advantage of CNNIC. In the meantime, all the staff members of CNNIC donated stationery and books to the school as the best regards to the students for the Children’s Day.



Delivery ceremony of the ISOC Community Grants Program

Qingquan-CNNIC Student Aid Program helped poor students

For the purpose of “helping students with generous love and financial aids” CNNIC started the preparation for the Qingquan student aid action from 2012. In early March 2013, volunteers of Qingquan Growth Fund and CNNIC attended the official launch ceremony of Qingquan-CNNIC Student Aid Program in Anshan and took a field trip. By September 2013, the program had raised a total of more than RMB200,000 which would be granted to financially disadvantaged students to help them complete their study.



Public welfare services were upheld

Websites of government organs, news media and key financial institutions have great popularity and receive enormous visits. The security of their domain name application and website service has great influence on the steady operation of the entire Internet. For these users, CNNIC paid special attention to the security of their domain names, and according to their needs, set up technical service teams to provide onsite services, troubleshoot configuration problems of the domain name resolution system and offer adequate and professional advice on security, stability and other issues.



Donation certificate and launch ceremony of Qingquan-CNNIC Student Aid Program

Public lecture of the Internet Auditorium was organized to disseminate network knowledge

Since the launch of the Internet Auditorium in September 2011, it has provided a number of public speech tours to disseminate knowledge on Internet for university students, Internet employees and webmasters of small and medium-sized websites. In 2013, the public lecture popularized basic Internet knowledge among the children in Beijing Daxing District Chengxin School and helped them build correct and positive awareness of Internet. The Internet Auditorium also invited industry elites to introduce Internet startup, Internet product planning and other knowledge to students at Tsinghua University and other higher education institutions, improving the competitiveness of students on the job market.



Public lecture of the Internet Auditorium

Vigorous support was given to blog contest to help young people fulfill aspirations for scientific research

In October, CNNIC extended strong support to the Youth Science Blog Contest initiated by *China Science Daily*, sponsored by the Youth League Committee of Chinese Academy of Sciences and a number of key universities, and organized by ScienceNet.cn. The contest was open to staff members and students in universities and research institutions who were requested to provide original blog entries on the scientific innovation and leapfrog development of the science and technology and the higher education community.



“CN Domain Name Cup” campus activity

Activities were organized to popularize the basic knowledge of national domain names on campus

In response to the fact that many college students had insufficient knowledge of domain names, CNNIC organized a series of activities to disseminate the basic knowledge of national domain names among students at over ten universities in six cities across the country. The activities introduced related knowledge of domain names to college students, raised their awareness of the value of domain name, deepened their understanding of protecting domain name rights, building websites and starting business, and received great popularity among college students.

Environment protection: start from little things for low-carbon and green environment

Advocacy for conservation in office

CNNIC advocated employees to conscientiously save water, electricity, pens and papers, collected idle telephones, file holders, calculators and other office supplies from resigned employees and reused them after cleaning and disinfection.



Conservation in office

Recovery of office waste

Office waste was collected and then disposed of in a centralized way. Meanwhile, CNNIC extensively popularized the pollution from and damage of lingering used battery and turned the recovery of used battery into a conscious behavior of employees.



Attention to recovery and recycling

Energy-saving and low-carbon actions

The temperature of air-conditioners was timely adjusted according to weather and air temperature changes so as to conserve energy. Employees were required to turn off the lights and other office devices after work and at weekends. Such green and environment-friendly practices greatly saved electricity.



Energy-saving and low-carbon actions



Extensional Responsibilities

Build a bright future of Internet through participation and innovation

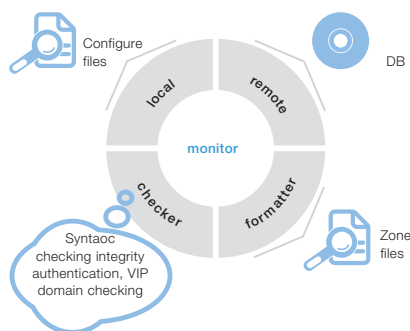
- 38 | Impetus from innovation: scientific and technological innovation gives impetus to Internet development
- 41 | Security and creditability: build a safe and healthy Internet environment
- 45 | Industrial progress: multi-party cooperation boosts industrial development
- 47 | International integration: communication and exchanges promote the openness and integration of Internet





Extensional Responsibilities

Impetus from innovation: scientific and technological innovation gives impetus to Internet development



Independent development of DNS software

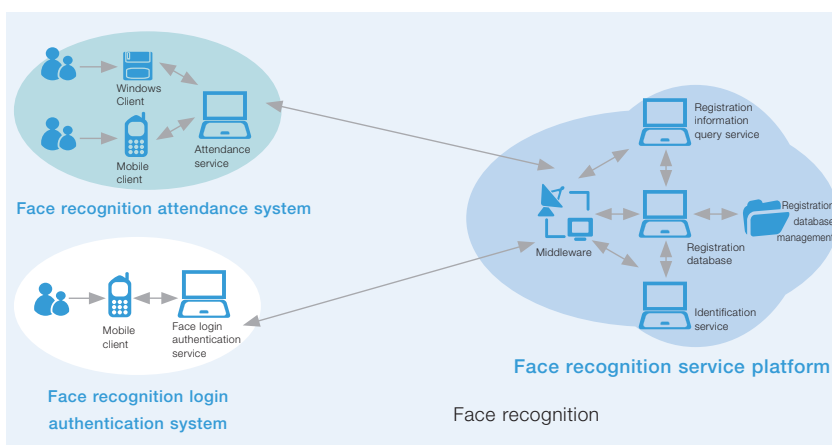
After years of efforts in technology, CNNIC has developed a set of domain name resolution software products with proprietary intellectual property rights.

To meet the needs of top-level nodes of national domain names, CNNIC developed Zebra, a kind of DNS server software featuring high performance, security and availability. In 2013, CNNIC completed the research and development of Zebra2.1, accomplished the cookie mechanism based on hash table and red-black tree, realized functions such as DNS data load, DNS resolution, ACL and remote control, optimized DNS query logic and improved query efficiency.

The loading process of domain name data from the registration system to the resolution software is “the last mile” of resolution data generation. CNNIC has been dedicated to improving the safety and reliability of data generation of the key process. In 2013, CNNIC developed a set of resolution data generation tools called CookDNS. Easy to use, maintain and extend, CookDNS not only realized the correct conversion of domain name data from registration database to resolution data file, but also integrated zone customization, data backup and integrity check, key domain name verification and other functions, and smoothly docked with the DNSSEC system and the operation monitoring system SOS2. In 2013, the version for data generation in New gTLD zone was put into operation, being an integral part of the core systems that guarantee the smooth operation of New gTLD.

Technical reserve and application of biometric identification was advanced

In the last two years, CNNIC had been dedicated to the application of biometric identification technology, especially face recognition. In 2013, CNNIC basically completed the technical reserve of face recognition and successfully applied it to the attendance system and domain name verification system, creating good experience for users.



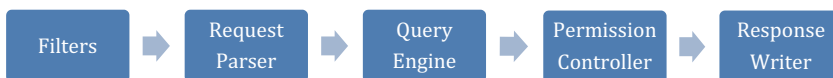
Face recognition technology architecture



The R&D of next-generation high-performance WHOIS was advanced

RESTful Whois is an open-source project of the next-generation WHOIS of ICANN. It will unify WHOIS data model and provide standards for the next-generation WHOIS of ICANN. RESTful Whois will offer plentiful interfaces, have a high query performance, and can provide safe WHOIS query services and provide support for the next-generation WHOIS of CN and NewG.

In 2013, the research and development of RESTful Whois realized the search query function, the support for oauth certification was extended, system maintainability was improved through restructuring and in-memory database technology was introduced to optimize system performance. As a representative open-source project launched by CNNIC, RESTful Whois is now under management on github (<https://github.com/cnnic/restfulwhois>).



RESTful Whois data flow

Cooperation with other organizations was propelled through DNSLAB

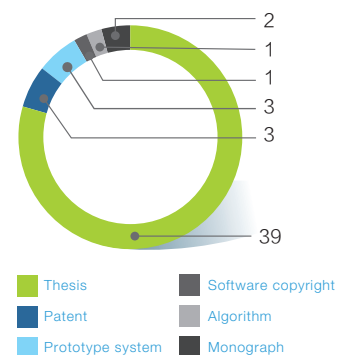
• DNSLAB

By now, DNSLAB has funded 27 projects in three phases, with a total value of RMB4.58 million, and pushed forward the cooperation with more than 20 research institutes, higher education institutions and well-known organizations in the industry. All of the first-phase projects of 2012 were completed successfully. The outcomes include 39 theses (9 included in EI/SCI), 3 patents, 2 monographs and 1 software copyright.

Total number of projects and amount of funds in three phases



Achievements of first-phase projects of 2012



Extensional Responsibilities

• CNNIC-ISC CILAB



CNNIC-ISC CILAB

Since the establishment of partnership, CNNIC and ISC have made mutual achievements in BIND10 project. So far, CNNIC and ISC have jointly developed various core functions of authoritative cloud DNS services of BIND10, including the in-memory management function, database support function, DNS authoritative resolution function and DNSSEC function. Through the concerted efforts of the two sides, BIND has now released the Beta version of BIND10 authoritative service software.

In terms of technological research, the two sides established the data exchange and analysis platform dedicated to resolving the safety issues in basic Internet services. At the same time, CNNIC and ISC jointly submitted 2 drafts to IETF and cooperated with each other dynamically in DNSSEC, IDN and other fields.

In terms of service operations, CNNIC, based on the cooperation with ISC, managed to establish two national domain name service modes and monitoring nodes. ISC authorized CNNIC to maintain its mirror node of F-root server in China. In 2011, CNNIC built the second domestic mirror node of F-root server in the main data center in Beijing. In early 2013, CNNIC and ISC reached an agreement to build the third service node of .CN in North America, which would be based in the Chicago Equinix Exchange Center. Further cooperation will be conducted in the field of service security.

Intellectual support for the development of Internet technology by undertaking reZsearch projects

In 2013, concentrating on combining theoretical research and technological innovation to guide practical work, CNNIC continued to undertake or participate in a number of key research projects entrusted by the Ministry of Industry and Information Technology, National Development and Reform Commission, Chinese Academy of Sciences, National Natural Science Foundation of China and the local governments, providing important technical support and intellectual support for the development of Internet technology through various forms of outcomes.

Research projects undertaken by CNNIC

Project name	Source
Research on Ubiquitous Mobile Management Key Technology in Content-Centric Networking	National Natural Science Foundation of China
Research on Statistical Learning Methods of Web Content Quality Assessment in a Complex Environment	National Natural Science Foundation of China
ISOC Community Grants Program: Improve the teaching level of Beijing Daxing District Chengxin School	ISOC (Internet Society)
Research on Network Security Monitoring of China's Domain Name Infrastructure	Ministry of Industry and Information Technology
R&D and Application of Useek: Analytical and Exploratory Platform of Internet of Things	Guangdong Provincial Department of Science and Technology
Research on the Safety of Recursive Domain Name Service System in China	Ministry of Industry and Information Technology
Next-generation RESTful WHOIS Open Source Project	ICANN
Node building in CNNIC Internet of Things Resolution South China Branch	Internet of Things Application Centre of Chinese Academy of Sciences, Shunde district, Foshan city, Guangdong province
Demonstration Project for DNS Security Extensions and Institution Management Key Technology Research and Application	Ministry of Science and Technology
Evaluation on the Application of Information Technology in Chinese Academy of Sciences	Chinese Academy of Sciences
2013 China Information-based Scientific Research Bluebook	Chinese Academy of Sciences
Flow Measurement and Analysis of Internet Backbone Network	National Natural Science Foundation of China
Public Service System for Identification of the Internet of Things	National Development and Reform Commission
2012CNGI: Next-generation Internet Standard System Building	National Development and Reform Commission
2012CNGI: Network and Website IPv6 Support Evaluation System and Platform Construction	National Development and Reform Commission
2012CNGI: Chinese Domain Name System IPv6 Upgrading and Remodeling Project	National Development and Reform Commission
Demonstration Project for IPv6 Transition Mechanism and Management System Research and Application	Ministry of Education

Security and credibility: build a safe and healthy Internet environment

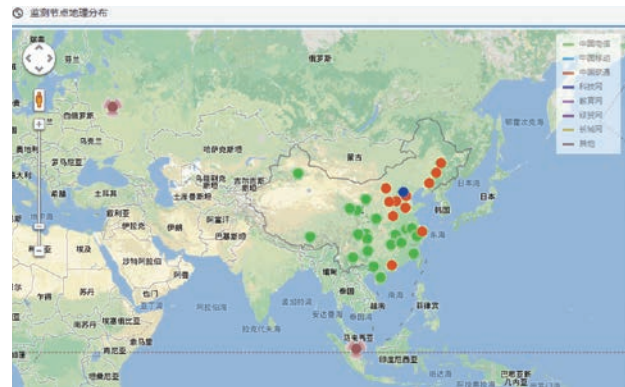
Service security was constantly fortified

In 2013, through re-certification audit, CNNIC extended the Information Security Management System (ISMS) certification scope from “.CN domain name and Chinese domain name service” to “domain name service”, took this opportunity to enhance the enforcement of the ISMS system, including measuring the effectiveness to increase the items and frequency of security checks, further improved risk assessment and internal audit and built an electronic ISMS management system, thus continuously improving the safety management level of CNNIC. While ensuring the safe and stable operation of existing security equipment, the information security technology system of CNNIC further improved the system planning and strengthened the study on information security technologies. The safety emergency response system of CNNIC responded effectively to the network attack on August 25, 2013 and rectified the problems and deficiencies exposed through various measures including revising contingency plans and building the emergency teleconference system. A large-scale disaster recovery exercise of the operation system was carried out for the first time, expanding the disaster backup system from the original three domain name businesses to 25 sets of business systems.

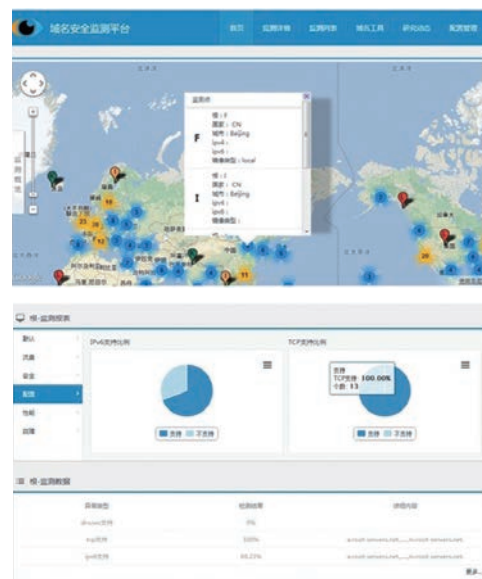
DNS anti-attack and monitoring and early warning capabilities were improved through the development of hardware and software

In face of the grave DNS security situation, CNNIC energetically developed high-performance anti-attack security equipment and established a professional DNS traffic monitoring system. In 2013, CNNIC deployed 17 sets of SDNS-D3.0 devices at the top-level nodes of .CN domain names, configured 55 sets of SDNS-D equipment and 88 sets of SDNS-AM equipment for relevant operators and registrars, and supported the construction of DNS security network in a more extensive scope.

In accordance with the requirements for the safe operation of DNS, CNNIC constantly improved the domain name security monitoring and analysis system and constructed the domain name security monitoring platform. In 2013, CNNIC basically established the distributed monitoring system and completed the deployment of 46 monitoring nodes (including 2 overseas monitoring nodes in Russia and Singapore). By now, the domain name security monitoring platform has realized regular monitoring over 13 roots, 37 TLDs, 392 key domain names and 537 key recursive servers. At the same time, the platform also conducts periodic monitoring over the secondary domain names of .CN/.COM/.NET and global recursive DNS visiting .CN root zone.



Distribution of DNS security monitoring nodes



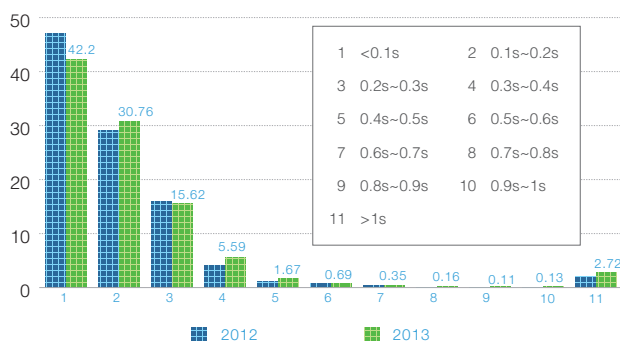
Domain name security monitoring platform

Extensional Responsibilities

Domain name security monitoring report was released and the development of domain name safe operation specifications was pushed forward

As the Secretariat for the Security Alliance of National Domain Name, CNNIC released the *2013 Report on China's Domain Name Service Security Status and Analysis*, the second comprehensive annual analytical report on China's domain name service security released to the public.

At the same time, to standardize the DNS security evaluation, CNNIC National Domain Name Security Center made great efforts to promote the development of DNS security evaluation standards. So far, the *Domain Name Server Security Detection and Evaluation Measures*, as the industrial standards, have been finalized and are to be approved by CCSA.



CNNIC server certificate guaranteed the safety of network information

CNNIC server certificate is a professional value-added domain name service designed to improve user experience. Using communication technologies and encryption algorithms up to the international standard, a secure SSL channel between the Web server and the client's browser is built to ensure the secure transmission of user information and allow users to easily identify the true identity of the website through the certificate so as to protect the information security and the interests of Internet users.

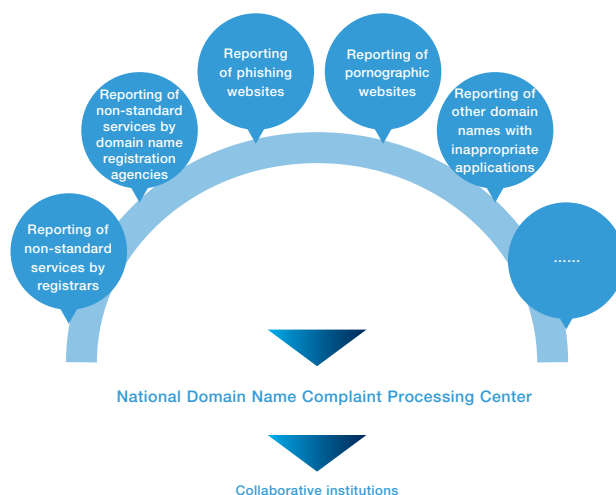
In 2013, CNNIC and Windows Azure became strategic partners and officially signed the server certificate cooperation agreement which allows CNNIC to provide server certificate service for Windows Azure to ensure its data integrity and security. CNNIC also communicated with the Securities Association of China, the Information Center of the Central Commission for Discipline Inspection and the Information Center of the Ministry of Culture and urged such key organs and platforms to use CNNIC server certificates, thus promoting the localization of security services and creating a safe and reliable Internet environment. In August 2013, CNNIC EV root certificate was added to the trust list of the new version of Firefox browser. By now, CNNIC EV root and standard root certificates have got the trust of all mainstream browsers on the market.

Preparations for the proposed National Project Laboratory for Internet Domain Name Management Technology

Domain name system (DNS) is the foundation for the safety and stability of the Internet industry and also the basis for the country to impose effective control, management and governance on the Internet. As an important part of the global Internet domain name system, China's DNS not only provides regular domain name registration and resolution services but also is an important technical means to ensure the stable operation of the Internet and to support administrative departments' security controls. The importance and urgency of DNS management, control and support constitute a challenge to the core technology related to domain name management. Against this backdrop, CNNIC was approved to establish the National Project Laboratory for Internet Domain Name Management Technology, with a view to achieving breakthroughs in the R&D and construction of domain name management technology and thus ensuring the safe operation of China's DNS and supporting administrative departments' management and control on the Internet.

The system of National Domain Name Complaint Processing Center was built

To promote the healthy and orderly development of the Internet industry, CNNIC, together with government organs and industrial management and service institutions, established the system of National Domain Name Complaint Processing Center on the basis of "professionalism, responsibility and service". Focusing on the National Domain Name Complaint Processing Center, the system deals with the problems and issues of users in domain name registration, use and experience in a centralized way, receives reporting of domain names with inappropriate applications, provides one-stop solution by collaborating with other organizations and forms a regular and efficient mechanism.



System of National Domain Name Complaint Processing Center

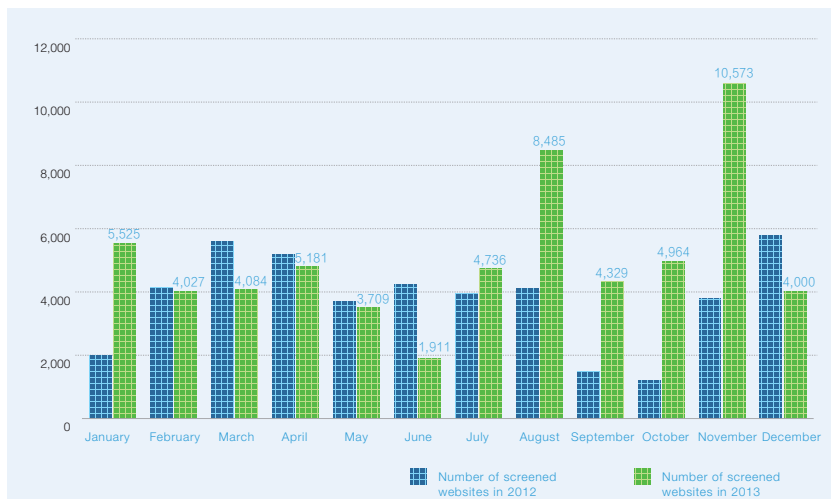


Measures were taken to rectify inappropriate applications of domain names

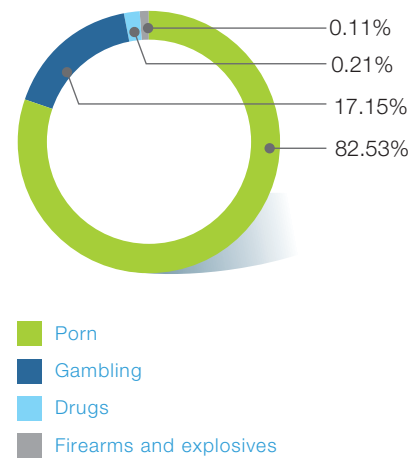
In 2013, CNNIC made persistent efforts in the governance and rectification of inappropriate applications of domain names and formed a complete set of processes from the reception, documentation, screening, preliminary check, reporting to disposal of inappropriate information involved in domain names. Until December 31, 2013, 61,524 websites were screened and 29,938 websites were found to have inappropriate information, being reported to the authorities through a collaborative mechanism for identification of inappropriate applications of domain names. Such efforts enabled the general public to have a safe and green Internet environment and ensured the healthy and stable development of China's Internet.

In terms of platform construction, the domain name application detection system phase II has been developed and will be put into operation soon. It will form a comprehensive detection system covering five categories of inappropriate applications of domain names (phishing, porn, drugs, gambling as well as firearms and explosives), realize efficient and adequate detection of inappropriate applications of mainstream domain names, and form a systematic workflow by integrating processes from data obtaining, preliminary detection, formal reporting, back-end verification and processing.

Screening of websites with inappropriate information



Distribution of inappropriate applications detected and dealt with

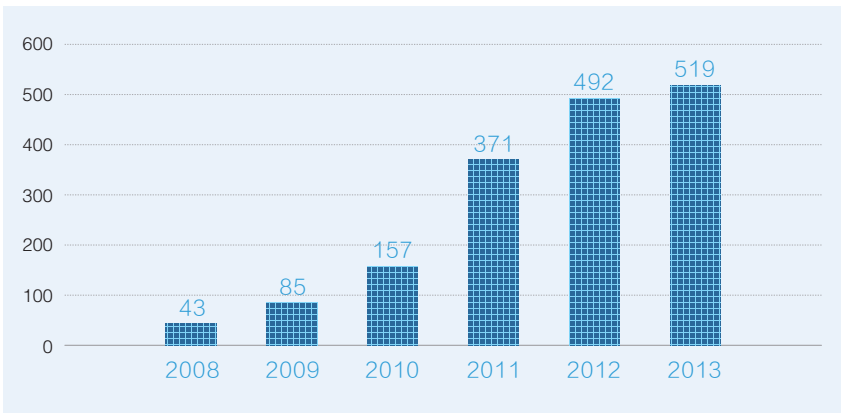


Extensional Responsibilities

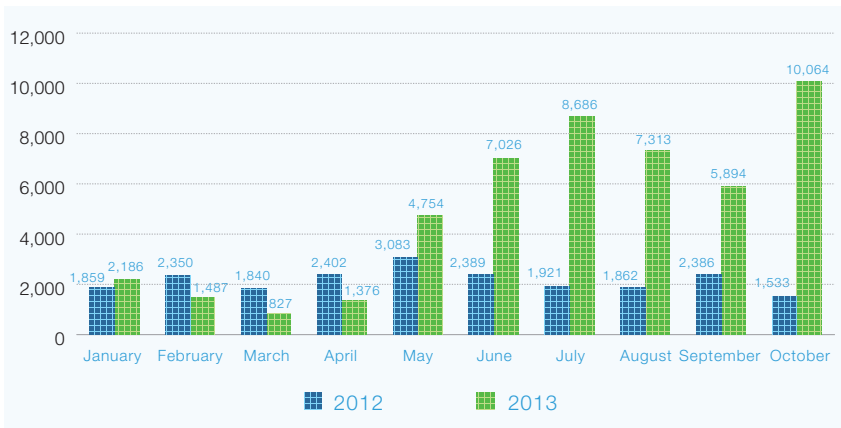
Anti-phishing work achieved fruitful results

CNNIC assumes the responsibility of the Secretariat of Anti-Phishing Alliance of China (APAC). The number of alliance members increased from 43 at the beginning to 517 in 2013.

Number of Alliance Members in 2013



Comparison between the Handling of Phishing Websites in 2012 and 2013



2013 Information Security Seminar

From January to October 2013, the Secretariat of APAC detected and treated a total of 49,613 phishing websites, of which the number of .COM domain names ranked first and .CN domain names only accounted for 1.44%.

In 2013, APAC coordinated with the Ministry of Industry and Information Technology on the implementation of the Action Plan for the Prevention and Governance of the Underground Industry Chain of Hackers, reinforced detection and verification of phishing websites, intensified coordination on the disposal of phishing websites and cooperated with domestic and international security organizations to address phishing.



“8·25” network attack was addressed effectively

As DNS is the most important part of the Internet infrastructure, its safety not only affects the surfing experience of global Internet users but also has profound influence on every aspect of the country's social and economic development and operation. On August 25, 2013, the top-level resolution node of national domain name suffered a number of large-scale denial-of-service attacks. The attack traffic far surpassed the previous peak level and the link bandwidth was obstructed seriously, affecting the resolution of some websites and causing slow or interrupted access of Internet users. Upon the occurrence of the attack, CNNIC collaborated closely with relevant telecommunication operators under the timely instruction and coordination of the Ministry of Industry and Information Technology and Chinese Academy of Sciences and took a series of measures such as bandwidth expansion, anti-attack equipment upgrading and

resolution capacity improvement to guarantee the resolution service of the national top-level domain name system. Through such efforts, the “8·25” network attack did not cause serious influence on the normal operation of China's Internet. Although CNNIC has strengthened system building and increased resolution nodes in recent years, the overall network bandwidth capacity is still unable to defend against ultra-large-scale DDos attacks. The “8·25” network attack highlighted the importance of the domain name system of China. Thus, CNNIC will optimize the national resolution network architecture in an in-depth manner, focus on improving network bandwidth capacity and service capabilities, continue to enhance defense capabilities against ultra-large-scale attacks and dedicate itself to making the Internet a safer place.

Industrial progress: multi-party cooperation boosts industrial development

The Internet data platform was optimized to support industrial development

In 2013, CNNIC concentrated efforts in mobile Internet, enriched and optimized the functions of the Internet data platform (www.cnidn.cn), and continued to provide Internet statistics analysis services while realizing the collection of search, video and mobile application data. Now the platform supports high-user-concurrency and 50,000 clients, with a processing capacity of 200 million PV per day.

In terms of statistical model, the platform has achieved multi-dimensional data analysis and expanded the breadth and depth of data analysis. The distributed massive data processing technology has been used in the background of the platform, not only significantly expanding the scale of data processing but also improving the processing efficiency by more than 20 times.

In 2013, the data platform also provided users with broadband speed test function which could measure and collect data on webpage browsing and download speed.



CNNIC Internet data platform

Research fields and service methods were expanded to serve both Internet enterprises and traditional enterprises

In 2013, CNNIC finished a number of vertical research reports about Internet. It kept the annual research about mobile Internet, e-commerce and search engine and deepened research and investigation on mobile browsers, recreational behavior of netizens and the consumption of Chinese residents. Together, it provided more reference for decision making of enterprises in the vertical fields of Internet.

In 2013, CNNIC completed the quarterly survey report on Internet application status of enterprises. The survey covered a variety of aspects including the Internet infrastructure of enterprises, online marketing and the Internet application trend and contacted 13,000 enterprises with different sizes and in different provinces, involving 13 sectors. Moreover, CNNIC expanded the enterprise sample library, improved the methodology, and formed seven types of standardized reports on website assessment, transformation of traditional enterprises into e-commerce providers, target market and audience analysis, media planning, personalized data reporting and corporate e-commerce training to maintain business partnerships. At the same time, CNNIC organized lectures to tens of thousands of people in Beijing, Guangzhou, Shijiazhuang, Nanjing, Chengdu, Changsha and other cities to provide decision-making support for traditional enterprises' initiative for brand marketing and channel expansion through the Internet.

Extensional Responsibilities



Training lectures for various industries

The Public Service Platform for Identification of the Internet of Things was established to support the Internet of Things industry

In May 2013, CNNIC was approved by the National Development and Reform Commission to take the lead in the construction of the Public Service Platform for Identification of the Internet of Things in coordination with the MIIT Electronic Technology and Information Research Institute, MIIT Telecommunications Research Institute and GS1 China. The project was officially launched in late August, 2013.

Based on DNS, the project aimed to promote the construction of the identification system, service system and technical standards of the basic resources of the Internet of Things (IOT) in China, build an IOT "information center", provide cross-sectoral and cross-platform identification service for the IOT industry chain, resolve core problems and key difficulties in identification service and management in the process from application demonstration to massive development of the IOT industry, and promote the healthy, orderly, steady, rapid and massive development of the IOT industry.



Project launch meeting for the Public Service Platform for Identification of the Internet of Things

In 2013, CNNIC also played an active role in the preparation of the IOT standards led by domestic organizations like China Communications Standards Association (CCSA), China Standardization Working Group on Sensor Networks, RFID Standardization Working Group and Working Group of Basic Standards of Internet of Things, closely followed up on the activities of IOT-related standardization working groups of international organizations like ITU and IETF and made great contribution to the building of barrier-free Internet of Things.

Active efforts were made to promote the development of IPv6 technology and next-generation Internet in different industries and regions

In 2013, CNNIC continued to promote the development of IPv6 technology and next-generation Internet and urged different industries and local governments to advance the planning and deployment of IPv6 network. Since it was officially founded by CNNIC in June 2013, the IPv6 Open Exchange and Application Verification Center (6pilot) have attracted a number of new members. In 2013, CNNIC also sustained its technical support for informatization toward IPv6 and the development of next-generation Internet in Guangdong province and other areas.

Support was extended to help SMEs promote their informatization

In coordination with Beijing Municipal Commission of Economy and Information Technology, Zhejiang Provincial Municipal Commission of Economy and Information Technology, Xinjiang SMEs Service Center, Commission of Economy and Information Technology of Ningxia Hui Autonomous Region and other government organs, CNNIC carried out projects to promote the application of information technology in local small and medium-sized enterprises, micro enterprises and privately-owned businesses. Such projects were organized by CNNIC-certified registrars to build websites for local small and medium-sized enterprises and micro enterprises free of charge, build comprehensive service platforms for enterprises, enable local enterprises to make better use of the Internet, energetically help lift the informatization level and boost the local economic and social development.



Launch ceremony of the "Promote informatization in SMEs" project

International integration: communication and exchanges promote the openness and integration of Internet

Active participation in international exchanges

In 2013, from a global perspective, CNNIC actively participated in various international conferences and events, communicated with overseas organizations on basic Internet resources, Internet governance, technology development and other contents, and promoted the openness and integration of the international Internet community.

Project	Time	Place	Contents
Macau CDNC conference and Taiwan CDNC annual conference	February 2013	Macau	discussed topics such as ICANN New gTLD IDN, ICANN's 46th conference in Beijing, addition to word list of Hong Kong and future development of CDNC.
	June 2013	Taiwan	participating parties discussed topics such as the organizational structure of CDNC, preparation of Chinese LGR report, operation of New gTLD, IPv6, DNS technological development and the promotion for EAI, and put forward a number of extempore motions.
74th General Assembly of ASPA	March 2013	the United States	Liu Bing, from Internet Development Department of CNNIC Development Research Center, gave a lecture entitled <i>The Current Situation and Development Morphology of Chinese Government Administrative Micro-blog</i> , got knowledge of the trends and practice on public administration and services from different countries, and introduced and publicized relevant dynamics and achievements of China.
2013 World Summit on the Information Society (WSIS)	May 2013	Switzerland	<p>attended Internet-related sessions and participated in discussions on various topics like "Civil Society and WSIS+10", "Emergency Communications and Warning", "Internet Identity", "Open Data: Full use of public assets", "Internet: An innovative environment", "Ethics and Morality in Information Society" and "Network Volunteer Activities".</p>  <p>2013 World Summit on the Information Society (WSIS)</p>
35th Conference of APNIC	February 25 to March 1		participated in the selection of the new term of Executive Committee members of APNIC and Zhao Wei was re-selected successfully; made work report of CNNIC at the NIR meeting and listened to NIRs in the Asia-Pacific region about the IPv4 address transfer, re-allocation policy and proposal on IANA-recovered IPv4 addresses and experience in the transition to and deployment of IPv6.
86th and 87th Conferences of IETF	March 2013	Orlando, the United States	pushed forward the standardization of EAI, WEIRDS and DNS (IDN) and followed up on the dynamics of standards related to CNNIC's operations.
	July 2013		participated in work group meetings of DNSOP, WEIRDS and others and discussed about the important technological trends of DNSSDXT, the Opus Codec, etc. CNNIC delegates also participated in the preparation of multiple drafts, of which two were included in IETF Last Call and one document led by CNNIC was officially taken as the work group document.
47th Conference of ICANN	July 2013	Durban, South Africa	got a full understanding of the latest application situation on New gTLDs worldwide and communicated with ICANN directors, ICANN executives and ICANN New gTLD project leader on the signing of New gTLD contract and the delegation of simplified and traditional Chinese characters in the root zone.

Extensional Responsibilities

Project	Time	Place	Contents
Conference of APNIC Executive Committee	May 2013		got knowledge of the latest dynamics in the Internet field, and as a member of APNIC Executive Committee, attended high-level talks between APNIC and other participating organizations like ITU and WCIT.
APWG Fall Conference	September 2013		introduced the latest progress and achievements in anti-phishing, publicized APAC and actively promoted cooperation on anti-phishing data exchange between APWG and Afilias.

CNNIC advanced the openness of China's Internet

• Visit of ICANN CEO Fadi Chehade

On February 18, 2013, ICANN President & CEO Fadi Chehade led a delegation composed of ICANN executives to visit CNNIC. Fadi Chehade and his delegation were received by CNNIC Director Huang Xiangyang, with the presence of Hu Qiheng, Honorary Chairman of CNNIC Steering Committee and Chairman of Internet Society of China, Gao Xinmin, Vice Chairman of Internet Society of China, and Qian Hualin, research fellow at the Computer Network Information Center, Chinese Academy of Sciences.

CNNIC Director Huang Xiangyang gave the visitors an overview of CNNIC and showed them the operation status and equipment room of domain names. CNNIC team introduced the recent work of CNNIC to the visitors. Hu Qiheng introduced relevant information of Internet Society of China and Gao Xinmin informed them of the status quo of China's Internet industry.

Fadi Chehade said that ICANN was highly concerned about the rapid development of China's Internet industry and was looking forward to more extensive and in-depth cooperation with CNNIC.



Visit of ICANN CEO Fadi Chehad



CNNIC Visiting Days

• "CNNIC Visiting Days" was organized

In an effort to coordinate with the success of the meeting of ICANN, CNNIC organized the "CNNIC Visiting Days" activities from April 6 to 11, 2013, attracting over 80 visitors from nearly 30 registration enterprises and institutions of the United States, Canada, Germany, France, Britain, Spanish, Australia, Indonesia, Malaysia, South Korea, Hong Kong and Taiwan.

• MOU on cooperation signed with KISA

On May 30, 2013, CNNIC executives met with delegates from Korea Information Security Agency (KISA) and signed the memorandum of understanding on future cooperation. Since 2001, the two sides have conducted extensive cooperation in the development of international standards, international projects, resolution node exchange and other fields.



CNNIC and KISA signing MOU on cooperation

Outlook for 2014

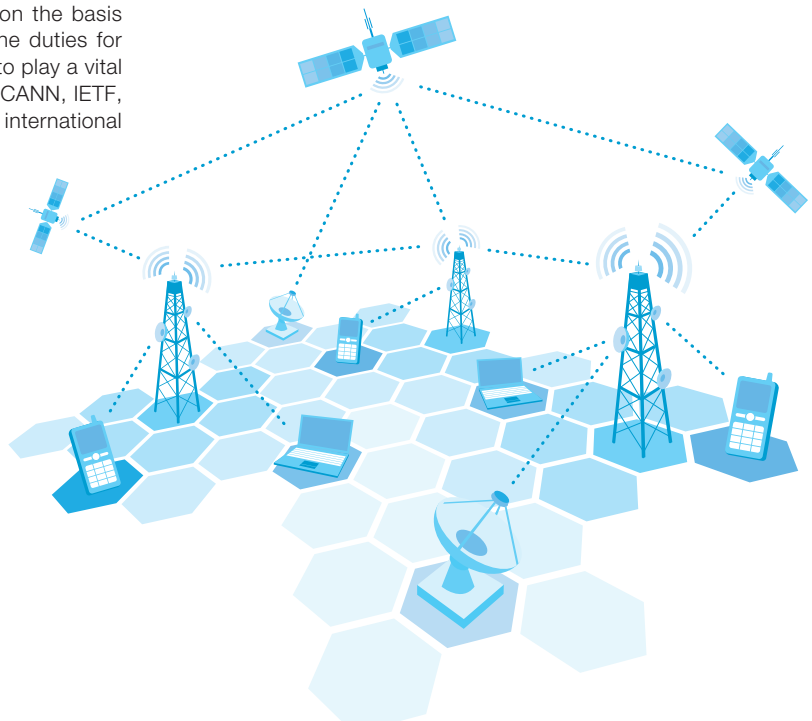
2014 marks the 20th anniversary of China's Internet industry. Taking this opportunity, CNNIC will continue to deepen the implementation of the 12th Five-Year Strategy, integrate the concept of social responsibility of "Responsibility to the Country, Harmony among People and Benefits to the Society" into the practical work in the process of serving the social, economic and information-based development, and focus on the following work in performing social responsibility:

Responsibility governance: Implement social responsibility management improvement activities, optimize the social responsibility management system and organizational processes, and lift the level of social responsibility of management and organization of CNNIC; further streamline and improve the social responsibility system, preliminarily establish social responsibility performance indicators and evaluation methods and integrate social responsibility into the daily operation and management of CNNIC; strengthen social responsibility communication, build smooth communication channels, publicize social responsibility inside and outside CNNIC and enhance the social responsibility awareness of the management at all levels, the general employees and partners; grope for an engagement and sharing mechanism for significant social responsibility matters between the departments of CNNIC and the partners, and promote the mutual reference to the social responsibility practice.

Core responsibilities: Carry out the New gTLDs business, promote the delegation of ".公司" and ".网络" top level domains into the root zone, further standardize ".CN" and ".中国" domain name registration management service and improve the service efficiency; strengthen research capability and dynamically push forward the development of IPv6 and next-generation Internet; deepen Internet research expand research fields on the basis of the digging and application of big data; fulfill the duties for ICANN Engagement Center and EBERO, continue to play a vital role in international and regional organizations like ICANN, IETF, ISOC and APNIC, and start to establish regional or international agencies to gain greater say.

Specific responsibilities: Improve the domain name channel system and intensify support for registrars; get deep understanding of the user' needs and provide innovative products with greater application value and more satisfactory services for users; reinforce team building, promote the development and engagement of employees and constantly increase the happiness index of CNNIC employees; pay more attention to public benefits and environment protection and continue to implement the Internet Auditorium and student aid projects; build an open public welfare platform for relevant stakeholder, invite more partners to take part, and increase the number of CNNIC volunteers.

Extensional responsibilities: Increase investment to promote the output of innovative hardware and software products; accelerate the establishment of the National Project Laboratory for Internet Domain Name Management Technology and strive for breakthroughs in the R&D and construction of domain name technology; improve the domain name security monitoring system and improve protection capabilities; push forward the handling of domain names with inappropriate information and the handling of phishing websites in an orderly manner; actively implement the "bring in" strategy and "go global" strategy, promote multi-party cooperation in the Internet industry, boost the development of relevant industries and create an orderly, harmonious and win-win Internet community featuring common development.



Appendix

Awards & Honors

Time: November 2013

Award: Third Prize for Outstanding Contribution to the Cost Metrics for Software Development (industrial standards formulated under the leadership of the Ministry of Industry and Information Technology)

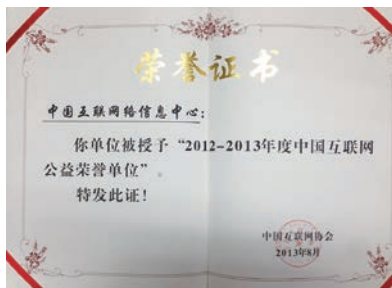
Honored by: Software Products and System Cost Metrics Working Group



Time: August 2013

Award: 2012-2013 China Internet Public Welfare Honorary Award

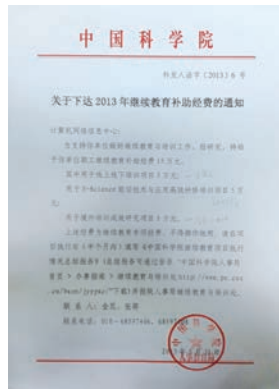
Honored by: Internet Society of China



Time: May 2013

Award: "Outstanding Training Program" Award of Chinese Academy of Sciences

Honored by: Human Resources and Education Department of Chinese Academy of Sciences



Time: March 2013

Honor: "Professional, Efficient and Warm Services" banner

Honored by: Zou Genliang, national domain name registration supervisor



Time: January 2013

Certificate: RMB100,000 Donation Certificate

Honored by: China Social Welfare Foundation



Time: September 2013

Certificate: RMB100,000 Donation Certificate

Honored by: China Social Welfare Foundation



Time: December 2013

Award: "Intelligence Beijing" Prize for Excellent Solutions

Honored by: "Intelligence Beijing" Competition Organizing Committee



Indexing of GRI

As a national Internet information center, CNNIC has certain difference in its organization property and social responsibility with corporations. Therefore, social responsibility standards are referred to selectively.

Overview table for the 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	P54
		P1.7	Contact person answering the report and its contents and contact	P2/P56
		P1.8	Report access way and extension reading	P2
	P2 Speech of executive	P2.1	Statement of organization and social responsibility	P3
		P2.2	Summary of performance and inadequacy of social responsibility	P3
	P3 Responsibility model	P3.1	Social responsibility model	P6-P7
	P4 Organizational profile	P4.1	Organizational name, property of ownership and headquarters	P4
		P4.2	Main products and services	P4
		P4.3	Operating region and operational framework	P4
		P4.4	Size of organization	P30
		P4.5	Organizational governance institution	P4
		P4.6	Board structure	Not applicable
	P5 Key performance table	P5.1	Comparison table for social responsibility performance	Not available
		P5.2	Data Sheet for key performance	Not available
		P5.3	Honor table during report period	P50
Part II Responsibility management Series G	G1 Responsibility strategy	G1.1	Concept of social responsibility	P5
		G1.2	Topic of core social responsibility	P11
		G1.3	Social responsibility plan	P49
	G2 Responsibility governance	G2.1	Governing bodies of social responsibility	P6
		G2.2	Organizational system of social responsibility	P6
		G2.3	Management system of social responsibility	P7
	G3 Responsibility integration	G3.1	Promote supply chain partners to fulfill their social responsibilities	P10
	G4 Responsibility performance	G4.1	Build index system of organizational social responsibility	P9
	G5 Responsibility communication	G5.1	Expectations of stakeholders to the organization and responses	P10
		G5.2	Internal communication and exchanges for social responsibility involved by organizational senior leaders	P10/P32
		G5.3	External communication and exchanges for social responsibility involved by organizational senior leaders	P10/P24
	G6 Responsibility research	G6.1	Carry out CSR subject research	P32
	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

Appendix

Part III Market performance Series M	M2 Customer responsibilities	M2.1	Management system of customer relations	P28
		M2.2	Promote product/service innovation	P26-P29
		M2.3	System and measure ensuring transparent tariff	Not applicable
		M2.4	Customer satisfaction survey	P26-P29
		M2.5	Customer satisfaction	P26-P29
		M2.6	Establish consumer dispute settlement mechanism	P26-P29
		M2.7	Activity respond to complaint/incident	P28/P45
		M2.8	Customer complaint resolution rate	P28
		M2.9	Customer information protection	P28
		M2.10	Authenticity, reliability and integrity of news or advertising information	P11
		M2.11	Charges reminding mechanism	Not applicable
		M2.12	Mechanism forbidding unhealthy and immoral information	P42
Part IV Social performance Series S	M3 Partner responsibility	M3.1	Social responsibility evaluation and investigation of supply chain	Not applicable
		M3.2	Strategy sharing mechanism and platform	P24/P29/P32
		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
	S1 Government responsibility	S1.1	Law-abiding compliance system	P30
		S1.2	Law-abiding compliance measures	P30
		S1.3	Law-abiding compliance training	P33
		S1.4	Major law-abiding compliance negative information	Not available
		S1.5	In response to national policy	P30/P41-P44
		S1.6	Total tax	Not applicable
	S2 Staff responsibility	S2.1	Compliance with national labor laws and regulations	P30
		S2.2	Labor contract concluding rate/collective contract coverage rate	P30
		S2.3	Cover rate of social insurance	P30
		S2.4	Percentage of employees joining trade union	P30
		S2.5	Prohibition of forced labor	P30
		S2.6	Days for annual paid vacation per capita	P30
		S2.7	Equal employment system	P30
		S2.8	Proportion of male and female wages and salaries	P30
		S2.9	Proportion of female managers	Not available
		S2.10	Employment rate or amount of the disabled employees	Not available
		S2.11	Occupational disease prevention system	Not applicable
		S2.12	Staff mental health system/measures	P30
		S2.13	Physical examination and health file coverage	P30
		S2.14	Staff training system	P33
		S2.15	Staff training strength	P33
		S2.16	Staff career development	P33
		S2.17	Democratic management and factory affairs disclosure	P32
		S2.18	Channel of staff comments or suggestions conveying to the high-level	P32
		S2.19	Investment to help needy staff	P30
		S2.20	Ensure work-life balance	P30
		S2.21	Employee satisfaction	P32
		S2.22	Staff turnover rate	P30

	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	P34
		S3.5	Total amount of donations (ten thousand Yuan)	P34
		S3.6	Policies and measures supporting volunteer activities	P34
		S3.7	Data of employee volunteer activity	P34
		S3.8	Mechanism preventing Internet addiction	Not applicable
		S3.9	Mechanism preventing pornographic information dissemination	P42-P44
		S3.10	Fighting against spam and network fraud	P42-P44
		S3.11	Mechanism protecting juveniles	P42
Part V Environmental performance Series E	E1 Environmental management	E1.1	Establish the concept of environmental protection	P35
		E1.2	Environment protection training and mission	P35
		E1.3	Performance of environment protection training	P35
		E1.4	Green procurement	P35
	E2 Saving resources and energy	E2.1	Policies and measures supporting renewable energy development	Not applicable
		E2.2	Policies and measures supporting recycling economy	P35
		E2.3	Systems/measures saving electricity in office	P35
		E2.4	Amount of electricity saved and saving proportion in office	Not available
		E2.5	Water conservation systems/measures in office	P35
		E2.6	Amount of water saved and saving proportion in office	Not available
		E2.7	Systems/measures for saving paper in office	P35
		E2.8	Amount of paper saved and saving proportion in office	Not available
	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	Systems/measures to office waste disposal	P35
		E3.4	Domestic garbage disposal systems/measures in office	P35
Part VI Postscript Series A	A1	Outlook	Planning of organization on social responsibility	P35
	A2	Report evaluation	Evaluation of report by social responsibility or industry experts, stakeholders, or professional organization	P54
	A3	Reference index	Adoption status of index required to disclose in this guidance	P51-P53
	A4	Feedback	Reader survey form and reader feedback channels	P55-P56

Rating Report on 2013 CNNIC Social Responsibility Report

Commissioned by China Internet Network Information Center (CNNIC), the Research Center for Corporate Social Responsibility, CASS selected a number of experts from the Chinese Expert Committee on CSR Report Rating to form a group to rate the **2013 CNNIC Social Responsibility Report** ("the **Report**" hereinafter).

I. Rating Basis

Basis for rating the Report is the *Guidelines for Preparing China Corporate Social Responsibility Reports (CASS-CSR 2.0)* and the *China Corporate Social Responsibility Report Rating Standard (2013)* jointly issued by the CASS Research Center for Corporate Social Responsibility, China Enterprise Confederation, China Petroleum and Chemical Industry Federation, China Light Industry Federation, Sino-German Corporate Social Responsibility Project, China WTO Tribune and China Association of Social Workers' Committee of Corporate Citizenship.

II. Rating Conclusion

Completeness (★★★★☆)

From the perspectives of "Responsibility Strategy", "Core Responsibilities", "Specific Responsibilities", "Extensional Responsibilities", etc., the **Report** discloses 62.50% of the core indicators of Internet services of CNNIC.

Substantiality (★★★★☆)

The **Report** covers such key topics of the industry as "Improving Customer Satisfaction", "Ensuring Customer Information Security", "Bad and Junk Information Interception Mechanism", "Green Office", etc., showing excellent substantiality.

Balance of content (★★)

The **Report** discloses relatively few negative data or negative events, so the balance of content needs to be improved.

Comparability (★★)

The **Report** discloses the historical data of only a few key performance indicators, without sufficient comparability.

Readability (★★★★☆)

Rigorous in structure, appropriate in length, fluent in language, rich in examples, novel in typographic design, and supported by plenty of photos, diagrams and flowcharts, the **Report** shows excellent readability.

Innovativeness (★★★★☆)

With a distinctly layered structure, the **Report** elaborates the main efforts made by CNNIC in performing its CSR ranging from core, specific to extensional social responsibilities, refreshing and innovative in both the content and style of writing.

Overall rating (★★★★☆)

Through comprehensive evaluation by the rating group, the "2013 CNNIC Social Responsibility Report" is rated as a fairly good CSR report with 3.5 stars.

III. Suggestions for Improvement

1. Future CSR reports should disclose more negative data or events to achieve a reasonable balance of contents.
2. Future CSR reports should increase disclosure of historical data to improve comparability.
3. Future CSR reports should disclose more key indicators of the industry to improve the completeness of the reports.

Rating Group

Group Leader: Zhong Hongwu, Director of Research Center for Corporate Social Responsibility, CASS

Group Members: Han Bin, Director of CEC Global Compact Promotion Office

WEI Xiuli, Associate Professor, School of Economics and Management, North China University of Technology

郝宏

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Vice Chairman, Chinese Expert Committee on CSR Report Rating
Executive Vice President, Research Center for Corporate Social Responsibility, CASS

Leader of Rating Group
Director, Research Center for Corporate Social Responsibility, CASS



中国企业社会责任报告
评级专家委员会
Chinese Expert Committee on CSR Report Rating

Reader Feedback Form

To continuously improve the work of China Internet Network Information Center (CNNIC), we hope to get your feedback, which is very important for us to improve and enhance working quality. We hope you will take your time to give valuable advices for our work and the report.

Your information

Name: _____

Organization: _____

Tel. _____

E-mail: _____

Your comments

I. Comments and suggestions on our work to fulfill social responsibility

1. How do you think about our work on public interest activities?

☐Very good ☐Good ☐General ☐Bad ☐Very bad

☐Other suggestions or comments, please specify. _____

2. Are you willing to participate in public interest activities with CNNIC? If you do, which of the following activities would you like to participate in?

☐Internet knowledge popularization ☐Network service for traditional enterprise ☐Open research on Internet technology

☐Create a healthy and orderly Internet environment ☐Participate in Internet special investigation research

3. How do you think about our work on promoting the development of national ccTLD?

☐Very good ☐Good ☐General ☐Bad ☐Very bad

☐Other suggestions or comments, please specify. _____

4. How do you think about our work on helping the growth of Internet industry/enterprises?

☐Very good ☐Good ☐General ☐Bad ☐Very bad

☐Other suggestions or comments, please specify. _____

5. 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. _____

6. How do you think about our work on serving Internet users?

☐Very good ☐Good ☐General ☐Bad ☐Very bad

☐Other suggestions or comments, please specify. _____

7. Which field 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 ☐Others, please specify: _____

8. What is your advice and suggestion to CNNIC's work in fulfilling its social responsibility?



9. What is your advice for CNNIC public interest activities?

10. Please give your opinion and advice on other work of CNNIC:

II. Comments and Suggestions to the Report

1. Your opinion on the report in general:

☐Very good ☐Good ☐General ☐Bad ☐Very bad

2. Information disclosed in the report is:

☐Very rich ☐Rich ☐General ☐Not sufficient ☐Little

3. Information quality disclosed in the report is:

☐Very high ☐High ☐General ☐Low ☐Very low

4. Your opinion on the structure of the report:

☐Very reasonable ☐Reasonable ☐General ☐Bad ☐Very bad

5. Your opinion on the layout of the report:

☐Very reasonable ☐Reasonable ☐General ☐Bad ☐Very bad

6. Please give your opinion and suggestions for the social responsibility report released by China Internet Network Information Center:

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2013 Social Responsibility Report for CNNIC

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