
Chinese Domain Names for .SG Name Space

With the Introduction of Chinese Domain Names (CDNs) to the .SG name space, you will soon be able to register your brands and trademarks in the most popular language in Singapore. This guide is intended as an overview of the Sunrise and Land Rush periods of the launch of .SG Chinese domain names.

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If you require assistance with registration of .SG CDNs, please contact our helpdesk via [email](#) or [telephone](#).

1. Introduction

Internationalised domain names (IDNs) are domain names that contain characters from non-ASCII character sets. Examples: *marcadefábrica.co*, *品牌.cn*, *こんにちは.jp* etc.

SGNIC, the registry operator for .SG, announced the launch of Chinese Domain Names (CDNs) in all .SG spaces, namely .SG, .COM.SG, .ORG.SG, .NET.SG, .EDU.SG, .GIV.SG and .PER.SG, with a rollout map as below:

- Phase #1: Government Applications 23 Nov 2009 - 31 Dec 2009
- Phase #2: Trademark Owners Applications 7 Jan 2010 - 18 Feb 2010
- Sunrise: 25 Mar 2010 - 6 May 2010
- General Launch: 10 June 2010 onwards

Registrations are subject to the "SGNIC Chinese Domain Names (CDNs) Launch Guidelines" which prescribes policies and procedures concerning applications during the various phases, priority claims, biddings and other general implementation details. Applications during the first three phases will be on batch-processing for each phase while applications for the General Launch will be on a first-come-first-served basis.

2. .SG CDN Launch Schedule (Singaporean Time):

Launch Schedule	Activities	Start	End	Duration	Remarks
Priority Phase 1: Government Applications	Acceptance of applications from government agencies. Names will be processed as a batch.	23-Nov-09 (9am)	31-Dec-09 (12pm)	6 weeks	
Deadline for all registrations to be in for Government names		31-Dec-09 (12pm)	31-Dec-09 (12pm)	NA	All registrations and supporting documents (if any) are submitted to SGNIC by this deadline.
Government Applications Processing		4-Jan-10	5-Jan-10	2 days	
Gov.sg Names Batch Activation		6-Jan-10 (by 5pm)	6-Jan-10 (by 5pm)	1 day	
Priority Phase 2: Trademark Owners	Acceptance of	7-Jan-10 (9am)	18-Feb-10 (5pm)	6 weeks	

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Deadline for all registrations to be in for Trademark names	applications from trademark owners. Bidding will ensue if there are multiple applications for the same domain name. Names will be processed as a batch.	18-Feb-10 (by 5pm)	18-Feb-10 (by 5pm)	NA	Registrars will need to ensure all registrations and supporting documents (if any) are submitted to SGNIC by this deadline.
Trademark Owners Applications Processing Trademark Owners Applications Bidding		19-Feb-10 23-Feb-10	22-Feb-10 16-Mar-10	2 days 3 weeks	Multiple applications for the same name will go for bidding. Bidding instructions will be disseminated at a later stage if there is a need for one to be conducted.
Deadline for payment of bid deposits		2-Mar-10 (by 5pm)	2-Mar-10 (by 5pm)	NA	Within 1 week from bid notification sent out. SGNIC to receive in cleared funds by this date
Deadline for payment of final amount (Final Bid Price - Bid Deposit)		23-Mar-10 (by 5pm)	23-Mar-10 (by 5pm)	1 week	Successful bidders given a week (after end of bidding period) to pay balance amounts to SGNIC.
Trademark Names Batch Activation		24-Mar-10 (by 5pm)	24-Mar-10 (by 5pm)	1 day	
Sunrise Phase		Acceptance of	25-Mar-10 (9am)	06-May-10 (5pm)	6 weeks
Deadline for all registrations and allocation fees to be in	applications from the general public. Bidding will ensue if there are multiple applications for the same domain name. Names will be	6-May-10 (by 5pm)	6-May-10 (by 5pm)	NA	Registrars will need to ensure all registrations; allocation fees and supporting documents (if any) are submitted to SGNIC by this deadline.
Sunrise Applications Processing Sunrise Bidding	multiple applications for the same domain name. Names will be	7-May-10 11-May-10	10-May-10 1-Jun-10	3 days 3 weeks	Multiple applications for the same name will go for bidding. Bidding instructions will be disseminated at a later stage if there is a need for one to be conducted.
Deadline for payment of bid deposits		18-May-10 (by 5pm)	18-May-10 (by 5pm)	NA	Within 1 week from bid notification sent out. In cleared funds

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Deadline for payment of final amount (Final Bid Price - Bid Deposit)	processed as a batch.	8-Jun-10 (by 5pm)	8-Jun-10 (by 5pm)	NA	Successful bidders given a week (after end of bidding period) to pay balance amounts to SGNIC.
Sunrise Names Batch Activation		9-Jun-10 (by 5pm)	9-Jun-10 (by 5pm)	1 day	
GENERAL LAUNCH	Acceptance of applications from all entities on a first-come-first-served basis. There will be no priority fee imposed.	10-Jun-10 (9am)		NA	

3. .SG CDN naming policies:

- No name can begin with or end with a hyphen (-).
- A mixture of Simplified Chinese, Traditional Chinese and English is allowed.
- An IDN may not be longer than 63 characters after it is converted into the [ACE string](#) format.
- An IDN may not start with the characters **xn--**.

4. .SG CDN Policies:

[.SG CDN Launch Guideline](#)

[SGNIC RRP \(Registration Policies, Procedures and Guidelines\)](#)

[SGNIC Registrant Agreement](#)

[Singapore Domain Name Dispute Resolution Policy](#)

5. .SG CDN Prices:

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Period	Availability	Eligibility	Registration Fee
Priority Phase 1: Government Application	23 Nov - 31 Dec 2009	Singaporean government agencies.	TBA
Priority Phase 2: Trademark Holders Applications	7 Jan - 18 Feb 2010	Trademark owners. Bidding will ensue if there are multiple applications for the same domain name.	TBA
Sunrise	25 Mar - 6 May 2010	Trademark owners. Sunrise Fee applies. Bidding will ensue if there are multiple applications for the same domain name.	TBA Sunrise Fee: TBA
General Launch	10 Jun 2010 onwards	All entities. First-come-first-served basis..	TBA

6. .SG CDN FAQ:

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GENERAL

- [What is a Chinese Domain Name \("CDN"\)?](#)

A CDN is a domain name that contains one or more Chinese characters. Presently, domain names have been in Latin characters like abc.com.sg. CDNs allow for Chinese characters to be used within domain names. Eg. 幸福.sg, 开心.com.sg.

- [I've heard of ASCII domain names. What is the difference between a CDN and an ASCII domain name?](#)

An ASCII domain name simply means a domain name consisting of Latin characters like abc.com.sg or abcdef.edu.sg. An ASCII domain name would not have non-Latin characters within it whereas a CDN would have at least one Chinese character contained within.

- [How will my CDN be shown on the WHOIS?](#)

When queried for, your CDN will show up in the WHOIS in Chinese characters. However, associated activated variants of the CDN will not be shown. Similarly, when an activated variant is queried for, only it will be shown on WHOIS, the associated parent CDN and other variants under the parent CDN will not be shown. For more information on variants, please refer to the section on "Variants".

REGISTRATION

- [Does the CDN need to match my company name or any existing ASCII domain name which I have now?](#)

No, the CDN does not need to match with your company name nor any ASCII name you might currently hold.

- [Can I have a mixture of ASCII and Chinese characters in the CDN?](#)

Yes, mixtures are allowed. For eg. happy 开心.com.sg or 花 flower.sg

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- [Who can I register with?](#)

SGNIC accredits a list of registrars with whom end-users can register their domain names with. Each registrar will have its own price package and value-added services. You may wish to take your time to look through the different offerings before deciding on the one which best suits your needs. The list of SGNIC accredited registrars can be found here:

http://www.sgnic.sg/sub_domain_registrations/introduction.html

- [Can I register in any domain name category?](#)

SGNIC offers domain names in the following categories: .sg, .com.sg, .edu.sg, .org.sg, .net.sg, .gov.sg, .per.sg. You can register for a CDN in any category so long as you meet the registration criterion for that particular category. For a list of the criteria, you may wish to refer to the [Registration Policies, Procedures and Guidelines \(RPPG\)](#) Clause 3.

- [When can I register?](#)

There are 4 registration phases as shown below:

Priority Phase 1: Government Application	23 Nov - 31 Dec 2009
Priority Phase 2: Trademark Holders Applications	7 Jan - 18 Feb 2010
Sunrise	25 Mar - 6 May 2010
General Launch	10 Jun 2010 onwards

- [How much do I need to pay for a CDN?](#)

Please check our website for prices.

- [What happens if someone registers for the same CDN?](#)

Before the General Launch of CDNs, if two or more registrants register for the same CDN and both are equally qualified for the CDN; they will be invited to bid for it. Registrants will be notified by SGNIC if they need to go for bidding. The CDN will be awarded to the highest bidder. Registrations

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after General Launch will be on a first-come-first-served basis. For more information on bidding, please refer to the section on "Bidding" or to the [Launch Guidelines](#).

PRIORITY REGISTRATIONS

- [Does PRIORITY PHASE 1 only opens to local government agencies in Singapore? What documentary proof the government agencies need to provide? Can they apply for any available CDN in any .SG extension? Or they can only apply for their official name in .GOV.SG?](#)

Yes. These agencies must be listed in the government directory www.sgdi.gov.sg. They can apply for any available CDN in any extension.

- [What is the difference between PRIORITY PHASE 2 and Sunrise? It seems they both open to Trademark holders. Can Trademark owner apply for any available CDN in any .SG extension? Or they can only apply for their trademark name in a few extensions such as .SG / .COM.SG / .ORG.SG / .NET.SG?](#)

Priority Phase 2 is specific for trademark holders' applications. Sunrise is open to all entities but there will be a priority fee of \$100 for each domain name. Trademark holders will need to be registered with the Intellectual Property of Singapore and will need to produce supporting documents like their trademark certificate. In Priority Phase 2 Trademark holders can ONLY apply for their trademark names in any extension, as long as they fulfil the criteria of that particular extension.

- [What are priority registrations and how do you implement them?](#)

If there is only one application for the CDN, the CDN will be allocated to the registrant. If there are more than one application for the same CDN and one of them is by a trademark holder of the name, the CDN will be allocated to the trademark holder.

For example:

(a) "花园" is a mark registered in Singapore. Its proprietor submits an application to register the CDN "花园.sg" There are also submissions from others applying to register "花园.sg". SGNIC will allocate the CDN to the trademark proprietor.

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(b) "花园.sg" is being applied for by a new registrant. There are no other applications for the same CDN. SGNIC will allocate the CDN to the applicant.

- [How do I know if I qualify for priority registration?](#)

You may wish to check the Launch Guidelines on the different phases of priority registrations. Alternatively you can give us a call.

- [What constitutes a qualifying trademark under the priority phase?](#)

A qualifying trademark is a trademark which is:

- Registered in Singapore with the Intellectual Property of Singapore (IPOS) for the name sought to be registered as the CDN
- Represented in the characters intended for the CDN and not being a device mark or numeral mark combined with a device mark or composite mark and without regard to any punctuation marks or spaces
- Valid and subsisting in Singapore as of the date of application for the CDN

BIDDING

- [How will I know if I need to go for bidding?](#)

You will receive a notification from SGNIC if you need to go for bidding. Further details like bid deposit amount, bidding date, bidding mechanism, etc will be provided within the notification.

- [Why is there a need for a bid deposit if I need to go for bidding?](#)

This is so as to ensure that all applications received (and which are subject to bidding) are sincere participations.

- [Must I pay 7% GST on my bid amount?](#)

Yes, all bid amounts and allocation fees will be subject to 7% GST.

- [If my bid is not successful, will my bid deposit be returned?](#)

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Yes, bid deposits will be refunded to applicants who are unsuccessful in their bidding.

- [If I go for bidding, do I still need to pay my registrar the registration fees for the CDN?](#)

Yes, on top of the final bid price, the normal domain registration fees will still be payable to the registrar.

VARIANTS

- [What are Variants and how do I get them?](#)

When a CDN is registered, a Full Traditional version (if any) and a Full Simplified (if any) version of the name will also be given to the registrant as a bundle at no extra costs. All other character combinations (whether in simplified or traditional form), if any, will be considered as a Variant of the original name applied for.

Please check with the registrar of your choice for the list of variants your CDN might be associated with. It is entirely up to you if you wish to activate the Variant(s) or not. Each activation of a Variant will be charged at a fee. You may check with the registrar for fee charges.

- [What happens to the Variants which I do not activate?](#)

Variants which are not activated will not be resolvable and will not be available to others for registration as well.

- [Do I need to activate my Variant\(s\) at the point of registration?](#)

You do not need to activate the Variant(s) at the point of registration and can choose to do the activation at a later stage. You may wish to check with participating registrars for fee charges.

- [If I activate a Variant 2 months after registration of the CDN, does that also mean that the Variant will expire 2 months after the CDN expires?](#)

No. The validity of a Variant will follow that of the original CDN applied for. For example, a CDN was applied on 1 January 2010 and will expire on 31 Dec 2010. A variant of the CDN was activated

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on 1 March 2010 but it will still follow the expiry date of the CDN and will thus expire on 31 Dec 2010.

TECHNICAL

- [What is punycode and what is it used for?](#)

Punycode uniquely and reversibly transforms a unicode string into an ASCII string for use with internationalized domain names in applications, such that these domain names (like CDNs) may be represented in the ASCII character allowed in the Domain Name System of the Internet.

- [Do I need to convert my CDN into punycode format for registration?](#)

No, we will process the conversion for you.

- [Can my CDN be used as a nameserver?](#)

Yes, however the punycode version would need to be used.

- [How do I use CDN with my email?](#)

At present, most email clients and mail transfer agents (MTAs) do not support internationalised email addresses i.e. CDNs.

- [How do I surf a website using CDN?](#)

It is the same as surfing an ASCII domain name (e.g. <http://www.sgnic.sg>). Enter the website address as it is in the browser address bar (e.g. <http://测试.sgnic.sg> , <http://www.测试.sg>) If the address bar displays punycode instead of the CDN, you would need to change the language setting for your browser. You may refer to the following websites for instructions.

- Internet Explorer: <http://windows.microsoft.com/en-us/windows-vista/Change-your-Internet-Explorer-language-settings>
- Mozilla Firefox: <http://support.mozilla.com/en-US/kb/Options+window+-+Content+panel?s=language%20setting#Languages>
- Google Chrome: <http://www.google.com/support/chrome/bin/answer.py?answer=95416>
- Opera: <http://www.opera.com/browser/tutorials/settings/#language>

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MISCELLANEOUS

- [Are there any CDNs which are reserved and not available for registration?](#)

SGNIC maintains a list of potentially offensive, sensitive or undesirable words which cannot be registered. In addition, single-character CDNs and numeric CDNs are only available before the General Launch and will be reserved (i.e not available for registration) during the General Launch.

Examples of single-character CDNs include 美.sg or 花.com.sg. In addition, examples of numeric CDNs include 一二三.sg or 三十三.com.sg.

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