

# STÉPHANE VAN GELDER

## Consulting limited

### STATEMENT ON DOT JIANKANG TLD

*On behalf of Stable Tone Ltd, please find a statement on the Dot JIANKANG Top Level Domain Stable Tone Ltd is currently in the process of applying for through ICANN's new gTLD program.*

#### To whom it may concern.

We understand that applications for health TLDs have raised concern at the World Health Organization, and consequently among a few governments. However, Stable Tone feels strongly that its application for a Chinese-language IDN string which loosely translates to .HEALTHY should not be included in these objections.

Our string is aimed at a lifestyle. In the broadest possible sense, we aim to promote healthy living. Our string is not focussed on the type of specific health related services that may be within the ambit of any regulated industry such as the medical industry.

The string we are applying for will help Chinese communities gain access to content promoting a healthy lifestyle. This is a Chinese character string, in IDN format, and not an ASCII string aimed at European or North American Internet users who might misunderstand the use of the term "health".

The string is pronounced "jianshang" and can therefore in no way be confused with the English-language term "health". This is a strong semantic difference. We will serve Chinese users interested in a certain type of lifestyle and in doing so, we will be quite distinct from the medical or pharmaceutical industry.

Further, as a Chinese character string, .JIANKANG will be heavily scrutinized by the Chinese authorities themselves. China has strict law and regulatory practices concerning the Internet. Should our use of the TLD .JIANKANG be considered a potential hazard to Internet users as far as health is concerned, this might be blocked by the government immediately.

Our government will be watching us carefully to ensure that we do not deviate from our intended path of providing healthy lifestyle advice.

We are registered in Hong-Kong and 95% of our market is expected to be in China itself. We therefore intend to comply with any relevant rules and policies put in place by the Chinese government. Most of Stable Tone's management staff are Chinese citizens and could be affected under the Chinese legal system should we not comply with relevant legal standards.

It is important to understand that our intent with this TLD is to serve the Chinese market. Our emphasis is on healthy living, very much at the heart of the Chinese culture for thousands of years, and a concept which in our country is completely integrated into our daily lives. For the Chinese, there is a clear distinction between this and the medical industry.

Our TLD .JIANKANG will carry that distinction and be very clearly positioned as a resource providing Internet users which a beneficial service to them in their everyday lives. Our TLD is absolutely not aimed at providing medical or pharmaceutical care.

We respectfully ask you to bear this important distinction in mind and not assimilate .JIANKANG with other applications for the ASCII term "health", which may be in a different category and aimed at serving a different use.

Kind regards,

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