

CHINA ACCELERATION ACTIVATION SERVICES

The Challenge

Companies who strive to expand their business in China must be able to successfully and cost-effectively deliver their web content to end users in China. The Chinese Internet landscape is inhibited by several key factors. These include China's spotty network interconnectivity, the dispersion of Chinese consumers across vast geographies, and daunting rules and regulations for delivering Internet content into China.

Solution: China Acceleration

CDNetworks China Acceleration service leverages 10 years of experience delivering content in China, locally licensed business operations, in country infrastructure, and extensive experience working with the governing authorities and regulations. CDNetworks can be your single source provider and make it easy for your business to deliver its website content in China and around the globe.

Requirements if Applying on Your Own	CDNetworks Solution
<p>Need a Chinese Speaker</p> <p>Application forms and instructions are not supported in English or any other non-Chinese language. According to the Chinese government, if you want to run your business in China, you will have to speak Chinese.</p>	<p>CDNetworks will manage the entire application process for your business. A simple one page application is all that is needed to begin the activation request.</p>
<p>Need to know all of the required licenses for your business</p> <p>Do you make money from your online business in China? Do you run an online gaming website? Where is your data center? Depending upon your answers to these and many other questions, the governmental regulations or licenses differ.</p>	<p>With over 10 years of experience delivering Internet content in China and constant monitoring of the evolving regulatory environment, we will secure all of the necessary licenses and ensure compliance based on the specifics of your business.</p>
<p>Need to research and understand what is legal and not legal</p> <p>In order to stay within the bounds of legal content you will need to be able to read Chinese and spend a great deal of time researching. Website content regulations are extremely strict, with adult, gambling, political, and anti government content being forbidden, and other content types also being high risk. Violation of these regulations can mean a complete halt to your website delivery and future blocking of your content in China.</p>	<p>CDNetworks has local offices in China with staff experienced with evaluating website content and monitoring the changing rules to ensure that your website is always in compliance. Our knowledge of the central and provincial governments' rules and regulations, help to ease your business' entry into the Chinese market.</p>



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Requirements if Applying on Your Own

CDNetworks Solution

Need to go to China, apply and wait for Chinese government approval

In order to complete the application process you will need to apply in person and provide details about your network infrastructure, IPs, be able to validate the information provided, and post a photo of the person responsible for the business' website directly on the site.

CDNetworks will expedite and manage the entire application process, eliminating the need for you to travel to China and the lengthy network and corporate documentation.

Need to maintain relationships with the Chinese government

After the licensing process, your business will still be liable for all of the risk associated with the content on the domain. For some provinces, even if you've established a country wide license, you will need to register your IPs individually in each province and report content information for each of those IPs to many separate Chinese ISPs.

Our locally licensed business operations and subject matter expertise in the workings of China's governmental and commercial sectors relieve your business of those burdens. We'll manage all of the licensing and registrations on your behalf.

Need to track the changing regulations and ensure immediately conformity

New regulations are being created by separate governmental agencies, such as the police department, every day. Businesses must track and comply with all new regulations in order to ensure that your domain continues to be served in China. Doing so requires monthly auditing of the many different governmental regulation publications.

Our in Content Analysis experts monitor and alert you to any regulatory changes ensuring that your business has time to respond before there can be any possibility of it impacting your website.

However, even with all of this – it's still hard to know what's going on! Even if all of these hurdles are passed, there are still no guarantees! CDNetworks locally licensed business operations, long history in China, deep government relationships, and subject matter expertise ensure your website will reach your end users in China.

About CDNetworks

CDNetworks enables mission critical e-business in the world's most challenging markets. CDNetworks' unique position as the only multinational CDN with expertise and infrastructure in China and other emerging markets makes it a trusted technology and business advisor to companies across the highly-competitive industries of software, travel, eCommerce, high tech, manufacturing, media, and gaming. Accelerating performance for more than 17,500 global websites and cloud services, CDNetworks helps businesses get closer to their end users without the limitations of hardware and private networks. Founded in 2000, CDNetworks has offices in the U.S., Korea, China, Japan, the UK, and France. For more information, please visit: <http://www.cdnetworks.com>.