

Chinese Internet content is overseen by the China Internet Network Information Centre (CNNIC), which has published rules and regulations governing Internet content in China.

CNNIC is also managed by the region/city Internet Centre Provider (ICP) certification. Chinese businesses must obtain an ICP certificate before publishing online in China.

The CNNIC oversees all publications on the Internet in China, e.g.

- Websites
- Social media
- Videos
- APPs
- etc

These rules generally apply to overseas internet content. However, they are not typically enforced for overseas internet content, as most overseas websites are difficult to access.

The exception applies to overseas social media platforms for which there is no agreement with the overseas social media company to limit access to its content in China in accordance with published ICP rules and regulations.

The overseas press and businesses often refer to this as the Great Chinese Firewall.

Many Chinese internet rules and regulations protect users and consumers from content that misleads, misinforms, or promotes harmful ideas.

Although most business content is not directly affected, a website's content can have a significant impact.

China use two methods to block content.

- By blocking the IP address. All content on a blocked IP address can not be seen in China
- By considerably slowing down international internet traffic for specific IP addresses. A website page may take 5 to 10 minutes to load; for example, most Google IP addresses are affected. In our opinion, this method of blocking content is the most effective. If your website uses Google files, as most do, it may take longer to appear in China.

While there are many views on whether this is good or bad, we recommend respecting local rules and regulations when doing business internationally.

Generally, these areas are not available in China.

- Political commits - some political commits are not allowed. Chinese social media is increasingly used for domestic news rather than overseas content. Most international news is available in China, but it is not read
- Social Media—Most international social media is blocked in China. LinkedIn, which closed its Chinese business a few years ago, is the exception.
- Pornographic - not allowed on the internet in China.
- Google—While most Google products and services are not blocked, they are so slow to access that they are unusable.

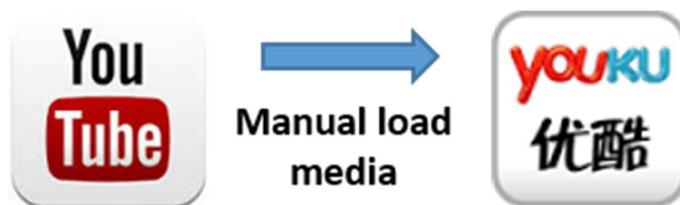
In the business world, where Access to China is a focus, restrictions on overseas Social Media and Google can slow or prevent your internet content from being seen.

Most overseas social media platforms are inaccessible in China.



These are examples of international social media platforms accessible from China that are subject to periodic changes.

Another example is when Social Media is inaccessible in China, but a replacement product is available.



While YouTube is not available in China, many “like” services are, the biggest of which is YouKu. In this example, you can upload your business videos to YouKu.

YouKu is similar to YouTube, with advertisements often interrupting videos.

In business, while YouTube/YouKu is a quick way to load a video, embedding the video in your content typically requires more work but yields better results.

This is an example of how the Chinese "Like" product outperforms overseas products due to local performance issues in mainland China.

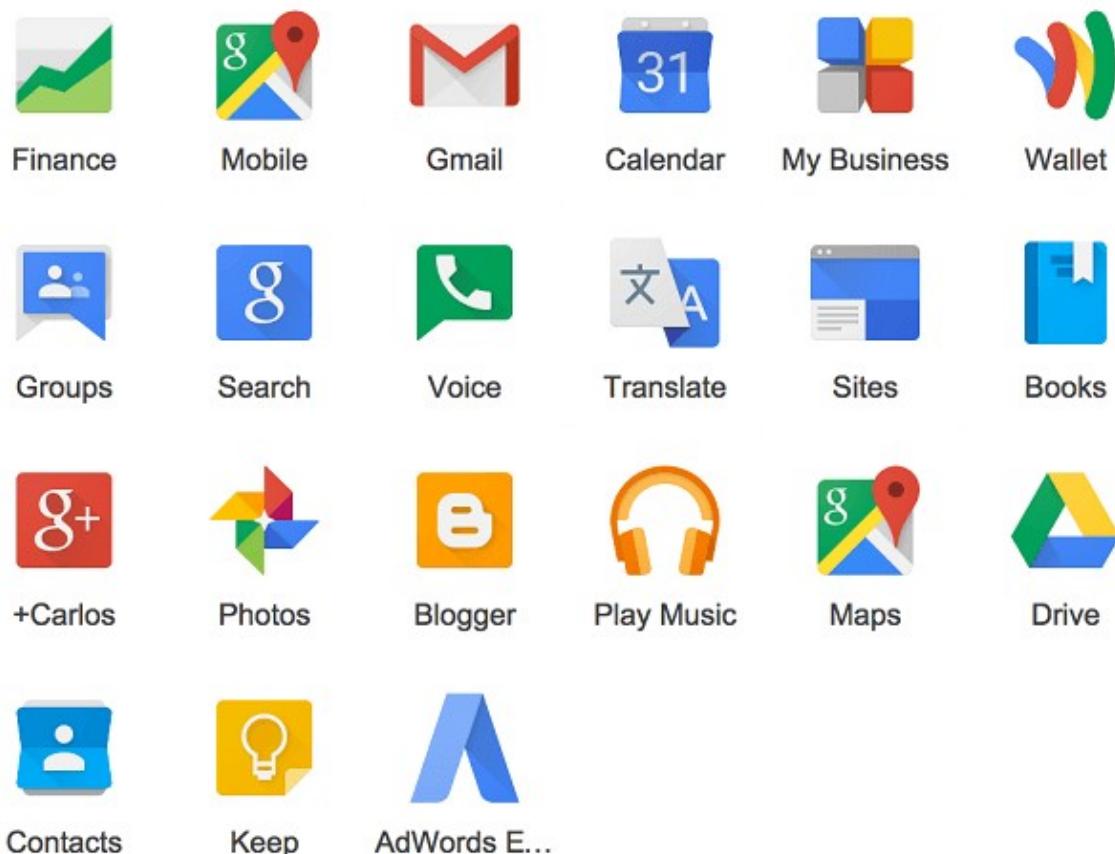


Dropbox is available in mainland China. However, Dropbox data downloads are slow in China. A better solution is Baidu Pan, which is now part of Baidu Cloud services.

While Baidu Pan's data loading may be slower from outside China, access speeds in China are fast.

While many overseas social media platforms are unavailable in China, many local Chinese replacements exist.

This brings me to the last and most important group of services unavailable in China: Google's internet content and tools.



The examples above illustrate Google's limited availability in China. This statement is technical and not correct. Google services are available in China, but response times are

minutes-long. This results in loading internet content using Google, which takes 5 to 10 minutes. To complicate matters, they sometimes work, and other days they do not.

Example: Google Fonts—Internet content often uses Google fonts to format text, etc. If you use Google Fonts hosted on Google's servers, your content may not load within 5 minutes.

Our services can help resolve these issues. We recommend testing your internet content from China – [Chinese visible test.](#)