



# .hk Promotion – What Works, What Doesn't

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# .HK Administration Model



- HKIRC – ccTLD Manager endorsed by the HKSAR Government
  - Non-profit, non-statutory
  - Member-based
- HKDNR – 100% owned by HKIRC
  - Registry Operator & Only Registrar
- 76 Resellers (Service Partners)
  - Local and overseas

# Types of .hk Domain Name



English Domain	Chinese Domain	Requirement
.com.hk	.公司.hk	Businesses / companies registered in HK
.net.hk	.網絡.hk	Entities managing network infrastructure, machines and services with a licence (IVANS / ISP) from OFTA of HK
.org.hk	.組織.hk	Not-for-Profit organizations registered in HK
.edu.hk	.教育.hk	Registered schools, tertiary institutions and other approved educational institutions in HK
.gov.hk	.政府.hk	Government Bureaux / Departments of HK
.idv.hk	.個人.hk	HK Residents (for .個人.hk, domain shall be the legal name of registrant)
.hk	.hk	Local and overseas individual and entities. No documentary proof is required

# Pricing to Registrant (current)



## ■ Regular pricing

Contract Yr	.com.hk, .gov.hk, .net.hk, .edu.hk, .org.hk, .公司.hk, .政府.hk, .網絡.hk, .教育.hk, .組織.hk	.idv.hk, .個人.hk	.hk
1-yr	\$25	\$19	\$32
2-yr	\$50	\$35	\$64
3-yr	\$64	\$48	\$80
5-yr	\$102	\$70	\$128

All prices in US\$; approx. only.

# Pricing



- ccTLD: end user price varies, big range (< USD10 to > USD100 per year)
- .hk prices: mid/low among all ccTLDs
- Aim - Maintain financial viability and sustainability
- No. of Registrations ~ 140,000

# Promotions to Registrants



## ■ Commercial Market

- Have not offered price reduction
- Bundling
- Packaged Solutions

## ■ Individual Market

- Joint Promotion with e-Cert
- “Website as a Gift” Package
- Free DN for youth groups, blog contest, school blog
- Price Reduction

# Promotions to Resellers



- Volume Discount
- Tailored Volume Pricing
- Price Reduction (Prepaid)
- Special Price for Bundling

# Brand Building



- Care for the Community
  - “We Care, We Share”
  - Charity e-Logo
  - Web Design Contest
- “Get a .HK” Logo
- Govt and NGOs Cooperation
- Souvenirs – e.g. calendars
- “Next Wave” (Rebranding)



# Q & A



# Contacts



## ■ HKIRC

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*Thank you!*