



Hong Kong Internet
Registration Corporation Limited
香港互聯網註冊管理有限公司

Update on .HK APTLD Meeting in Hong Kong

HKIRC
17/02/2011

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Netting the World
聯繫全球 互動全城

- HKIRC
- .HK and .香港 Categories and Registrations
- Dispute Resolution
- Registrar Accreditation
- Phishing and Spamvertising
- Launch of .香港
- DNSSEC and IPv6



Hong Kong Internet Registration Corporation Limited (HKIRC)

香港互聯網註冊管理有限公司

- HKIRC is a non-profit member-based organisation set up in December 2001 and endorsed by the Government of the HKSAR to oversee the administration and assignment of the country code top level Internet domain names ending with .hk and .香港.
- HKIRC has the mandate to represent Hong Kong in international Internet forum and promote the use of Internet and related technology





Company Mission

HKIRC is a not-for-profit organisation that is committed to providing .hk Internet domain name registration and related services in an ***effective***, ***customer-centric***, and ***sustainable*** manner.



Milestones

Month	Milestone
Jun 2000	Public consultation by HKSAR government on administration of .hk domain names
Dec 2001	Establishment of HKIRC
Feb 2003	Launch of .idv.hk domain name
Jan 2004	Launch of .hk domain name (2 nd level)
Jan 2006	100,000 .hk registrations
Mar 2007	Launch of .hk Chinese domain name
May 2007	Public consultation on institutional governance of HKIRC
Dec 2008	Formation of new board
May 2009	Launch of new brand for .hk
Jun 2009	Formation of Consultative and Advisory Panel (CAP)
Jun 2010	Delegation of .香港 by ICANN



.hk and .香港 Domain Categories

English Domain	Chinese Domain in 2010	Chinese Domain from 2011 onwards	Requirement
.com.hk	.公司.hk	.公司.香港	Businesses / companies registered in HK
.net.hk	.網絡.hk	.網絡.香港	Entities managing network infrastructure, machines and services with a license (IVANS / ISP) from OFTA of HK
.org.hk	.組織.hk	.組織.香港	Not-for-profit organisations registered in HK
.edu.hk	.教育.hk	.教育.香港	Registered schools, tertiary institutions and other approved educational institutions in HK
.gov.hk	.政府.hk	.政府.香港	Government Bureaux / Departments of HK
.idv.hk	.個人.hk	.個人.香港	HK Residents (for .個人.hk, domain shall be the legal name of registrant)
.hk	.hk	.香港	Local and overseas individuals and entities. No documentary proof is required



Domain Name Formats and Eligibility

- The total length of English Domain Names cannot exceed 63 characters (*can be English letter (a-z), numbers (0-9) or '-'*).
- The length of Chinese Domain Names cannot exceed 15 characters (*shall have at least one Chinese character, can include English letter (a-z), numbers (0-9) and '-'*).
- Documentary proof is required for 3rd Level .hk/.香港, but not required for 2nd Level .hk /.香港.
- Documentary type and no. are required for 2nd Level .hk /.香港
- Some names are restricted and some are reserved.



.香港 Chinese Domain Names (“CDN”)

- Application to ICANN approved in June 2010
- Benefits:
 - ~ Help local corporations, organisations and associations further tap into business opportunities of the Chinese-speaking community in Greater China and around the world
 - ~ Sharpen our local identity and enhance the branding of Hong Kong, thus uphold the status of Hong Kong as a leading digital city
- Bundling ‘.香港’ with ‘.hk’
 - ~ Hong Kong is a bilingual city!
 - ~ All registrants of ‘.hk’ can apply for a free ‘.香港’ of the same category



.香港 Chinese Domain Names (“CDN”)

- Each .香港 CDN application includes the original form + full traditional Chinese form + full simplified Chinese form
- Example A:
 - 域名註冊.香港 (original form)
 - 域名註冊.香港 (full traditional Chinese form)
 - 域名注册.香港 (full simplified Chinese form)
- Example B:
 - 互聯網註冊管理.香港 (original form)
 - 互聯網註冊管理.香港 (full traditional Chinese form)
 - 互联网注册管理.香港 (full simplified Chinese form)
- Other combinations of traditional /simplified Chinese characters are reserved and not for use



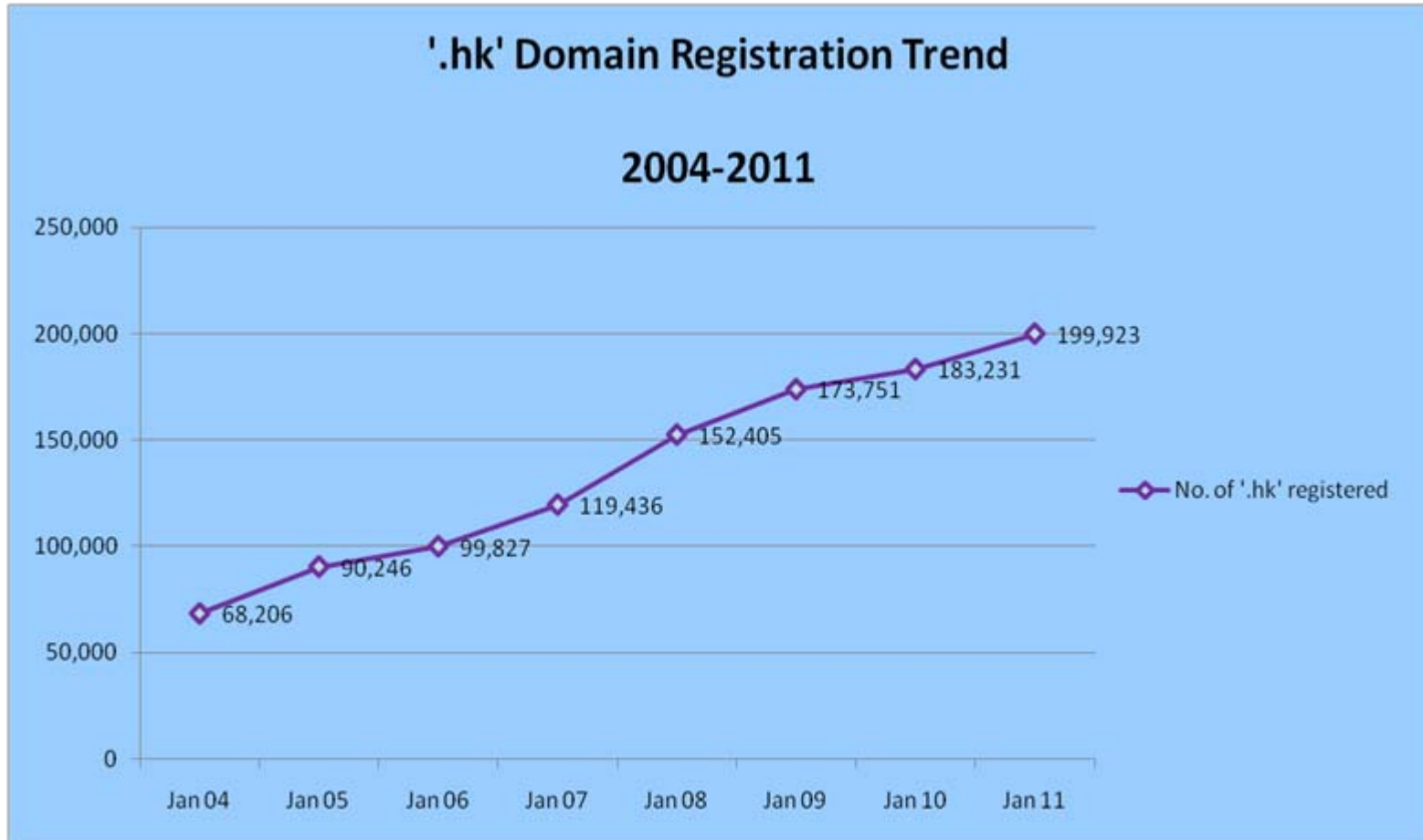
Reserved and Restricted Names

- 2 types of controls:
 - a) Domain Reservation – not available for registration
 - b) Restricted Words – if Domain Name contains a restricted word, the registrant has to provide relevant documentary proof before allowed to register
- Domain reservation aims at minimizing confusion and domain dispute to the public
- We restrict words in Domains to comply with Laws of HK and minimize confusion to the public



Registrations of .hk Domain Names

No. of domain names registered is reaching **200,000**





‘.hk’ Domain Name Statistics

- Up to 01 Jan 2011
- Total No.=199,923

ASCII ‘.hk’	
.hk	75,297
.com.hk	104,256
.org.hk	4,326
.edu.hk	2,257
.idv.hk	1,304
.gov.hk	445
.net.hk	207
	188,092

Chinese	
.hk	8,535
.公司.hk	2,550
.組織.hk	294
.教育.hk	77
.個人.hk	170
.政府.hk	110
.網絡.hk	95
	11,831

Dispute Resolution

- Hong Kong International Arbitration Centre (HKIAC) is currently the sole arbitration service provider for disputes on '.hk' Domain Names
- Decision of arbitration panel is final and binding





Dispute Case Statistics

Year	Number	Year	Number
2003	4	2007	16
2004	7	2008	12
2005	7	2009	14
2006	2	2010	9

Total: 71

Types of business qualified to join

Businesses which

- provide domain name registration service to their customers, and
- have proven experience in doing so



Example of qualifying businesses

Internet Service Companies/ Resellers/ IT and Telecom related companies	ISPs; value-added resellers; software / hardware vendors; support service providers and systems integrators with proven experience in domain registration
Professional Firms/ Consulting service providers	Company Secretarial firms; Law firms and trademark companies
Non-profit organizations	Academic institutions; IT-related NGOs; Government bodies



Benefits of Accredited Registrars

- Save costs by paying a wholesale price
 - both new domain name registrations and renewals
- Save time and manpower through the use of an automated registration interface
- Accredited Registrars will be authorised to use a unique “Accredited Registrar” branded logo
 - Gain Recognition in the industry
 - Uplift customer confidence and trust
 - Build business connections with partners





Benefits of Accredited Registrars

- Proactive and full support from HKIRC in promoting .hk, with ongoing collaboration and evaluation
- Customized marketing resources and tools such as campaign materials/ guide so as to promote in a cost and time effective manner
- Newsletters and reports to give latest news and technology trends

Benefits of Accredited Registrars



Responsibilities of Accredited Registrars

- ◆ Provide registration service: new registration, renewal, modification, transfer and cancellation services, sending notification of renewal reminders, etc.
- ◆ Provide high quality customer services to registrants and handle relevant complaints
- ◆ Verify documents submitted for .hk applications and ensure that all applications submitted to HKIRC are eligible
- ◆ Implement orders or judgments issued by the court or tribunals and decisions rendered for domain disputes by the Arbitration Panel



Responsibilities of Accredited Registrars

- ◆ Minimize the possibility that registered .hk domains are used for malicious purposes. Measures to be taken: timely suspension of .hk and .香港 domains involved in phishing or spamvertising; review of applications to identify and stop attempts to register .hk domain names intended to be used for malicious purposes
- ◆ Meet the performance objectives prescribed by HKIRC from time to time.
- ◆ Ensure compliance by resellers and end users with Agreement and Policies which include:
 - Registrar Agreement (including Code of Practice)
 - Published Policies

Accreditation criteria

- Not less than **six months' continuous experience** in providing domain name registration within the period of twelve months preceding its application
- **Strong financial and technical capability** with necessary hardware and software
- Pass the **technical testing** procedure and successfully complete a test run without any errors and pay the required fees



Quantitative Performance Target



Registrar Volume:

a total of **3,600 .hk domain registrations** (*new domain registration applications and renewal applications*)
in the 1st year

Accreditation Fee and Pricing

Fee	Amount
Application Fee	HK\$10,000 (<i>one-off</i>)
Accreditation Fee	HK\$10,000 per year <i>the yearly fee to maintain the status of accreditation</i>



Accreditation Fee and Pricing

Minimum Balance :

Each registrar will have a debit account to pay for new registrations and renewals of .hk domain names automatically. This account has to be “topped up” to a minimum balance from time to time to ensure that there is no interruption to renewal service.

No. of .hk registrations	Minimum balance (HK\$)
<= 5,000	\$15 per domain name up to a total of \$50,000
5,001 to 10,000	\$10 per domain name up to a total of \$75,000
10,001 to 30,000	\$7.5 per domain name up to a total of \$150,000
> 30,000	\$5 per domain name



Accreditation Fee and Pricing

Registration Fees to Registrars

Initial Registrar Price for .hk/.香港 Bundles	New Registration (HK\$) Per Bundle	Renewal for One Year (HK\$) Per Bundle
All .hk categories* (except .idv.hk / .個人.hk)	125	125
.idv.hk or .個人.hk	75	75

***.gov.hk; .政府.hk (and later .政府.香港) and .edu.hk; .教育.hk (and later .教育.香港) can only be registered through HKDNR**

Schedule

Item	Schedule
1. Accepting Application for Registrar Accreditation	15-Dec-2010
2. First 2 New .hk Registrar Start Operating	31-May-2011 or later



Application Procedure

Submission of application form, documents and application fee



HKIRC evaluates application



Applicants conduct technical testing



HKIRC evaluates technical testing result



HKIRC announces accreditation result



Submission of payment



Registrar in operations

.hk New Websites

HKDNR (Hong Kong Domain Name Registration Cp. Ltd.)

- The only registrar up to now. It is a fully-owned operating arm of HKIRC. It will continue to operate as a “backup” registrar, and will not compete with new registrars on price.
- To prepare for the launch of R/R, HKIRC website has been revamped and a new website has been designed for HKDNR.



The new HKIRC website



The new HKDNR website

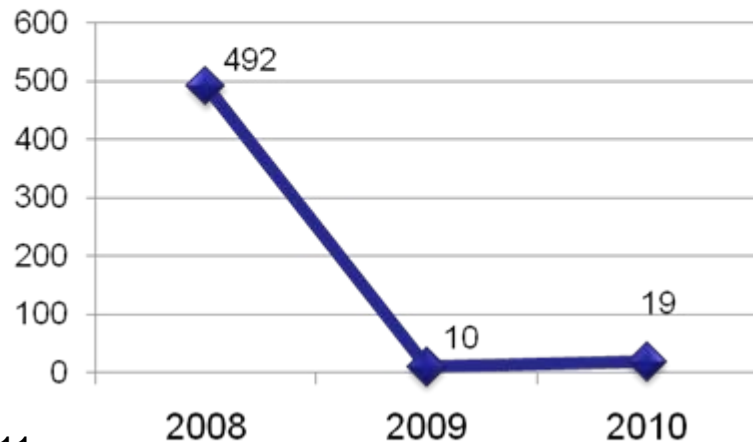


Combating Phishing and Spamvertising

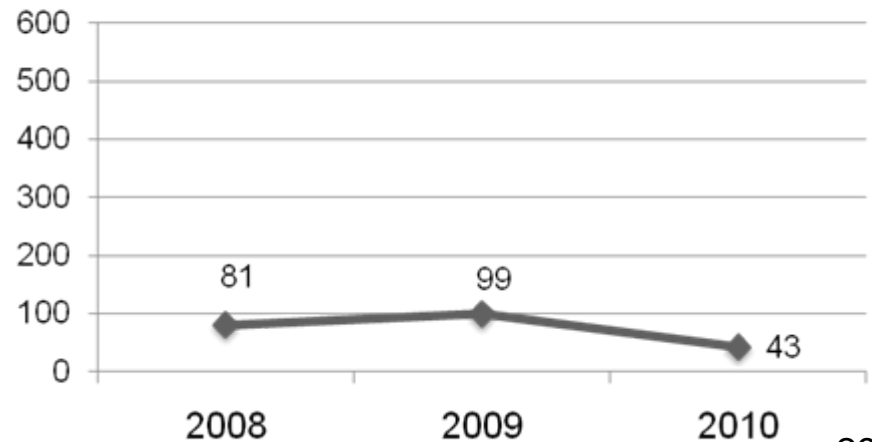
Continuing efforts in combating attempts to register .hk for phishing and spamvertising. Total number of phishing and spamvertising cases using .hk in 2010 dropped by 43% compared with 2009.

Year	No. of '.hk' reported for Phishing	No. of '.hk' reported for Spamvertising	Total no. of Phishing + Spamvertising
2008	492	81	573
2009	10	99	109
2010	19	43	62

Phishing



Spamvertising

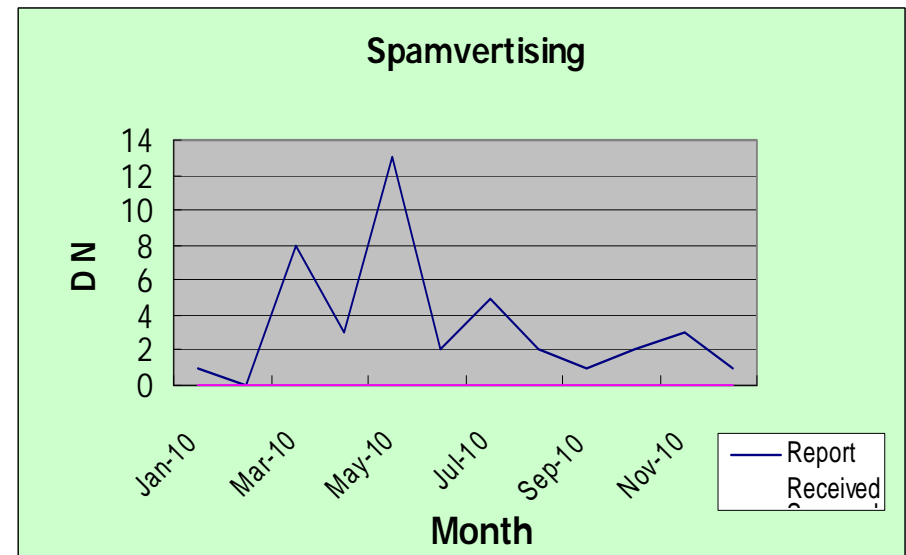
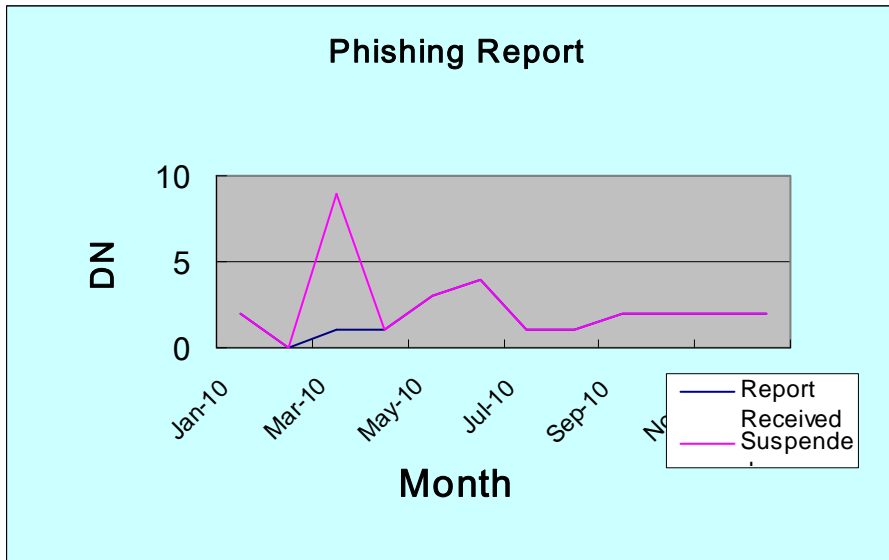




Combating Phishing and Spamvertising

According to the latest McAfee Malware report on worldwide risk ranking for domain names, ranking of .hk domain name has changed from no.34 in 2009 to no.60 in 2010

Phishing and Spamvertising on '.hk' (Received vs Suspended)





Launch Roadmap of .香港



Soft-Launch - Current EDN holders will receive an email with a link to redeem free Chinese .香港 domain name, and the redemption approval process will be based on specified allocation rules

Official Launch - CDN.hk holders will be automatically allocated a Chinese .香港 domain name of the same string

A bundling offer of an English .hk and a .香港 for the price of one!



Bundling of .hk and .香港

- ◆ All registrars will enjoy a bundling offer of an English .hk and a .香港 for the price of one!
- ◆ Domain names in a bundle shall be renewed and transferred together with the same expiry date by the same registrar/ partner

EDN.hk	CDN.香港
EDN.com.hk	CDN.公司.香港
EDN.org.hk	CDN.組織.香港
EDN.net.hk	CDN.網絡.香港
EDN.edu.hk	CDN.教育.香港
EDN.gov.hk	CDN.政府.香港
EDN.idv.hk	CDN.個人.香港
EDN.hk	CDN.香港



Pairing of CDN.hk and CDN.香港

- ◆ **.hk Chinese Domain Name (CDN) - e.g. 陳大文.hk will no longer be available for registration after mid January 2011**
- ◆ **Registered .hk CDNs can still be used until the domain holder does not renew it**
- ◆ **Holder of a CDN.hk will be allocated a CDN.香港 of the same string free of charge. This is called Pairing of CDN. Paired CDNs cannot be separated. They must have the same expiry day, name server and contact information and must be transferred, deleted and disputed together**



Launch Schedule for .香港

Item	Schedule
1. Stop accepting registration of CDN.hk domains	18-Jan-2011
2. Pre-launch Priority Registration Period (2.5 weeks)	22-Feb-2011 to 10-Mar-2011
3. Activation of Stage 1 .香港 domains (single application for the same domain) and pairing .香港 domain names	23-Mar-2011
5. Activation of Stage 2 .香港 domains (multiple applications for the same domain)	30-May-2011
6. .香港 domain name registration available on first-come, first-served basis.	31-May-2011

- Plan to provide .hk domain name signing service to end users by end of 2011
- Key considerations
 - Must not cause degradation to DNS resolution
 - Extra loading on servers to generate new keys if dynamic update is required
 - How to troubleshoot if DNS queries cannot be resolved
 - Application may not be able to locate problem when DNS queries fail.
 - Issues related to key management

- .hk registration already supports IPv6 glue record
- Stage 1 Plan to support IPv6 for key services by Q3 – DNS, website, WHOIS
- IPv6 enabled through newly set up second site



**THANK
YOU!**