



# HKIRC Status Update – APTLD Meeting in Taipei on 26-Feb-08

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- Introduction to HKIRC and HKDNR
- Current Status of .hk Domain Names
- Service Partner Program
- Information Security Framework
- Promotional Programs in 2007/08



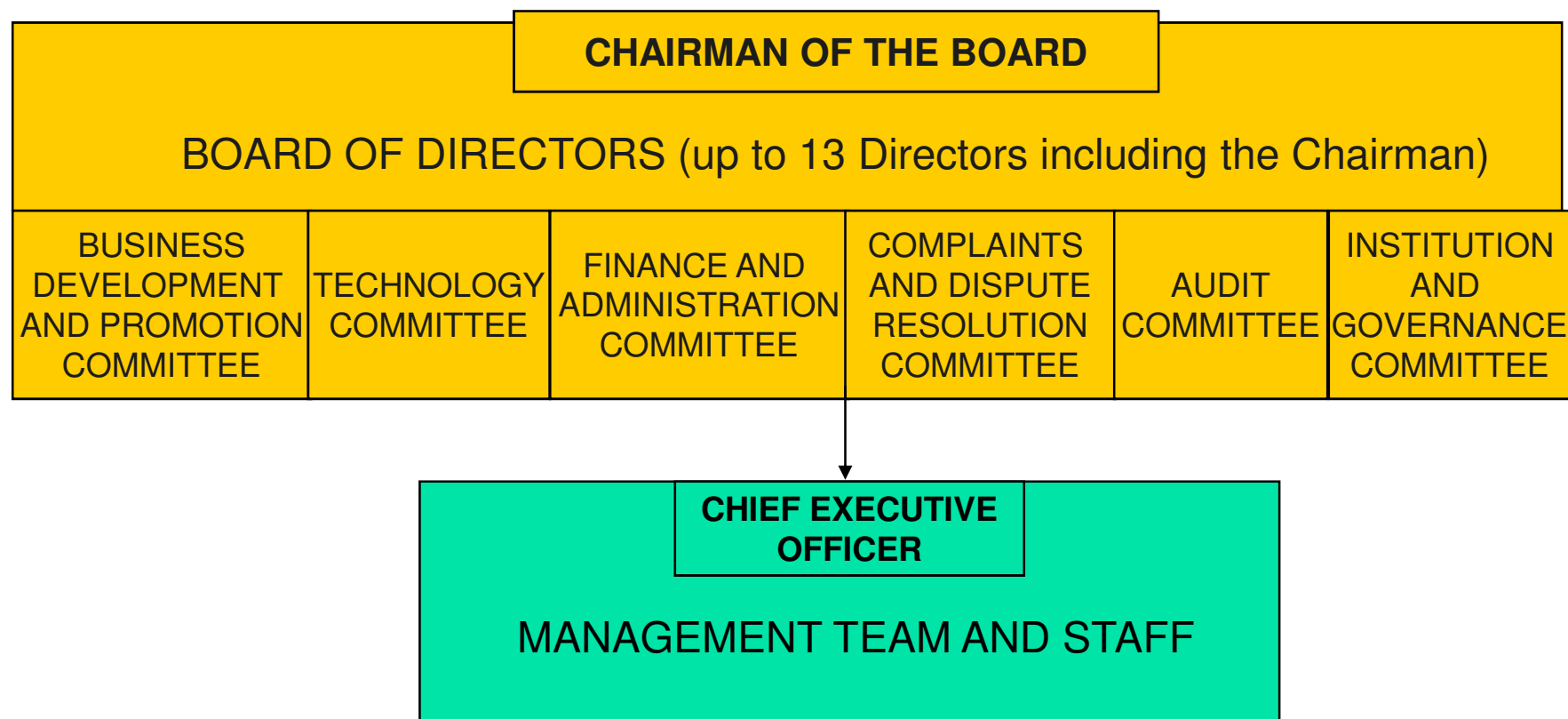
# Corporate Background

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- Hong Kong Internet Registration Corporation Limited (HKIRC)
  - endorsed by HKSAR Government
  - non-profit-making; non-statutory
  - manage and administer .hk domain names
  - 'public' company with a Board of Directors
  
- Hong Kong Domain Name Registration Company Limited (HKDNR)
  - Operation arm of HKIRC
  - register and assign .hk domain names
  - Both registry and registrar



# HKIRC – Governance Structure



## NOTES

1. Conveners and members of all Committees are taken up by Directors on the Board
2. The Board is elected annually at the Annual General Meeting



# Number of '.hk' Registrations

## ■ Figures as on end Jan 2008

ASCII DN		Chinese DN	
.com.hk	84,538	.公司.hk	2,512
.edu.hk	2,017	.教育.hk	69
.gov.hk	391	.政府.hk	118
.idv.hk	515	.個人.hk	141
.net.hk	197	.網絡.hk	74
.org.hk	3,125	.組織.hk	271
.hk	48,992	.hk	7,945

- Total registrations: 154,659 (as of 31 Jan 08)
- Growth of 25% comparing to last year



# Service Partner Program

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- Over 80 local and overseas service partners
- Ranges from big carrier/ISP to new startups
- Service partners will enjoy
  - Volume discount of ‘.hk’ domain name registrations
  - Joint promotions
  - Logo exchange partnership
  - Use of HKIRC’s facilities to conduct seminars/conferences



# Information Security Framework

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- Several incidents of information leakage - NGOs
- Govt requires all NGO's and infrastructure related organisations to tighten info security
- HKIRC implements an ISO-27001 based information security framework (Sep-07 to Feb-08) with the help of external consultant
- Change of culture and mindset most important
- Additional overhead in IT and operations



# Promotional Programs in 2007/08

- SME
  - SME Online Trial Program (w/ Microsoft)
- Personal
  - HK\$1/Month
- Chinese Domain Name
  - .HK EC Pair-up
- Education Sector
  - Schoolblog/HolidayBlog Contest
- Charity
  - Charity e-Logo
  - Love4.hk (Social Enterprises)





# Promotional Programs (cont'd)

- World SME Market Day
- Participation in various Seminars/Talks
- HKIRC Members
  - 2008 Digital Marketplace
- Publicity
  - Contributing articles
  - One-on-one interviews
- Media event
  - CDN official launch
  - Internet security briefing
- Rebranding





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**Q & A**