Update on Development: .hk Registry

By Hong Kong Internet Registration Corporation Limited (“HKIRC”)

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Domain Name Registration

No. of Domains:

.香港 (IDN): 22,663

TOTAL: 281,436
(as it 31 Aug 2018)

Registrars:
9 Local registrars
26 non-local registrars
Agenda

- Change of Vision & Mission
- Public Mission & Community Activities
- Change of Company Image
- New Income Stream
Change of Vision & Mission

New Vision

.hk and 香港 are the most preferred top-level domains and the brand identity for Hong Kong residents, companies and organizations. In addition, Hong Kong is a leading city in inclusive, secure, innovative and international Internet and e-Commerce centre.

New Mission

HKIRC is a non-profit-making organization that is committed to providing, and supervising the provision of .hk and 香港 Internet domain names registration, resolution and related services in an uninterrupted, effective, customer-centric and sustainable manner. In addition, HKIRC promotes Hong Kong as an inclusive, secure, innovative and international city for the Internet and encourages the use of Internet and the related technologies.
We are going to set up a **charitable foundation** to operate **community activities**
Change of Company

Current Perceived Image:
- Conservative & outdated
- Remote and invisible to the Internet community & domain name holders
- No idea about HKIRC
- Unclear mission & positioning
- Low transparency

Ultimate Goal: To be admired for HKIRC’s contribution to make HK a beautiful place for the Internet by supporting digital inclusion, Internet security, knowledge, international experience etc.

Desired Perceived Image:
- A world class registry & recognized as providing safe, secure, trusted domain name services
- Holding a professional leadership position on DNS in Hong Kong
- Friendly, care about Hong Kong
- Widely known among HK people
The comments on current image are collected from brief interview with some staff and outsiders from different sectors/industries. To understand our current image in a more professional way, we are engaging a branding agency to conduct a brand audit on our image and market position.
Stay open to new business and will open new business unit if there are any business case

Upcoming: Accreditation & Training

1. Web Accessibility Practitioner Course: with training & examination to accredit practitioners
2. Domain Name Security Course
Let’s Connect!

Love to hear your experience too.

Let’s connect today or you can contact me at your convenience:

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