.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

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

### Regular pricing

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>1-yr</td>
<td>$25</td>
<td>$19</td>
<td>$32</td>
</tr>
<tr>
<td>2-yr</td>
<td>$50</td>
<td>$35</td>
<td>$64</td>
</tr>
<tr>
<td>3-yr</td>
<td>$64</td>
<td>$48</td>
<td>$80</td>
</tr>
<tr>
<td>5-yr</td>
<td>$102</td>
<td>$70</td>
<td>$128</td>
</tr>
</tbody>
</table>

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

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Thank you!