



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

# New gTLDs and .HK

**HKIRC**  
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*Netting the World*  
聯繫全球 互動全城

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# About HKIRC



# Hong Kong Internet Registration Corporation Limited (HKIRC)

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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





# Milestones

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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 <sup>nd</sup> level)
Jan 2006	100,000th .hk registration
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
Dec 2010	Launch of Registrar Accreditation Program
Mar 2011	Launch of .香港 Chinese domain name



# .HK and .香港 Registrations



## .hk and .香港 Domain Categories

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

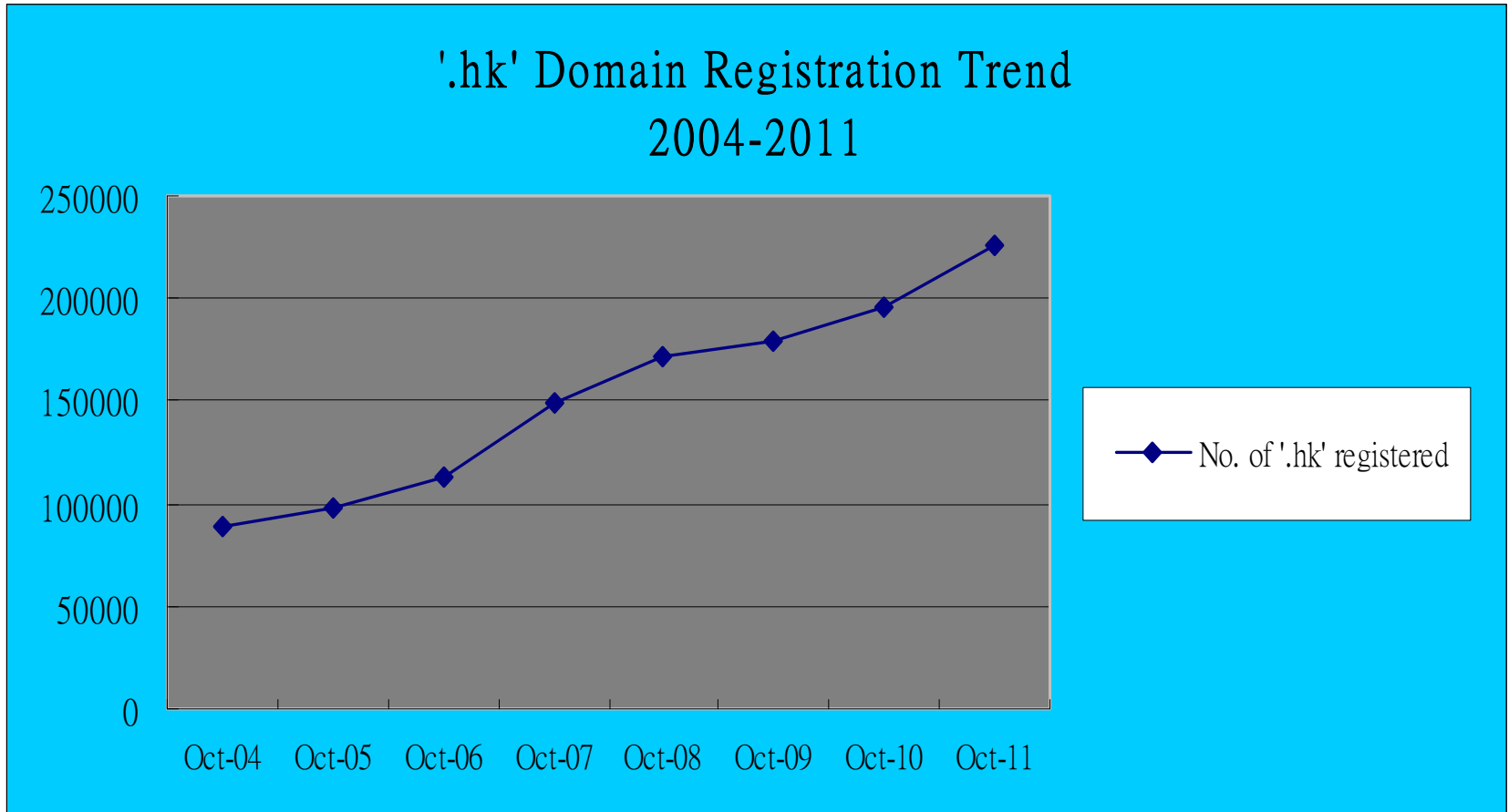
# .hk Domain Name Formats and Eligibility

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- 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.
- 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
- All registrants of '.hk' can apply for a free '.香港' of the same category, and vice versa to form an English-Chinese bundle.
- Some names are reserved (not available for registration) and some are restricted (shall provide specific document in order to be eligible). These arrangements are to minimize confusion to the public.



# No. of .hk Registrations





# ‘.hk’ Domain Name Statistics

- Up to 01 Nov 2011
- Total No.=226,505

ASCII ‘.hk’	
.hk	83,234
.com.hk	109,532
.org.hk	4,480
.edu.hk	2,277
.idv.hk	1,304
.gov.hk	477
.net.hk	214
	<b>201,518</b>

Chinese	
.香港	15,695
.公司.香港	7,875
.組織.香港	673
.教育.香港	110
.個人.香港	197
.政府.香港	233
.網絡.香港	204
	<b>24,987</b>



# New gTLDs



# Why new gTLD?

- You want to protect and market your brand. Names of your websites will have your brand name at the end; your email addresses as well
- Outstanding, shorter, and easier to remember web and email addresses
- Some TLDs are proven to have good investment value, like .com or .net
- You are futuristic and can come up with innovative uses of the new TLD, e.g. .tel
- You want your own TLD in Chinese or other languages, e.g. .翠華, .联想



## Innovative Uses of New gTLDs

The web browser is no longer just for info. sharing and interaction, it is the common interface for service requests and delivery via the “Cloud”. Riding on the .tel example, the possibilities are endless.

.PDA

.home

.shop

.blog

.搏彩

.外賣

.print

.taxi

.learn



## New gTLD and .hk

- HKIRC promotes the innovative use of Internet and its applications
- While the new gTLDs may have impact on .hk and .香港, HKIRC embraces innovations and changes which enhance the competitiveness of businesses and organisations in Hong Kong
- .hk signifies a unique online Hong Kong identity. For HK entities, .hk and new gTLD are complement to each other.
- Existing portfolio of gTLDs and ccTLDs will be good low-cost complement to the new gTLD, the investment of which will be more substantial



# How We Can Help



# How HKIRC Can Help?

- Some HK brands and companies may be interested in having their own gTLDs and be the “first-movers”. However they may not want to go through the application process themselves as this is not their core activity
- HKIRC will provide assistance and advice to Hong Kong corporations and brands on new gTLD applications. We can contribute our understanding of the latest development of the domain name industry to the local community
- Assistance will be provided as a community service and on a cost-recovery basis



# Why We Can Help?

- Good relationship with ICANN
- Has successfully applied for .香港 \*
- Has been the registry for .hk for 9 years
- Being a Hong Kong company, we speak your language and understand local needs
- One-stop-shop service

\* The process for applying new gTLDs is different from that for applying IDN ccTLDs



# New gTLD Consultancy Services

- <https://www.hkirc.hk/GTLD/index.html>



Enquiry Hotline: 2319 1313  
Email: [info@hkirc.hk](mailto:info@hkirc.hk)



**THANK  
YOU!**