



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

Implementing .香港 IDN ccTLD for Hong Kong (.HK)

HKIRC
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Netting the World
聯繫全球 互動全城



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-distributing, non-statutory, member-based organisation designated by the Government of the HKSAR to under the management and administration of Internet domain names under the .hk and .香港 (*.hk Chinese suffix*) country code top level domains.
- 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 non-profit-distributing organisation that is committed to providing, and supervising the provision by others of, .hk and .香港 Internet domain name registration, resolution and related services in an ***uninterrupted, effective, customer-centric***, and ***sustainable*** manner.



Milestones

Date	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)
Mar 2007	Launch of Chinese .hk domain name
May 2009	Launch of new branding for .hk
Mar 2011	Launch of full Chinese .香港 domain name



Full Chinese .香港 Domain Name (“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 CDN.香港 with EDN.hk
 - ~ Hong Kong is a bilingual city
 - ~ All registrants of .hk can apply for a free .香港 of the same category
- Pairing CDN.香港 with CDN.hk
 - Existing CDN.hk registrants can get a CDN.香港 for free



Bundling of EDN.hk and CDN.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

- ◆ All CDN.hk registrants will receive the same CDN under .香港 **for the price of one!**
- ◆ Domain names in a pair shall be renewed and transferred together with the same expiry date by the same registrar/ partner. Paired domain names cannot be decoupled

□ CDN.hk	CDN.香港
CDN.公司.hk	CDN.公司.香港
CDN.組織.hk	CDN.組織.香港
CDN.網絡.hk	CDN.網絡.香港
CDN.教育.hk	CDN.教育.香港
CDN.政府.hk	CDN.政府.香港
CDN.個人.hk	CDN.個人.香港
CDN.hk	CDN.香港



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.
- Document type and no. are required for 2nd Level .hk / 香港
- Some names are restricted and some are reserved.

.hk Full Chinese .香港 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



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

Open for Public – 31 May 2011, 12 noon

.香港 domain name registration available for public on first-come, first-served basis



PLPR Registration

- 1. Eligible EDN holders can apply for a CDN.香港 of the Equivalent Category free of charge**
- 2. When applying, applicant shall decide if they allow HKIRC & HKDNR to pass their contact details to other applicants of the same domains (in case they want to try reaching a mutual agreement on who will hold the domain).**
- 3. In case the CDN.香港 applied for is a controlled words e.g. name containing 銀行 (bank), applicants shall provide relevant proof before the end of PLPR period to prove its eligibility.**
- 4. After all the applications for .香港 domain name with one applicant are processed, HKIRC will announce the results of applications for CDN.香港 domain names with one applicant (1st stage Result Announcement)**



PLPR Registration (cont'd)

5. After the 1st stage Results are posted, there will be a 7-day Objection Period.
6. After the objection period, domain name will be activated if there is no objection. Applications which are objected will be pended until the objections' Committee renders the decisions.
7. At the same time, the paired domains i.e. CDN.香港 will be allocated and activated for CDN.hk holders.
8. HKIRC will request further document from applicants whose .香港 domain names have more than one application. For those applicants who have agreed to disclose contact info., HKIRC may disclose it to other applicants of the same domain so they can discuss and try to reach mutual agreement on who should hold the domain.



PLPR Period Rules

- 3-week period 22-Feb to 10-Mar 2011 – applications collected and processed as a batch
- Applicants can share contact info and try to resolve collisions among themselves
- Allocation based on the below in decreasing order of priority
 - (a) Registered Trade Mark
 - (b) Eligible Company Name
 - (c) Eligible Trade/Product Name
 - (d) Eligible Name
 - (e) Similarity between the EDN and the applied for CDN
 - (f) Commencement date of the EDN
 - (g) Random draw



PLPR Registration (cont'd)

- 9. After the deadline for document submission, HKIRC will vet the documents and determine the allocation results based on PLPR Period Rules.**

- 10. After all the documents are vetted and results are determined, HKIRC will announce the allocation results for .香港 domain names with multiple applicants (2nd stage announcement). A 7-day objection period will follow.**

- 11. After the objection period, domain name will be activated if there is no objection. Applications that are objected will be pended until the objections' Committee renders the decisions.**



Official Launch Event of .香港

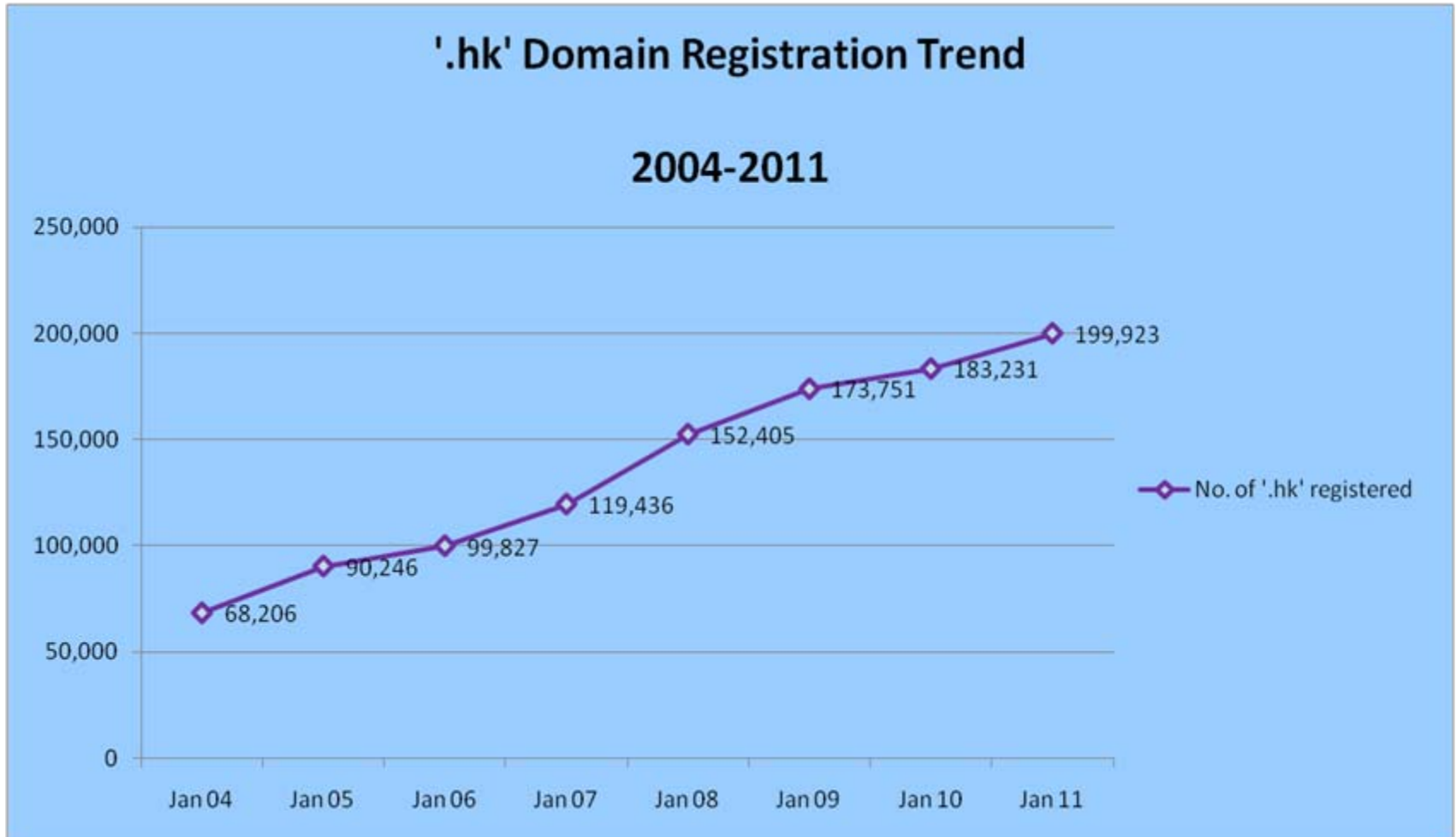
Official Launch Event - On 24 March 2011, the .香港 domain name was officially launched to allow browsing and searching of websites with full Chinese domain names, eliminating any language barrier and catering for the local needs of using Chinese when surfing the Internet as well as helping businesses tap into the huge market of the Chinese-speaking community



Hosted by **Mr. John Estmond Strickland, GBS, JP, Chairman of HKIRC**, and **Mr. Jonathan Shea, CEO of HKIRC**, the launch ceremony were attended by the Guests of Honour, **Mr. Stephen Mak, JP, Government Chief Information Officer**, and **Mr. Peter Dengate Thrush, Chair of ICANN**



Registrations of .hk Domain Names





.hk and .香港 Domain Name Statistics

- Up to 15 Jun 2011
- Total No.=219,000

English Domain	
.hk	80,378
.com.hk	107,418
.org.hk	4,413
.edu.hk	2,280
.idv.hk	1,310
.gov.hk	463
.net.hk	212
	196,474

Chinese Domain	
.香港	14,086
.公司.香港	7,114
.組織.香港	616
.教育.香港	201
.個人.香港	187
.政府.香港	216
.網絡.香港	106
	22,526



**THANK
YOU!**