



.hk

## CORPORATE MARKETING & PROMOTION 企業宣傳及推廣



During the past year, a number of corporate marketing and promotion initiatives for .hk and .香港 domain names were conducted by HKIRC as follows:

### The 8th Annual Anti-Phishing Working Group (APWG) Counter eCrime Operations Summit (CeCOS VIII)

Organised by the Anti-Phishing Working Group (APWG), collaborating with HKIRC, the 8th Annual Counter eCrime Operations Summit (CeCOS VIII) was firstly held in Hong Kong on 8th – 10th April 2014. Global leaders from financial services, technology, government, law enforcement, communications sectors and research centers gathered to review the development of response paradigms and resources for counter-cybercrime managers and forensic professionals in the private and public sectors. HKIRC's representative was one of the keynote speakers and presented the topic on "Cyber-attacks Using the DNS and Counter-measures" on 9th April.

HKIRC was honored as the Local Sponsor and Supporter for The 8th Annual Counter eCrime Operations Summit (CeCOS VIII) which took place in Hong Kong on 8th – 10th April 2014.

HKIRC榮幸成為2014年4月8-10日在本港舉行的第八屆APWG「反網絡犯罪行動年度高峰會」(CeCOS VIII)的本地贊助及支持機構。



於過去一年，HKIRC透過舉辦及參與不同活動，推廣 .hk 及 .香港 域名予本地社群及企業。

### 第八屆APWG「反網絡犯罪行動年度高峰會」(CeCOS VIII)

由Anti-Phishing Working Group (APWG)主辦，HKIRC協辦的第八屆反網絡犯罪行動年度高峰會 (CeCOS VIII) 於2014年4月8至10日在香港首次舉行。會議雲集全球不同行業的反網絡犯罪專家，分別來自金融、科技、政府、執法、傳訊以及研究中心等共聚一堂，深入討論網絡罪行的發展和商議應變策略。HKIRC代表於4月9日擔任其中一位主講嘉賓，討論「利用DNS作為網絡攻擊對策」的相關議題。

### "2014 Digital Marketplace – Would O2O open doors for local business?" Seminar

The "2014 Digital Marketplace – Would O2O open doors for local business?" Seminar was held in August 2014. Stepping into its 6th year, the Seminar focused on how businesses can integrate e-commerce with its traditional business, making a strategic move to enhance shopping experience online and promote brands through the use of technology.

Topics of the Seminar were five-fold, including ways of making O2O (Online to Offline) work for us, enhancing shoppers' experience through the latest technology, bitcoin and the new digital economy, channel innovation for customer engagement and sharing of successful cases.

The full-day event gathered about 450 business people, enterprises, industry leaders, academics, government officials and .hk customers and kept them abreast of first-hand market knowledge as well as the business potentials amid the O2O e-commerce trend.

### 「2014數碼市場 – O2O為香港企業開展營商新陣勢？」研討會

「2014數碼市場 – O2O為香港企業開展營商新陣勢？」研討會於2014年8月舉行。踏入第六年，研討會主題圍繞電子商貿及傳統業務的整合發展，探討如何運用策略及科技應用推廣品牌、提升客戶的網上購物體驗。

研討會內容有五大範疇，包括如何透過O2O(線上到線下)邁向成功，如何善用最新科技提升顧客購物體驗，比特幣與新數碼經濟體系，創新渠道以提升客戶連繫及成功個案分享等。

是次全日的活動匯聚約450名商界、業界、領先企業、學者、政府及 .hk 客戶，讓他們掌握第一手市場資料及動態，並在O2O電子商貿發展下捕捉商機。

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Guest speakers from various online industries shared their views at “2014 Digital Marketplace – Would O2O open doors for local business?” Seminar.

來自不同網上行業的嘉賓於「2014數碼市場 – O2O為香港企業開展營商新陣勢？」研討會上進行分享交流。

The Seminar attracted around 450 participants from various industries in town.

研討會吸引約450名來自本地的不同行業人士參加。



Industry professionals grasped the chance to get successful O2O e-commerce tips from one of the guest speakers.

行內專業人士把握良機與其中一位嘉賓講者交流，探討成功O2O的營商模式和心得。

### Registrar Rebate Scheme

A 6-month Registrar Rebate Scheme was introduced on 1 Sep 2014 with the aim to encourage HKIRC's Accredited Registrars worldwide to help boost the growth of .hk domain name registrations, especially in SMEs and untapped marketplace. Rewards include cash rebates and cooperative marketing funds. A total of 23 Registrars took part in the Scheme.

### “Best .hk Website Awards 2014”

The “Top10 .hk Website Competition” was rebranded as “Best .hk Website Awards” in 2014 so as to recognize more outstanding .hk websites from different sectors in the local Internet community. A “Most Liked .hk Website” Award was introduced this year to compliment the .hk website which attains the most online votes cast by Hongkongers.

More than 400 entries this year were received under four Award Categories: “Commercial”, “Non-commercial”, “Government Departments” and “LegCo Members”. Four judging criteria, including overall design and functionality, engagement, use of social media and accessibility, were the same as the previous year. With the trend of utilizing social media tools, tag function and videos to enhance website-user interaction, the competition among entries were deemed stiffer than previous years.

### 「註冊服務商回贈計劃」

為期6個月的HKIRC「註冊服務商回贈計劃」在2014年9月1日正式開始，目的在於凝聚全球認可的HKIRC註冊服務商的力量，加強.hk域名註冊量的增長，尤其是在中小企及未開發的市場上。獎勵包括現金回贈及市場合作計劃津貼。計劃共吸引23家註冊服務商參與。

### 「2014最佳.hk網站獎」

「香港十大.hk網站競選」在2014年被重新定立為「最佳.hk網站獎」，旨在表揚更多出類拔萃的.hk網站，令得獎者在本地互聯網社群中備受讚賞。大會增設「最喜愛.hk網站獎」，透過香港市民網上投票，選出得票最多的優秀.hk網站。

合共超過400個網站參賽，並劃分為四個網站組別，分別為「商業組」、「非商業組」、「政府部門組」及「立法會議員組」。網站評審維持四項主要準則，分別為網站整體設計及操作、互動投入性、社交媒體的使用及「無障礙」網頁元素。我們看到今年不少的參賽網站懂得運用社交媒體、標籤功能、及影片播放等加強與客群的互動性，我們相信比賽競爭更趨激烈。

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Rebranded from “Top10 .hk Website Competition”, “Best .hk Website Awards 2014” further recognised more outstanding .hk websites across the community.

由「香港十大.hk網站競選」重新定立的「2014最佳.hk網站獎」在社群中表揚更多出類拔萃的.hk網站。

Winners from “Top10 .hk Website Competition 2013” were applauded during the Award Presentation Ceremony on 17 April 2014.

於2014年4月17日，HKIRC舉行2013年度「香港十大.hk網站競選」頒獎典禮表揚各網站組別的勝出者。



### Other Industry Events

HKIRC has been a promotion partner of the annual World SME Expo organised by HKTDC for nine consecutive years. We set up a booth for our accredited registrars to promote .hk and .香港 domain names with free one-stop service packages, facilitating local SMEs to build websites and seize business opportunities online.

In addition, HKIRC supported many industry events such as sponsoring .hk and .香港 domain names with free hosting services for start-ups and youth sectors, helping them make good use of online platform and start their e-businesses. These included Cyberport Incubation Program, HKCSS Tech Donation, The 49th Hong Kong Brands and Products Expo Short Film Ad Competition and Hong Kong Social Enterprise Challenge. We were also the supporting organisation for Web Accessibility Recognition Scheme (WARS) and Cyber Security Information Portal (CSIP) initiated by Office of the Government Chief Information Officer (OGCIO) of HKSARG, Hong Kong ICT Awards – Best ICT Startup Award, Best Business Solution Award, Best Lifestyle Award, and many more.



For the 9th consecutive year, HKIRC set up a booth at World SME Expo for accredited registrars to offer SMEs “one-stop” .hk/.香港 domain name service for free.

HKIRC連續九年於國際中小企博覽設置攤位，與註冊服務商贊助中小企及與會人士「一站式」.hk及.香港域名服務。

### 積極支持其他業界活動

HKIRC連續九年擔任一年一度由香港貿易發展局舉辦的「國際中小企博覽」的合作推廣夥伴，並於「國際中小企博覽」設置攤位，與註冊服務商提供予本地中小企免費的.hk及.香港「一站式」服務，從而促使他們積極建立網站、開拓市場。

此外，HKIRC亦支持不少業界活動，例如贊助.hk及.香港域名及免費網頁寄存服務予初創企業及年輕人士，鼓勵他們善用網上平台，發展網上業務。當中，我們支持的項目包括：數碼港培育計畫、香港社會服務聯會科技捐贈計劃、第49屆工展會 – 廣告Teen才短片創作比賽、香港社會企業挑戰賽等。此外，HKIRC亦是其他業界活動的支持機構，包括香港特別行政區政府資訊科技總監辦公室舉辦的無障礙網頁嘉許計劃及網絡安全資訊站、香港資訊及通訊科技獎中的「最佳資訊科技初創企業獎」、「最佳商業方案獎」和「最佳生活時尚獎」及其他業界活動。

## CORPORATE MARKETING & PROMOTION

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#### Survey on "Key Factors Impacting Purchasing Decisions on e-Shopping Websites in Hong Kong"

HKIRC conducted the "Key Factors Impacting Purchasing Decisions on e-Shopping Websites in Hong Kong" Survey in July 2014 to unveil the key factors affecting online purchase behaviour, as well as public perception of .hk websites in terms of brand awareness and safety of online shopping. Survey data was obtained from 2,264 respondents from a random sample of 100,000 Internet users in Hong Kong.

Respondents cited the following five key factors when asked for the factors impacting users' intention to make online purchases:

- Privacy of personal data provided to shopping websites should be protected
- Transaction data should be well protected
- Terms of purchase should be stated clearly
- Product details should be clearly listed
- Contact details should be prominently displayed

Results indicated that consumers now tend to frequently check online or offline before making purchases. Over 80% of total respondents will refer to product information online before making purchase in physical stores, while over 60% tend to hold off immediate purchase in stores and make online purchase days later.

Other key survey findings include:

- Over 70% of respondents do not know how to distinguish a secure website from an insecure one
- Nearly 20% of respondents' have experienced personal data/credit card details being stolen after shopping online
- 52.9% "know a bit" about website security and 21.5% said "they don't know it well"

#### 「影響香港消費者在電子商貿網上購物的主要因素」問卷調查

HKIRC在2014年7月進行一份名為「影響香港消費者在電子商貿網上購物的主要因素」的問卷調查，披露一些影響網購行為的因素、公眾對.hk網站於品牌、網購安全方面的印象及觀感。HKIRC是隨機向10萬名香港網民進行問卷調查，所得的數據是由2,264份完成問卷中抽取出來。

調查結果顯示五大影響消費者網購意欲的因素有：

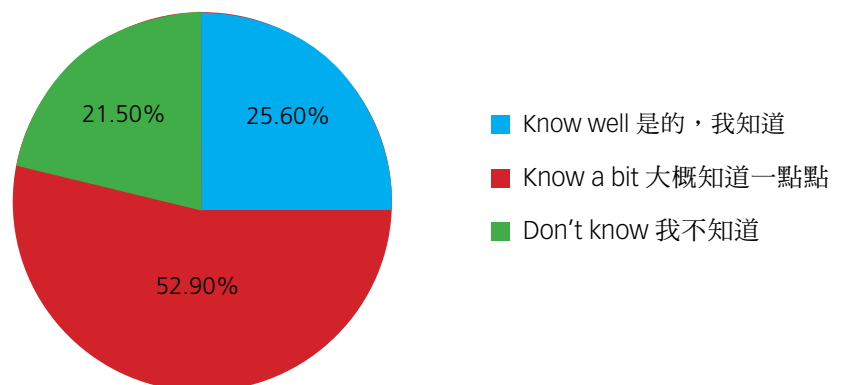
- 購物網站應慎重保護消費者提供的個人資料
- 應妥善處理及保障交易資料
- 應明確列出購物條款
- 應清晰說明產品資料
- 應在當眼處展示購物網站的聯絡資料

調查指消費者傾向在線上線下搜尋有關產品資料才進行購物。在眾多受訪者中，超過八成於店舖購物前先在網上查閱資料；而超過六成不會在店舖即時購物，但卻在店舖瀏覽貨品後，於數天內才進行網購。

其他主要結果包括：

- 超過七成受訪者並不了解如何分辨一個網站是否安全
- 接近二成受訪者在網購後曾有個人數據/信用卡資料被盜用的經歷
- 五成三表示對網站安全性「知道一點點」，二成一「不知道」如何分辨網站是否安全

Secure website?  
Yes / No?  
能否識別網站安全性



In general, the ratings of level of trust, positive impression, and safety of .hk websites are slightly higher than non .hk websites. In particular, the "shopping safety" dimension ranked 8.6% higher on .hk than non .hk shopping websites, indicating that users feel safer about making a purchase by credit card on .hk shopping websites.

整體來說，公眾對.hk網站的信任度、整體印象及安全性方面的評分較非.hk網站高，其中以「購物安全性」方面比非.hk購物網站高8.6%，反映用戶較安心在.hk購物網站使用信用卡付款。