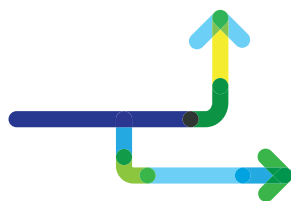




HIGHLIGHTS  
OF THE YEAR  
年度匯聚

## Highlights of the Year 年度匯聚



HKIRC carried out a number of activities and initiatives in 2017, all designed to support the Internet community and promote the use of .hk and .香港 domain names across multiple sectors.

### 2017 Digital Marketplace Seminar: The New Age of eSports

The 2017 Digital Marketplace Seminar (“DMP”) – themed ‘The New Age of eSports’ – was held in August 2017. Marking its ninth year, the seminar focused on the emerging trends in the eSports sphere, how related companies are striving to drive innovation and technology, and new strategies for capturing eSports opportunities.

Guest speakers from PwC Advisory Services, the E-Sports Association Hong Kong, Logitech, Hutchison Telecommunications (Hong Kong) Limited, Hong Kong Esports Limited, the Hong Kong Game Development Association, and other visionary leaders, were invited to share their insights. Overall, over 500 participants got together to share their views and clarify market trends in eSports, and seize new business opportunities.

在2017年，HKIRC舉辦及參與不同活動，致力服務互聯網社群，推動不同界別使用「.hk」及「.香港」域名。

### 2017年數碼市場研討會：電競新世代

HKIRC於2017年8月以「電競新世代」為主題舉辦2017年數碼市場研討會。數碼市場研討會今年已是第九年舉行，聚焦於電競領域的新興趨勢、相關公司如何努力推動創新及科技，以及把握電競機遇的新策略。

演講嘉賓來自不同行業，包括羅兵咸永道、香港電競總會、羅技、和記電訊(香港)有限公司、香港電子競技有限公司、香港遊戲及創作協會，以及其他業界精英等就是次的議題分享見解。是次研討會匯聚了超過500名與會人士，一同分享他們的觀點，了解電競市場的趨勢，以及把握全新商機。



HKIRC's CEO Leo Lam (eighth from left) with guests at the 2017 Digital Marketplace Seminar.  
HKIRC行政總裁林廣成先生(左起第八位)與嘉賓出席2017年數碼市場研討會。

### Survey Says: Are eSports on the Rise in Hong Kong?

To understand public views on eSports, and its trends and impacts, HKIRC conducted an online survey titled 'Are eSports on the Rise in Hong Kong?' from July to August 2017. The survey attracted more than 1,200 respondents, with over 50 per cent predicting that Hong Kong is set for a bright future in eSports.

### 調查主題：香港電競起飛嗎？

為了解公眾對電競及其趨勢和影響的看法，HKIRC於2017年7月至8月以「香港電競起飛嗎？」為題舉行網上問卷調查。調查吸引1,200多名受訪者，一半以上受訪者預測香港電競市場將迎來光明未來。

## ARE ESPORTS ON THE RISE? 香港電競起飛？



eSports are taking the world by storm. This year, eSports has become a medal event at the 2022 Asian Games. In Hong Kong, eSports was recognised as a new high potential sector in this year's budget speech.

電子競技（「電競」）熱潮席捲全球，年初更獲2022年亞運會列為正式比賽項目。港府亦在今年初發表的財政預算案中，指出電競是具經濟發展潛力的新領域。

What does the public think about eSports? The key findings from our survey are:

然而，香港市民對電競究竟認識多少？調查結果得出以下結論：

### KNOWLEDGE OF ESPORTS 對「電競」的認識

52%



of the respondents of age 18-35 are knowledgeable about eSports  
18-35歲的受訪者認識電競

41%



of the respondents of age 36-55 are knowledgeable about eSports  
36-55歲的受訪者對電競有所認識

65%



of the respondents of age 56 or above have little knowledge about/never heard of eSports  
56歲或以上的受訪者對電競略有所聞或從未聽過

There is no direct relationship between the understanding of eSports and demographic characteristics such as level of income, education and occupation.

收入水平、教育程度和職業對電競的認知並無直接的關係。

### HOW DO THEY KNOW ABOUT ESPORTS? 如何認識電競？

32%

Social Media  
社交媒體



23%

Broadcasting Channels  
廣播頻道



16%

News Reports  
新聞報導



ESPORTS VS SPORTS  
電競 VS 體育項目

HONG KONG ESPORTS PERCEPTION  
對電競的看法



consider **35%**

eSports as traditional physical sports  
受訪者視電競與普通的體育運動無異

neutral **33%**

on this subject matter  
受訪者表示中立

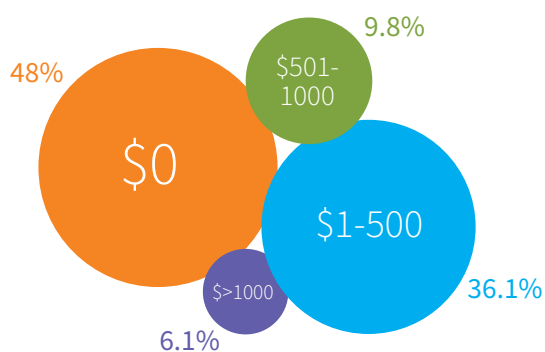
do not consider **32%**

eSports as traditional physical sports  
受訪者視電競與普通的體育運動有異

MONEY SPENT ON GAMING/ESPORTS ACTIVITIES

(in monthly expenses)

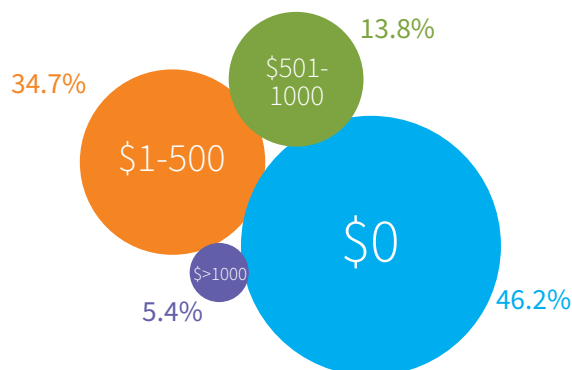
網絡遊戲或電競的每月平均開支



MONEY SPENT ON PHYSICAL SPORTS

(in monthly expenses)

運動及體育用品的每月平均開支



Respondents who spend money on physical sports also spend more money on gaming and eSports activities. People who spend more time watching physical sports tend to consider eSports as equivalent to physical sports. The link between eSports and other sports is remarkable.

受訪者在運動及體育用品上花費較多，則傾向花費更多在網絡遊戲或電競項目；而觀看體育項目的人士亦會觀看電競。因此，電競與體育項目有着顯著關係。

According to the study, regardless of income and gender, every dollar spent on physical sports by respondents leads to about sixty cents (\$0.59) spent on gaming and eSports activities, indicating sports enthusiasts should be the industry's key target with the great buying power they present.

研究推算，不論收入、性別，受訪者每花一元在體育項目上，就會相對花費約六毫子在電競方面，由此反映出運動愛好者亦是電競市場的潛在客群，具有一定的市場潛力。

## COMMUNITY VIEWS ON ESPORTS DEVELOPMENT 對香港電競市場發展前景的態度

### FUTURE OF ESPORTS 電競的未來



**53.6%**

of the respondents feel that the future of eSports in HK is clear  
受訪者認為電競在香港發展前景清晰或十分清晰



**30%**

of the respondents have doubts regarding the future of eSports in HK  
受訪者對香港電競的未來抱有疑問

Respondents who proactively took part in eSports activities (e.g. watching streaming, attending tournaments and online gaming) are more optimistic about the future of eSports in Hong Kong.

受訪者參與電競項目(如網路遊戲、參加電競聯賽或觀看電競)對香港電競的未來感到樂觀。

### BIG BRANDS ON ESPORTS 品牌與電競

**62.5%**



hold a positive opinion towards big brands and corporates sponsoring eSports  
受訪者對品牌及企業贊助電競項目持正面態度

### GOVERNMENT SUPPORT 政府支持

**56.5%**



express positive, 36% neutral views on governmental support. Less than 10% of respondents think the government should not support eSports in Hong Kong  
受訪者表示政府應該支持電競發展，而三成六表示中立，但只有少於一成(7.4%)受訪者反對

From the above, the local community generally agree that corporates and the government should undertake more initiatives to support the development of the eSports industry in Hong Kong.

這代表坊間普遍認同政府及商界應有更多舉措支持電競業界的發展。

## PUBLIC OPINION ON PROFESSIONAL PLAYERS 社會對職業電競選手的看法

Generally speaking, respondents have positive views towards professional gamers participating in tournaments/leagues as their main source of income.

受訪者普遍對專業電競選手以參加比賽和聯賽為主要收入來源持正面態度。



**53.9%**

of the respondents indicate a positive attitude  
受訪者表示正面



**9.5%**

of the respondents do not support such practice  
受訪者表示不支持

### TOP 3 FOR SUPPORTIVE REASONS 支持的首三個原因



eSports market has great potentials  
電競市場極具潛力



eSports is an interesting & fun industry  
電競是具趣味的行業



eSports provides an opportunity to become famous  
電競有機會令他們一舉成名

### TOP 3 DOUBTS ABOUT ESPORTS 抱有懷疑的首三個原因



Indulgence in gaming can be harmful  
沈迷遊戲有害



Uncertain about the future of eSports  
市場前景不明朗



Income from participating in eSports is unstable  
從事電競，收入不穩

# Highlights of the Year 年度匯聚

## HONG KONG ESPORTS CULTURE 香港電競文化現狀

### TOP 3 GAMES 最受歡迎的首三位遊戲



Massive Multi-Player Online (MMO)  
大型多人線上遊戲 (MMO)



Fighting  
格鬥



First Person Shooter (FPS)  
第一人稱射擊遊戲 (FPS)

### TOP 3 REASONS FOR ATTENDING ESPORTS EVENTS 出席電競活動的首三個原因



Interested in the program & activity  
對活動內容感興趣



Time & Location  
時間和地點



Ticket Price  
門票價錢

### TOP 3 FAN BEHAVIORS 支持者的三大行為

62%

Likes & shares on social media  
在社交平台上讚好和分享

30%

Subscribe to streaming channels/social media accounts  
從網上頻道或社交平台訂閱電競節目

8%

Cash sponsorships  
給予金錢贊助

Interestingly, the local culture of motivating competitive teams differs from that of foreign audiences. The majority of respondents (92%) only offer intangible support while foreign audiences are more willing to give cash incentives. This implies that the business community and brand sponsorship will play a key role in the development of the gaming / eSports industry of Hong Kong.

值得注意的是，大部分受訪者 (92%) 只願意提供無形的支持，與國外情況樂意為電競團隊提供現金獎勵的風氣截然不同；這亦顯示出若繼續發展電競產業，企業及品牌的贊助支持是十分重要。



## Winning Websites: The Best .hk Website Awards

The 'Best.hk Website Awards' is an annual event recognising outstanding .hk websites in the local community. This year attracted more than 476 entries under four award categories: Commercial, Non-Commercial, Government Departments, and LegCo Members. The judging criteria included overall design and functionality, engagement, use of social media, and accessibility.

## 獲獎網站：「最佳.hk網站獎」

一年一度的「最佳.hk網站獎」旨在表揚本地公司及各機構運用「.hk」建立出類拔萃的網站。今年獎項共獲超過476個網站參賽，而參賽網站共劃分為四個組別，分別為「商業組」、「非商業組」、「政府部門組」及「立法會議員組」。評審準則包括網站整體設計及操作、互動投入性、善用社交媒體及無障礙網頁等。



The Best .hk Website Awards ceremony was officiated by Ir. Allen Yeung, Government Chief Information Officer (centre in the first row); Mr. Simon Chan, Chairman of HKIRC (fifth from right in the first row); and Mr. Leo Lam, CEO of HKIRC (sixth from left in the first row).

「最佳.hk網站獎」頒獎典禮的主禮嘉賓是政府資訊科技總監楊德斌先生(第一排中)、HKIRC主席陳細明先生(第一排右起第五位)以及HKIRC行政總裁林廣成先生(第一排左起第六位)。



## Highlights of the Year 年度匯聚

### Sharing Expert Knowledge

HKIRC participated in various speaking opportunities throughout 2017 to share the Company's views on Internet security risks with regard to domain names, including the Asia Regional Intellectual Property Rights Criminal Enforcement Workshop organised by the United States Department of Justice, United States Consulate General Hong Kong & Macau.

In March, HKIRC took part in the Asia Regional Intellectual Property Rights Criminal Enforcement Workshop, reporting on the topic 'Identifying Who's Behind an IPR-Infringing'. As a founding member of the Chinese Domain Name Consortium, HKIRC also attended the organisation's meeting in March to learn the latest news about Chinese domain names. HKIRC also participated in the Global Domain Summit 2017 in July. In September, HKIRC participated in HKNOG 5.0 to share the Company's .hk DNSSEC deployment experience and encourage the use of DNSSEC in Hong Kong.



Sharing knowledge about domain name Internet security at the Asia Regional Intellectual Property Rights Criminal Enforcement Workshop.

在亞洲地區知識產權刑事執法研討會上分享有關互聯網域名安全的知識。

### Regional and International Cooperation: The Role of HKIRC

As a custodian of Hong Kong's Internet infrastructure, HKIRC maintained its key responsibility to stay at the forefront of local, regional and international domain name industry developments.

#### • ICANN

The Internet Corporation for Assigned Names and Numbers ("ICANN") is a non-profit organisation headquartered in Los Angeles, with a primary mission to maintain the security and stability of the Internet Protocol and Internet domain name systems, and to administer the allocation of Internet Protocol addresses and top-level domains. Representatives from HKIRC attended the ICANN meeting in 2017, and participated in working groups such as ccNSO – the Country Code Names Supporting Organisation of ICANN.

### 分享專業知識

HKIRC在2017年屢獲邀請出席科技會議，向大眾講解有關互聯網域名的安全議題，包括出席由美國司法部和美國駐香港及澳門總領事館舉辦的亞洲地區知識產權刑事執法研討會。

在3月份，HKIRC參加了亞洲地區知識產權刑事執法研討會，以「Identifying Who's Behind an IPR-Infringing」(查明知識產權侵權的幕後黑手)為主題作出報告。作為中文域名協調聯合會的創始成員，HKIRC亦出席了該組織於3月舉行的會議，以了解中文域名的最新進展。HKIRC更於7月參加GDS 2017全球域名峰會。9月，HKIRC參加了HKNOG 5.0，分享公司對於「.hk」DNSSEC啟用的經驗，鼓勵各界在香港使用DNSSEC。



HKIRC joined a conference organised by the Hong Kong Network Operators Group to encourage the use of .hk DNSSEC.

HKIRC參加由Hong Kong Network Operators Group組織的會議，以鼓勵使用「.hk」DNSSEC。

### 地區及國際合作：HKIRC的作用

作為掌管香港互聯網基建網絡的機構，HKIRC須走在本地、地區及國際域名行業發展的前端。

#### • ICANN

互聯網域名及規約編號編配組織(「ICANN」)總部設於美國洛杉磯，為非牟利機構，其主要使命是維護互聯網規約及域名系統的穩定及安全運作，以及編配互聯網規約地址及頂級域名等工作。HKIRC於2017年派出代表出席ICANN舉行的會議，參與如ICANN的國家域名支援組織(ccNSO)等工作小組。





- **CDNC**

The Chinese Domain Name Consortium (“CDNC”) is an independent, non-profit organisation that facilitates communication and coordination of the technical standards and policies of the Chinese domain name system. It was co-founded by China Internet Network Information Center, the Taiwan Network Information Center, HKIRC, and the Macao Network Information Centre in 2000. Delegates from HKIRC attended CDNC meetings held in Beijing and Taipei in 2017. With the help of language experts in Hong Kong, Taiwan and Mainland China, greater numbers of Hong Kong characters will be made available for domain registration. Also following the efforts of CDNC members, more email servers in the world can now work with email addresses in Chinese. Although there’s significant work ahead before all email servers globally can support Chinese email addresses, CDNC members will keep working to promote the global adoption of Chinese domain names.

- **APTLD**

The Asia Pacific Top-Level Domain Association (“APTLD”) is a regional body consisting of ccTLD managers in Asia Pacific, and was created to facilitate knowledge exchange to help ccTLD leaders achieve best practices. HKIRC has been continually supporting part of the secretariat work of APTLD, and representatives from HKIRC attended APTLD meetings in Ho Chi Minh City and Georgia in 2017.

## Sponsorships and Support

In 2017, HKIRC was a promotion partner for the International ICT Expo for the third year, and a SmartBiz Expo sponsor for the first time – both organised by the Hong Kong Trade Development Council. Booths were set up to promote .hk domain names to local SMEs, with discounted one-stop domain name service packages. HKIRC was also a promotion partner for the Cloud & Cyber Security Expo, showcasing the .hk domain to IT experts.

HKIRC also supported many start-up and incubation events in 2017 through the sponsorship of .hk domain names, such as the Cyberport Incubation Programme, and Incu-Lab ICE PITCH @ FinTech 2017.

- **CDNC**

中文域名協調聯合會（「CDNC」）是一個獨立及非牟利組織，旨在促進中文域名系統技術標準和政策的溝通與協調。聯合會由中國互聯網絡信息中心、財團法人台灣網路資訊中心、HKIRC及澳門互聯網資訊中心於2000年共同成立。HKIRC於2017年派代表出席了在北京和台北舉行的CDNC會議。在香港、台灣及中國內地語言專家的幫助下，更多香港字符將被用於域名註冊。此外，在CDNC成員的努力下，全球越來越多電郵伺服器如今可以使用中文電郵地址。儘管讓全球所有電郵伺服器都支持中文電郵地址，尚需時間與資源投入，但CDNC成員將繼續努力推動全球採用中文域名。

- **APTLD**

亞太區頂級域名組織（「APTLD」）為一個區域性組織，其成員來自亞太區的ccTLD管理層。APTLD的使命是促進區內ccTLD管理者的知識交流，以達至最佳管理水平。HKIRC亦一直支援APTLD的秘書處工作。HKIRC於2017年派代表出席了在越南胡志明市和格魯吉亞舉行的APTLD會議。

## 贊助和支持

2017年，HKIRC擔任由香港貿易發展局舉辦的「國際資訊科技展覽」的合作推廣夥伴及「創智營商博覽」的贊助商，「國際資訊科技展覽」已是HKIRC第三年參與，而「創智營商博覽」則第一次參加。HKIRC於這兩個活動中都設置攤位，向本地中小企推廣「.hk」域名，提供優惠的「一站式」域名服務。HKIRC亦是雲端及網路安全博覽會的合作推廣夥伴，向資訊科技專家展示「.hk」域名的優勢。

HKIRC於2017年亦支持不少初創企業和培育活動，例如贊助「.hk」域名、數碼港培育計劃及「Incu-Lab ICE PITCH @ FinTech 2017」。