

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:

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。

“2015 Digital Marketplace – Sharing Economy: Opportunities and Threats?” Seminar

「2015 數碼市場 – 共享經濟：機遇與威脅」研討會



The “2015 Digital Marketplace-Sharing Economy: Opportunities and Threats” Seminar was held in August 2015. Stepping into its 7th year, the Seminar focused on emerging trends of the Sharing Economy, its opportunities and threats and key technological developments.

「2015 數碼市場 – 共享經濟：機遇與威脅」研討會於2015年8月舉行。踏入第7年，研討會主題圍繞由共享經濟模式和互聯網最新發展及技術所帶來的機遇與威脅。

Guest speakers from welend.hk, alibaba.com.hk, icgx.hk, aroundhub.com.hk, adams.com.hk, jobdoh.com.hk, gaifongapp.hk, carshare.hk and penana.com.hk were invited to exchange views and share their successful experience and tips.

講者包括來自 welend.hk, alibaba.com.hk, icgx.hk, aroundhub.com.hk, adams.com.hk, jobdoh.com.hk, gaifongapp.hk, carshare.hk 及 penana.com.hk 的代表，向與會人士分享成功經驗及致勝心得。

Topics of the Seminar were five-fold, including innovation in lending, new rules for SMEs to secure online business, secret weapons in building the sharing economy, creating a storyworld – online co-creation and collaboration and sharing of successful cases.

研討會內容有五大範疇，包括創新借貸模式、中小企網上安全新規則、共享經濟創業錦囊、創造故事世界 – 集體創作的無限可能及成功個案分享等。

The full-day Seminar gathered 450 participants and kept them abreast of first-hand market intelligence as well as exploring market potential amid the rising trend of the sharing economy.

是次全日活動匯聚約450名與會人士，讓其掌握第一手市場資料及動態，並在共享經濟發展下捕捉商機。



Around 450 participants attended the Seminar themed "Sharing Economy – Opportunities and Threats".
約450名與會人士出席「共享經濟：機遇與威脅」研討會。

The full-day seminar gathered speakers from various industries to share their views on Sharing Economy.
是次全日活動匯聚不少來自各行各業的代表向與會人士分享他們對共享經濟的睇法。



Participants grasped the chance to share their photo on FaceBook and Instagram at the Photo Booth themed "My City My Domain".
與會人士於以「香港人點可以無 .hk」為題的拍照攤位影相留念並在社交平台分享。

CORPORATE MARKETING & PROMOTION

企業宣傳及推廣

Registrar Rebate Scheme

A Registrar Rebate Scheme was first 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 31 Registrars took part in the Scheme as of December end 2015, of these 24 are from overseas. It was also the first time that the number of .hk/.香港 domain names managed by external registrars has exceeded 50% of the total number of registrations.

「註冊服務商回贈計劃」

HKIRC「註冊商回贈計劃」是由2014年9月1日開始實行，目的在於凝聚全球認可註冊服務商的力量，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。截至2015年12月，計劃共吸引31家認可註冊服務商，當中有24家是海外認可註冊服務商，而海外的註冊服務商在整體登記量中亦首次超逾一半。



The "Best .hk Website Awards 2015"

The annually held "Best .hk Website Awards 2015" (the Awards) was launched in November 2015, which enabled us to recognise and commend outstanding .hk websites that were good role models for local companies and organisations. The "Most Liked .hk Website" and "The Most Honorable Website" Awards, which were added in the last two years, remained. In addition, the "Best New Website" Award was added as a special mention to acknowledge new entrants for their outstanding efforts made since 2014.

More than 500 entries this year were categorised under four Award Streams: "Commercial", "Non-commercial", "Government Departments" and "LegCo Members". Given the increase in web browsing on mobile devices in Hong Kong, additional assessment on mobile version was added to the existing four judging criteria, namely overall design and functionality, engagement, use of social media and accessibility.

「2015最佳.hk網站獎」

一年一度的「2015最佳.hk網站獎」(獎項)已於2015年11月開始。此活動是表揚本地公司及機構出類拔萃的.hk網站及在設立優秀.hk網站的卓越成就。同時，我們會繼續頒發於兩年前設立的「我最喜愛.hk網站獎」及「最高榮譽獎」及透過「最佳新網站獎」表揚於2014年後的新晉優秀網站。

今年獎項共獲超過500個網站參賽，而參賽網站會分別進入四個網站組別，分別為「商業組」、「非商業組」、「政府部門組」及「立法會議員組」。流動上網日漸普及，因此我們在現有的四大網站評審準則中加入流動版評分元素，當中包括：網站整體設計及操作，互動投入性，善用社交媒體及「無障礙」網頁元素。



Winners from the "Best .hk Website Awards 2014" were applauded during the Award Presentation Ceremony in April 2015
於2015年4月出席「2014最佳.hk網站獎」頒獎典禮的勝出者。

Other Industry Events

HKIRC has been the promotion partners of the annual World SME Expo (SME Expo) for ten consecutive years and the International ICT Expo (ICT Expo) for the first year which were both organised by the Hong Kong Trade Development Council (HKTDC). We set up booths for our accredited registrars to promote .hk domain names with free one-stop service packages, facilitating local SMEs to build websites and seize business opportunities online.

積極支持其他業界活動

HKIRC 擔任由香港貿易發展局舉辦的「國際中小企博覽」及「國際資訊科技展覽」的合作推廣夥伴。「國際中小企博覽」已是連續十年參與，而「國際資訊科技展覽」是第一次參加。HKIRC 於這兩個活動中都設置攤位，給予認可的註冊服務商提供及協助本地中小企免費登記「一站式」.hk 域名服務，從而促使他們積極建立網站、開拓市場。

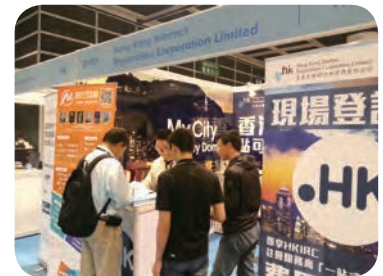


For the 10th consecutive year, HKIRC set up a booth at World SME Expo for accredited registrars to offer SMEs "one-stop" .hk domain name service for free.

HKIRC 連續十年於國際中小企博覽 (World SME Expo) 設置攤位，與註冊服務商贊助中小企免費登記「一站式」.hk 域名服務。

HKIRC set up a booth at International ICT Expo to showcase .hk domain name services.

HKIRC 於國際資訊科技博覽 (International ICT Expo) 設置攤位，與註冊服務商提供 .hk 域名服務。



Moreover, HKIRC supported many industry events such as sponsoring .hk 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, the 50th 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) initiated by Office of the Government Chief Information Officer (OGCIO) of HKSARG, Hong Kong ICT Awards – Best Business Solution Award, HKCS Outstanding ICT Achiever Awards 2015, and many more.

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、第50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、香港資訊科技及通訊科技獎中的「最佳商業方案獎」和「香港電腦學會傑出資訊及通訊科技人員獎2015」及其他業界活動。

CORPORATE MARKETING & PROMOTION

企業宣傳及推廣

Survey on "Sharing Economy: Is Hong Kong Ready?"

In the view of the growing significance of the Sharing Economy, HKIRC conducted an online survey interviewing nearly 1,447 Internet users from a random sample of 120,000 Internet users in Hong Kong, aiming to gauge an understanding of how do they perceive the sharing economy, how often do they engage in sharing activities and the impact and trend of Sharing Economy that bring to the society.

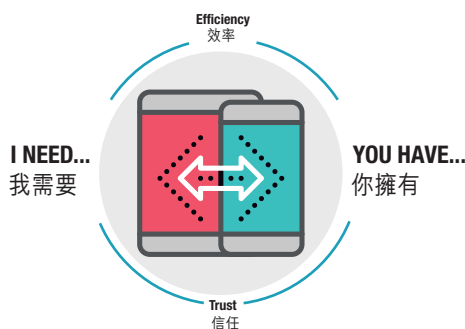
An Overview of Sharing Economy's Survey Report:

「共享經濟－香港準備好了嗎？」問卷調查

有見共享經濟日漸普及，HKIRC隨機向120,000名香港的互聯網用戶進行一份名為「共享經濟－香港準備好了嗎？」的問卷調查。在1,447份的回應當中，分析網民參與「共享經濟」的整體情況及誘因，並從中探究「共享經濟」在香港帶來的影響及挑戰。

「共享經濟」調查結果概覽：

WHAT HONG KONG PEOPLE THINK OF THE SHARING ECONOMY? 香港人對共享經濟有什麼看法？



The advent of the Internet and social media has made the concept of sharing become a profitable peer-to-peer (P2P) business model, making it easier for individuals and organizations to find each other and earn from underutilized resources.

互聯網和社交媒體的出現，令「共享」成為一個具經濟效益的個人對個人(P2P)商業模式，使個人和企業能夠透過共享閒置資源而賺取利潤。

I. HOW IS SHARING ECONOMY IN HONG KONG? 共享經濟在香港的情況

A research by HKIRC targeting nearly 1,500 Internet users in Hong Kong reveals that nearly 30% of the respondents have engaged in Sharing Economy. HKIRC一項針對近1,500名互聯網用戶的調查顯示，近30%的受訪者曾經參與共享經濟相關的活動。



The Sharing Economy Starts to Take Off in Hong Kong
共享經濟在香港開始起飛

Nearly **30%** respondents have taken part in sharing activities

There is a considerable group of novel users (nearly 50%) who have engaged **1 to 3 times** in sharing activities

近**30%**受訪者表示有參與共享活動

當中近50%的新用戶群組表示有**1至3次**參與共享活動的經驗



Changing Hong Kong Online Shopper's Consumption Behaviour
香港的網上購物消費模式正在蛻變中

80% of the Internet users surveyed are consumers in the Sharing Economy, indicating that sharing activities become a new consumption behaviour

80%受訪的互聯網用戶為共享經濟的消費者，表示共享活動已成為新的消費模式



Utilize Unused Resources through Sharing Activities

The three most popular sharing activities of Hong Kong are: **private car sharing, crowdfunding and room/flat rental**

透過共享活動充分利用閒置資源

香港最常見的三種共享活動包括：**私家車共享**、**網上集資**和**房間/住宅出租**

II. WHY DO HONG KONG PEOPLE TAKE PART IN SHARING ECONOMY? 驅使香港人參與共享經濟的原因

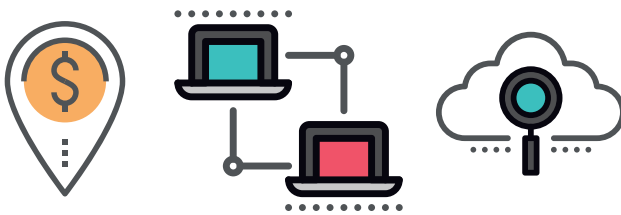
Hong Kong Internet users engage in sharing activities not because they prefer to share, rent or borrow unused resources, but about the experience they gained from sharing activities
香港的互聯網用戶參與共享活動，不只是因為他們喜歡共享、租用或借用閒置資源，他們還能夠從共享活動中得到樂趣



Experiences gained from Sharing Activities
從共享活動中得到的愉快經驗

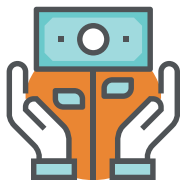
Aside from tangible experience like cost saving, a majority of the Internet users also find that sharing activities are actually **interesting** and **enjoyable**

除了節省金錢外，大多數互聯網用戶表示，共享活動是**有趣**和**愉快的經歷**



Top 3 Reasons to Sharing Economy are **saving money**, **easy-to-use platform** and **fun**

參與共享經濟的**3大原因**是**節省金錢**、**易用的共享平台**和**有趣**



Both Extrinsic and Intrinsic Motivators Encourage Sharing Activities
外在和內在因素鼓勵共享活動

Extrinsic values such as **economic reward** from reallocation of unused resources as well as intrinsic values such as enjoyment and **altruism gained** from sharing are the key motivators

推動共享活動的關鍵因素包括：外在價值，例如從重新分配閒置資源而獲得的**經濟回報**；以及內在價值，如享受共享活動過程和從**無私行為**中獲得滿足感



An Informative and Quality Platform Encourage Sharing Economy Participation
能提供資訊和設計良好的介面鼓勵共享活動

Well-designed user interface, trustworthiness and ease of navigation facilitate smooth co-creating, online sharing and P2P activities, thus encourage user participation

精心設計、可信和操作易用平台使共同創作、資源共享以及P2P活動變得容易，鼓勵共享經濟的發展



Security is Always Our Concerns
網絡安全性是關鍵

Security is always the key concern to Internet users on engaging sharing activities

Novel users may be reluctant to sharing activities because of concerns over online security

網絡安全是互聯網用戶參與共享活動所關注的問題

新用戶可能因為網絡安全而不願意參與共享活動

III. WHAT ARE THE IMPACT ON SHARING ECONOMY OF HONG KONG? 共享經濟對香港的影響



Dynamic change in traditional business model
對傳統商業模式帶來衝擊

Instead of taking businesses away from traditional businesses, Sharing Economy's activities actually help **reduce wastage of resources**

Sharing Economy is about **making profit** from sharing resources whereas traditional economy is owning resources and reselling for profit

共享經濟活動有助**減少資源浪費**，並不是從傳統的企業中搶走商機

共享經濟的目的是從共享資源中**獲得利潤**，相反傳統經濟是擁有資源再買賣牟利



Education is a key in changing people's perception
教育是改變觀感的關鍵

The survey result indicates positive and significant relationships between **past experience**, **education** and **sharing activities**

是次調查結果顯示互聯網用戶的過往參與**經驗**，**教育程度**與**共享活動**有顯著的關係