

Final Report of Internet Content Rating System Project – Year 2

For the Period of 5 May, 2004 to 4 May, 2005

Submitted to:

Television and Entertainment Licensing Authority

Prepared by:

Hong Kong Internet Content Rating Association

Date:

4 May, 2005

Final Report of Internet Content Rating System Project (5 May, 2004 to 4, May, 2005)

A. Project Duration

From 5th May, 2004 to 4th May, 2005

B. Completed activities

<u>Items</u> (All the activities completed throughout the agreement)	<u>Date of Completion</u>
Promotion	
Workshop and seminar Delivered 47 no. free workshops and seminars to public throughout the year	May 04 – April 05
Promotion at residential estates# 8 no. property management companies helped to promote ICRS at their managed properties that includes 168 no. residential estates and 120 no. shopping centers	May 04 to September 04
Promotion via non profit making organization# 14 no. non profit making organizations promoted ICRS via their channels or events	May 04 to April 05
Monthly labeling promotion by industry sector From June to November 04, each particular industry was targeted in labeling promotion in each month. Mass emailing and cold call marketing were conducted monthly. Industries covered are: Consumer Retailing in June, FMCG in July, IT / Technology in August, Restaurant and Entertainment in September, Education in October and Finance and Banking in November	June to November 04
Poster Production Apart from leaflet produced in year one, poster was produced in year two to target both users and webmasters. It was distributed via government departments, libraries, schools, social services, etc. throughout the whole second year	July 04
Apple daily Filler Liaised with Apple Daily and agreed to accept ICRS filler advertisement layout for insertion	July 04
Promotion via consumer outlets# Various outlets helped promoting ICRS that includes several bookshops and China Light customer service centers	August to October 04
Mass media coverage# ICRS was reported by various print and electronic media including Commercial Radio, RTHK, Sing Tao Daily, Ming Pao, Computer Today and Cable TV	August 04 to March 05
Promotion via Hong Kong Domain Registration Co# Mass emailed to members	October 04
Labeling Promotion via business associations# 14 no. business associations promoted ICRS amongst members	September 04

Print Advertising[^] Placed print advertisements in various print media reaching young parents particularly	September to November 04
Retention marketing Mass emailed to labeled and contacted websites to thank for labeling or urge for labeling	October 04
Promotion via Interactive Agency Mass emailed to a list of interactive agencies in Hong Kong and solicited help to promote ICRS labeling to their clients	October 04
Joint Promotion with Education and Manpower Bureau# Co-organized a campaign named "家庭 IT 樂" in which a "Family Internet Safety Contract" was produced to promote ICRS	December 04 to April 05
Road Show at shopping centers[^] Organized 19 day of road show in 11 no. shopping centers in different districts of Hong Kong	December 04 to April 05
Television Commercial at Bus TV[^] Launched television commercial at the two major bus mobile media - RoadShow on KMB buses and First Vision on First Buses, promoting filter usage mainly	February to March 05
Bus Shelter Adv[^] Launched light box advertisement at bus shelter at highly populated residential areas	March to April 05
Exhibition Solicited free booth at exhibition of ICT Expo and Campus Life Expo to promote amongst trade and schools respectively	April 05
Technical	
Database management system Re-organized internal website labeling leads for easy data compilation and searching	June 04
Website domain address Changed domain from www.icrs.hkisp.org.hk to www.icrs.hk for the ease of promotion	July 04
Simplified Chinese version of ICRA Website Customized the ICRA website in simplified Chinese version for the Mainland Chinese users	September 04
Online Labeled list database Provided a searchable online database for visitors to browse and to search labeled website by keyword or category	October 04
Simplified Chinese version of user interface of ICRAplus Customized the user interface of ICRAplus for users in Hong Kong and the Mainland	November 04

#Detail list of all free promotion: see appendix (1)

[^]Detail list of paid promotion: see appendix (2)

C. Statistics

Items	Description	Year 2 Accumulative (May 04 – April 05)^	Year 1 Accumulative (June 03 – April 04)
1	Hit rate of ICRS website	607,835	179,979
2	No. of referrals to ICRA website from ICRS website	26,372	11,423
3	No. of labels generated from the Traditional Chinese ICRA website.	1,083	876
3a	No. of labels generated from the Simplified Chinese ICRA website.	64	-
4	No. of labels generated by HK users from Chinese and English ICRA websites	903	747
5	No. of downloads of ICRAplus from Traditional Chinese ICRA website.	8,726	5,336
5a	No. of downloads of ICRAplus from Simplified Chinese ICRA website.	486	-
6	No. of downloads of ICRAplus by HK users from Chinese and English ICRA websites	9,559	4,403
7	Total no. of websites labeled	553	411
8	No. and % of Active ISPs labeled	0 (0%)	14 (61%)
9	No. and % of HKISPA members labeled (out of those who can be contacted by phone and email)	0 (0%)	13 (37%)
10	No. of websites labeled from top 100 most popular websites in Hong Kong (share of total viewership of all websites in Hong Kong)	7 (2.96%)	21 (21.6%)
11	No. of websites offered banner advertising spaces free of charge	81	15
12	No. of enquiries received about the ICRS	1,801	1,265
13	No. of outgoing calls made by staff about the ICRS	1,856	1,627
14	No. of companies contacted to date	1,690	2,825
15	No. of promotional leaflets distributed	123,290	53,237
16	No. of complaints/enquiries received about indecent and obscene (I&O) articles on the Internet	104/7	106/4
17	No. of complaints/enquiries on I&O articles replied and closed	106/7	104/4

^ Data as at April 24, 2005

D. Overall Evaluation of the Whole Project

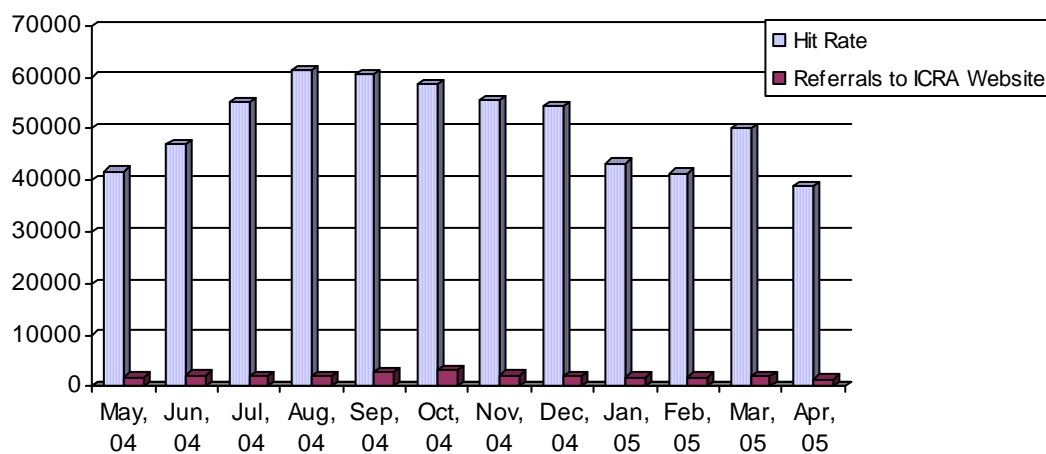
(a) The overall success / failure of the project

Continuing the establishments brought forward from year one, the project accomplished its aims sufficiently in the second year as well. It can be accessed by various aspects including figures, the extent of publicity exposure, the supports from different sectors and the infrastructure development.

(1) Figures *Counted as at April 24, 2005 only

(1.1) Hit Rate:

The hit rate of every month is far above the monthly target of 30,000 all the year round. It ever went up to the highest at 61,206 in August. The figure movement mostly corresponds to the promotion schedule.

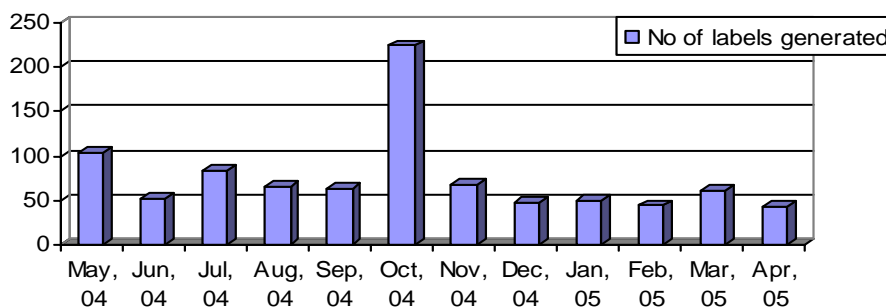


(1.2) No. of referrals to ICRA's website from ICRS website:

The up and down of this figure more or less echoes those of hit rate. Figures all through the year are above target of 1,600, except April 2005 that is counted up to April 24 only. The year two total, 26,372, is 100% more than the year one total, 11,423.

(1.3) No. of labels generated by HK users:

The figures of all other months are below targets of 150, except October 04 that reaches 224. In this month, the project was promoted with the mass email sent by the Hong Kong Domain Name Registration.

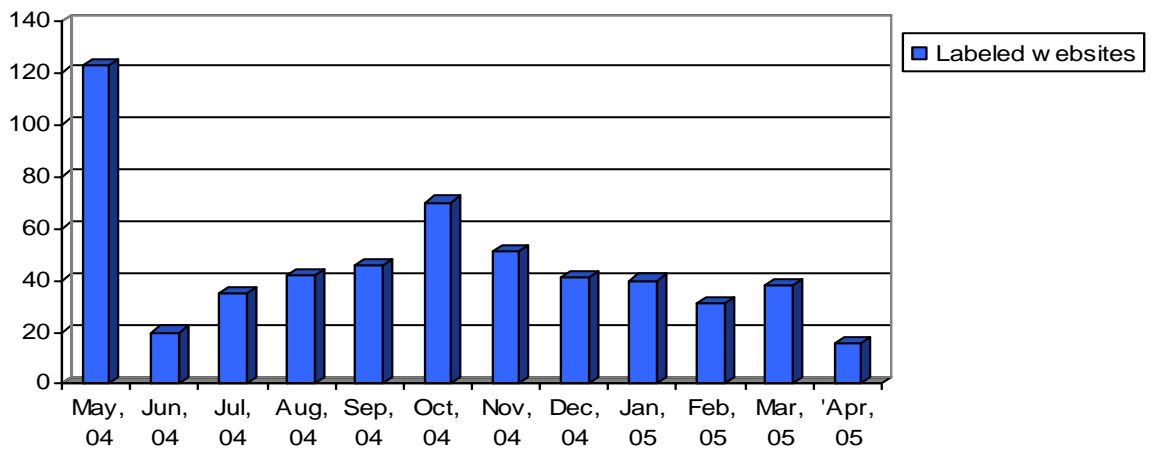


(1.4) No. of websites labeled:

Most months exceed the monthly target of 35 except June 2004, February 2005 and April 2005. In May, it reaches the record high at 123 since the project launch. Total number is just 36 behind the two-year total target of 1,000.

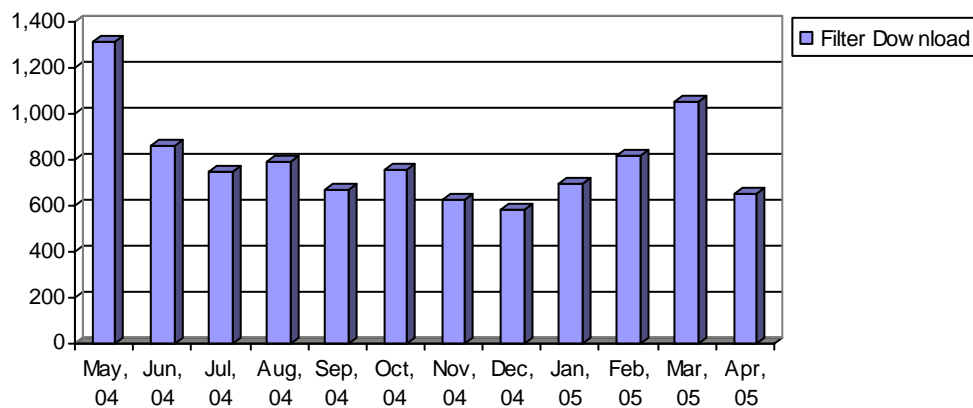
The labeled websites acquired in year one are mostly non-profit making organizations, schools, educational institutes and Government departments. In year two, there are more of commercial type. Especially from the difficult one, finance and banking sector, the project attained 7 no. to label from this category, breaking the zero record of year one.

The number of spontaneous labeled website is more than the one of year one, especially after the mass email by Domain Name Registration Co. in October 2004 and the launch of TV commercial and bus shelter adv from March 2005.



(1.5) No. of downloads of ICRAplus:

The total downloads in year two is 9,559 which is 100% more than year one. The two-year total also exceeds the target of 10,000.



(1.6) No. of government websites labeled:

There are only 27 no. government department labeled in year one. It increases to 58 no. in year two. There is also a tremendous increase in labeled Government project websites from 29 no. in year one to 68 no. in year two.

(2) Well-Known Labeled websites

The project successfully solicited many well known websites to label in the second year. Some prominent examples are listed in below table:

Industry	Websites
Media	<ul style="list-style-type: none"> ▪ The Standard ▪ The Student Standard ▪ Wen Wei Po ▪ JobsDB ▪ CareerTimes ▪ Today's Living ▪ Computer Today
Public Utility	<ul style="list-style-type: none"> ▪ China Light Power Community ▪ Towngas ▪ Kowloon Motor Bus ▪ Mass Transit Railway ▪ New World First Ferry Services Limited ▪ Tate's Cairn Tunnel Company Limited
Portal	<ul style="list-style-type: none"> ▪ Haomama.com ▪ Go2HK.com
Commercial	<ul style="list-style-type: none"> ▪ Boom International Stock Trading ▪ Chow Sang Sang Securities Online Trading ▪ Credit Suisse Privilege Limited ▪ Popular On-line Bookstore ▪ The Commercial Press ▪ HK Golden.com
Business Association	<ul style="list-style-type: none"> ▪ The Law Society of Hong Kong ▪ Hong Kong Domain Name Registration ▪ Federation of Hong Kong Industries City Junior Chamber ▪ Employers' Federation of Hong Kong ▪ The Hong Kong Institute of Facility Management
Education / School	<ul style="list-style-type: none"> ▪ City University of Hong Kong ▪ Vocational Training School ▪ Joint University Programmes Admissions System ▪ Oxford Science City ▪ Hok Yau Club ▪ De La Salle Secondary School, N. T. ▪ A Passage A Day ▪ ET Business College ▪ Hong Kong Putonghua Vocational School
Non Profit Making	<ul style="list-style-type: none"> ▪ Hong Kong Red Cross ▪ World Wide Fund Hong Kong ▪ Catholic Diocese of Hong Kong ▪ Boys' and Girls' Clubs Association of Hong Kong ▪ Friends of the Earth ▪ Helping Hand ▪ Committee on Home-School Co-operation ▪ Breakthrough ▪ Democratic Alliance for Betterment of Hong Kong ▪ Hong Kong Christian Services ▪ The Hong Kong Federation of Youth Groups ▪ The Spastics Association of Hong Kong ▪ The Society of Truth and Light ▪ Hong Kong Federation of Students

(3) Coverage by mass media

ICRS was, in several occasions, reported by media from editorial angle in which some of them directed quite a number of new filter users to the project.

Type of Media	Media
Electronic Media	<ul style="list-style-type: none"> ▪ Radio and Television Hong Kong 2 ▪ Commercial Radio 1 ▪ Cable TV News 1
Print Media (for mass)	<ul style="list-style-type: none"> ▪ Sing Tao Daily ▪ Ming Pao 教得樂 ▪ Kung Kao Po (公教報) ▪ Parents (親子便利) ▪ ParkNshop Magazine (生活百寶) ▪ Longman Teacher Newsletter ▪ Joyful Youths (喜樂少年) ▪ 學校與家庭 (HK Professional Teachers' Club publication) ▪ House of Tomorrow (Centre for Child Development (HK Baptist University) publication) ▪ Top Ten Healthy Website Contest Booklet ▪ 新報人 (HK Baptist University, Faculty of Journalism publication)
Print Media (for trade)	<ul style="list-style-type: none"> ▪ Hong Kong Industrialists (Federation of HK Industries publication)
Website	<ul style="list-style-type: none"> ▪ IURBAN.com ▪ KMB.hk ▪ HKFEW.org.hk ▪ EFHK.org ▪ CGCC.org.hk

(4) Free promotion support

Throughout the year two, ICRS received free supports from 87 no. organizations which helped publicize ICRS through their channels to public and the respective industry. The supports include 96 no. e-banner, 84,820 copies of leaflet and 1,870 copies of poster distributed via these organizations.

Refer to appendix (1) for detail.

(5) Integrated paid promotion

The Project Team adopted an integrated paid promotion plan that complemented the free promotion solicited from different channels. The execution of both below and above the line advertising delivered the multi-dimensional marketing activities. It includes print advertisement in newspapers and magazines targeting parents particularly, television commercial and bus shelter outdoor advertisement reaching public at large. A series of road shows at shopping centre held in the second half project year was an interactive promotion to reach targets.

Refer to appendix (2) for detail.

(6) Infrastructure

(6.1) Labeling leads database:

The database was less organized and scattered into several segments when it was brought forward from year one. It would certainly hinder the efficiency and accuracy of data search and retrieval if not revamped. And therefore, the project team did a database re-structuring and data compilation in the early project year. From then, data is easily called just in seconds that also facilitates the efficient and flexible report compilation.

(6.2) Simplified Chinese customization:

In the second year of the project, ICRS carried out the Simplified Chinese customization work on both the ICRA webpage and the user interface of ICRAplus that helps introduce this brand new labeling concept to the Mainland users as well.

(6.3) Online labeled list database:

A searchable labeled list was developed in ICRS website that enables visitors to browse labeled websites by industry classification. It also allows searching particular website by either Chinese or English keyword. It eases the browsing of labeled website list on one hand and gives a sound incentive for websites to label promptly on the other.

(b) Conclusion

Concluding from the response and feedback received in the past two years, the industry, in general, demonstrated a positive sign towards the project aims and was keen in supporting by self labeling or providing promotion support. Besides, the awareness and recognition level of the project amongst the mass were raised a lot further in the second year with a series of integrated marketing activities. However, there is still much to do before reaching the project's 'self sustaining state' - the ultimate goal of the project. The prospect of the project in Hong Kong remains bright.

In addition, to facilitate the project development in Hong Kong, the system owner, Internet Content Rating Association (ICRA) needs to improve the capabilities of ICRAplus by strengthening the filtering functions and reducing current technical problems faced by some Hong Kong users.

To keep the public well informed of the project status, the ICRS website will be kept operating for one year after May 4, 2005 by which the respective users could still download ICRSplus or self-label websites.

Attachments:

- Appendix (1) Detail listing of free promotion solicited in year two
- Appendix (2) Detail listing of paid promotion carried out in year two
- Appendix (3) Figure of year two compared to target

Declaration: -

I declare that the above information is true and correct.

Signature :

Name: (in block letter)

Title:

Chairman of Hong Kong Internet Service Providers Association

Date:

Association Chop:
