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E-government shows steady gains in Hong Kong

Audiences to gov.hk domains outstripping overall growth of Internet use in Hong Kong

HONG KONG, October 3, 2002 – The number of people visiting gov.hk domains from home grew 46% per cent year on year, compared to only 24% growth in the total number of people using the Internet in Hong Kong over the same period, according to latest information from Nielsen//NetRatings.

“Year on year, the growth of audiences to each of the top 10 gov.hk domains outstripped overall Internet user growth in Hong Kong. In August 2002, no less than 34% of at-home surfers visited a gov.hk site,” said Peter Steyn, Sales and Marketing Director, Nielsen//NetRatings Hong Kong.

The general Hong Kong government information at info.gov.hk made it the top-ranking domain within the gov.hk property, recording a total of 407,592 unique visitors in August (see Table 1). The site contains comprehensive information about the Hong Kong SAR, including government services and news, and attracts a heavy 18 to 34 year old following.

“The second and third ranked - lcsd.gov.hk and hkpl.gov.hk - have consistently recorded increases in audience numbers since they were launched in Hong Kong. Lcsd.gov.hk provides information on leisure and cultural services, museums, performing arts, recreation and sports. Hkpl.gov.hk, the Hong Kong public libraries site, is an increasingly popular site in Hong Kong and offers the convenience of online library browsing, as well as reserving and renewing of library books,” commented Steyn.

The fourth ranked hko.gov.hk and seventh ranked weather.gov.hk, both directing to the Hong Kong Observatory site, had a combined unique audience (unduplicated) of 190,000, which would place them at rank number two. The site carries comprehensive information about the current weather and forecasts, up-to-date tracking of cyclones, and a wealth of statistics and weather related information and news.

“The audience to the Hong Kong Observatory site is highly dependant on deteriorating weather conditions and approaching cyclones. The August 2002 unique audience was almost five times as high as August 2001 as no less than seven tropical cyclones occurred over the western North Pacific and South China Sea this past August. Both cyclones that formed over the South China Sea necessitated the issuance of the Standby Signal No. 1 in Hong Kong. In comparison, August 2001 was warmer and drier than usual and the No. 1 signal was hoisted only once when Tropical Storm Fitow passed by. Page views of the Hong Kong Observatory increased more than 5-fold this August, compared to the same time last year,” said Steyn.

The fifth ranking domain, jobs.gov.hk, had the second highest year on year growth among the top 10 gov.hk domains, with unemployment in Hong Kong currently sitting well above seven per cent.

“Jobs.gov.hk now ranks number one in the overall job search category in Hong Kong, up from number three a year ago. While audiences to the site grew by 154 per cent, page views on the site more than tripled, to make it the top ranking gov.hk site based on page views. Its August 2002 audience is slightly lower than its all-time high audience in May, June, and July 2002,” added Steyn.

Table 1: Top 10 domains ranked by unique audience, Aug 02

	Domain	Aug-02
1	info.gov.hk	407,592
2	lcsd.gov.hk	180,605
3	hkpl.gov.hk	167,060
4	hko.gov.hk	144,150
5	jobs.gov.hk	140,472
6	ed.gov.hk	112,058
7	weather.gov.hk	87,762
8	csb.gov.hk	84,386
9	labour.gov.hk	63,182
10	igsd.gov.hk	55,724

About Nielsen//NetRatings

Through strategic partnerships between NetRatings (NASDAQ: NTRT), Nielsen Media Research and ACNielsen, the Nielsen//NetRatings services include worldwide Internet audience measurement, AdRelevance tracking of online advertising creatives, impressions and expenditures, and the @plan Internet user lifestyle, demographic, and product brand references measurement. Nielsen//NetRatings uses patented technology capable of measuring both Internet use and advertising to provide the most timely, accurate and comprehensive information in the global marketplace. For more information, please visit www.nielsen-netratings.com.

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