



# 建設Wi-Fi連通城市

# BUILDING Wi-Fi CONNECTED CITY



**Mr. Vincent WONG**

Senior Project Manager (Smart City)

Office of the Government Chief Information Officer

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# OBJECTIVES

A common Wi-Fi brand  **Wi-Fi.HK** established in 2014

Concerted efforts of the industry, private and public sectors, and the Government



Make it easier for the public and visitors to find and use the free Wi-Fi services in Hong Kong



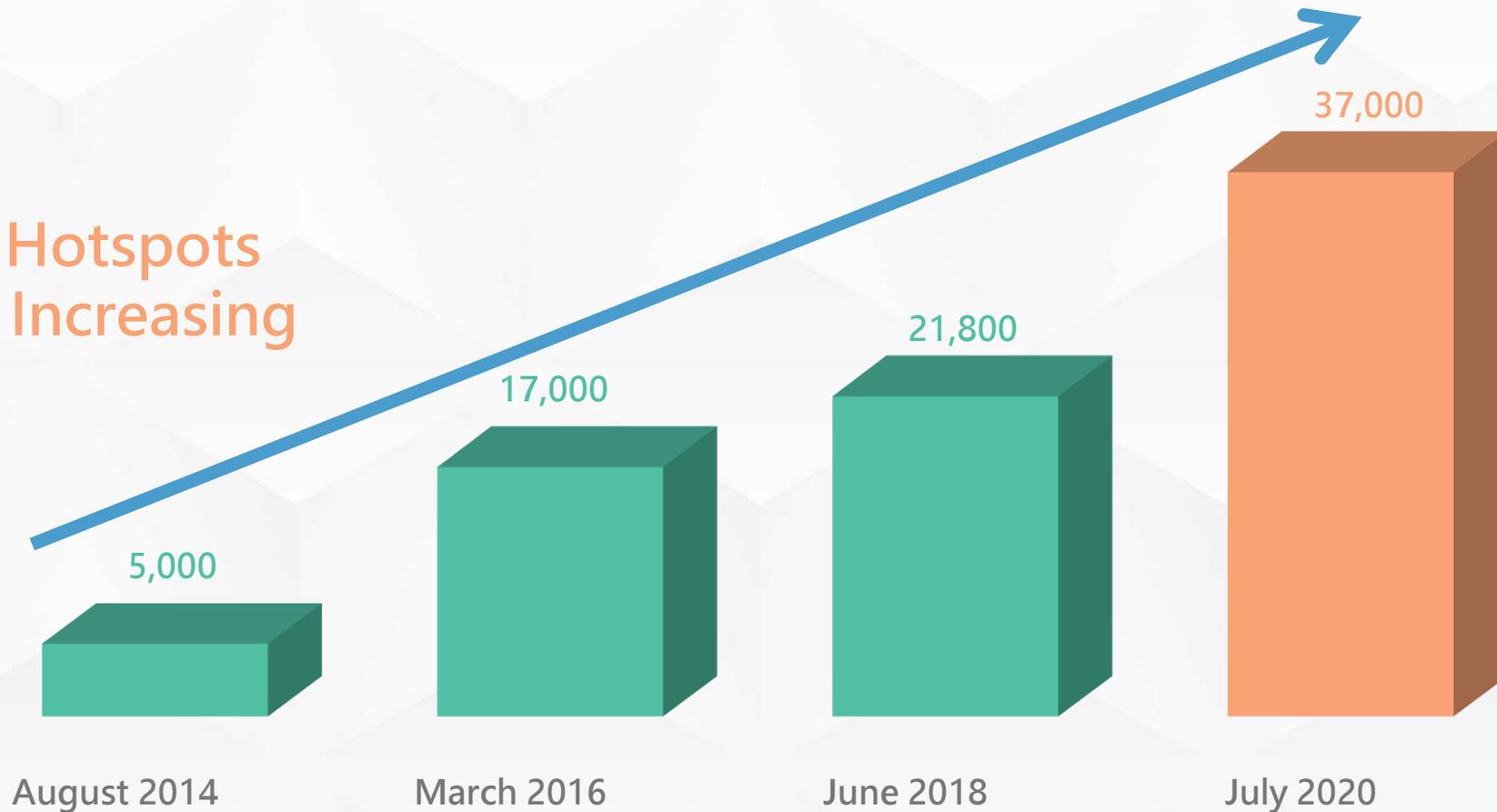
Stimulate the development of public Wi-Fi in Hong Kong



Further advance Hong Kong's position as a high connected city in the world

# GROWTH OF HOTSPOTS

No. of Hotspots  
Keep on Increasing



# EXTENSIVE COVERAGE



Airport



Tourist Attractions



Restaurants



Shopping Malls & Stores



Banks



Universities &  
Tertiary Institutions



Public Hospitals



Public Rental  
Estates



Buses



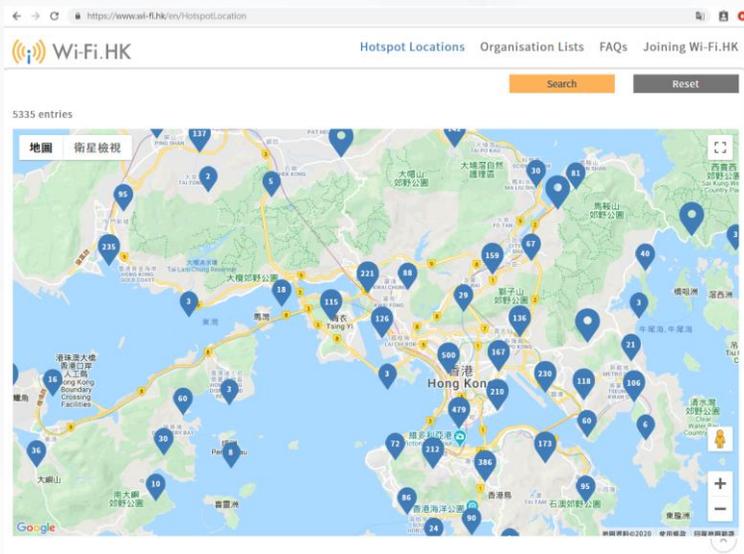
Airport Express

and etc.

# TOOLS FOR FINDING HOTSPOTS

Facilitate the public to find and use Wi-Fi.HK service

## Thematic Website



> 73,000  
Average Monthly Views (in last 6 months)

## Mobile App



> 330,000  
Downloads

## Signage



Indicating availability of Wi-Fi service in the onsite area

# MULTI-PRONGED APPROACH

Government  
funded  
Wi-Fi service

Public-private  
collaboration  
at government  
venues

Encouraging more  
organisations to join  
"Wi-Fi.HK" brand

**Wi-Fi Connected City**

# GOVERNMENT FUNDED Wi-Fi SERVICE

By different schemes to provide free Wi-Fi service for various premises:

- **Term Contract and Standing Offer Agreement**  
*(for government premises)*
- **Subsidy Scheme and SWD's Pilot Project**  
*(funding to NGOs for their premises)*

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# TERM CONTRACT



750+

Government  
Premises



185

Public Rental  
Housing Estates



43

Hospitals



37

Housing Authority's  
Shopping Centres

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# SERVICE SPECIFICATION

Technology used: **optical fiber** and **mobile Wi-Fi**

Support dual frequency bands: **2.4GHz** and **5GHz**

Wi-Fi standard: **IEEE 802.11b/g/n/ac Wave 2**



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# Wi-Fi SERVICE AT VARIOUS PUBLIC PREMISES

Average  
Download Speed

20 Mbps

4 hours per session,  
unlimited session per day

- ❑ Public Library
- ❑ Major District Park / Garden / Rest Garden / Playground
- ❑ Sports Ground / Sports Centre / Swimming Pool
- ❑ Museum / Arts Centre / Major Promenade
- ❑ Community Hall / Community Centre
- ❑ Public Rental Housing
- ❑ Shopping Centres under Housing Authority
- ❑ Public Market / Cooked Food Centre
- ❑ Government offices / Service Centres with public services
- ❑ Public Enquiry Service Centre
- ❑ Job Centre

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# HIGH SPEED ZONE Wi-Fi SERVICE

## 10 TOURIST ATTRACTION LOCATIONS

High Speed Zone  
Download Speed

> **100** Mbps

30 minutes per session,  
max 2 sessions per day

- Golden Bauhinia Square cum Wan Chai Temporary Promenade
- Temple Street Pai Lau (Near Jordan Road)
- Hong Kong Tourism Board - Kowloon Visitor Centre
- Peak Road Garden
- Stanley Promenade
- Repulse Bay Beach
- Ngong Ping Road Interchange
- Hong Kong-Zhuhai-Macao Bridge Hong Kong Port
- Tai Kwun
- Hong Kong Wetland Park

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# SOA FOR PROVISION OF WI-FI SERVICES FOR GOVERNMENT BUREAUX AND DEPARTMENTS (B/DS)

Effective from 1 March 2019, Standing Offer Agreements are arranged for acquiring and installing the Wi-Fi Service for Internet access at B/Ds' venues

Technology used:

Optical fiber and

mobile Wi-Fi

For Optical Fiber:  
**<= 1Gbps**  
per venue

For Mobile Wi-Fi:  
**>20Mbps**  
per access point

Support dual  
frequency bands:  
**2.4GHz**  
and **5GHz**

Wi-Fi standard:  
**IEEE 802.11b/g/n**  
**/ac Wave 2**

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# SUBSIDY SCHEME FOR PROVIDING FREE PUBLIC WI-FI SERVICES

Launched in March 2017

Providing **financial support** for eligible **non-profit-making organisations** to offer the services in their **study rooms** and **youth service centres**



# 170

youth service centres  
and study rooms,  
involving 780 hotspots

Fixed or  
Mobile  
network



Wi-Fi standard:

IEEE 802.11n or  
IEEE 802.11ac

or more advanced

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# PILOT PROJECT ON PROVISION OF WI-FI SERVICES

for Eligible Welfare Service Units Operated by Organisations Receiving Subventions/Subsidies from the Social Welfare Department



\$205

million

from the Lotteries Fund



4-yr

pilot scheme



~ 1350

Service Units,  
including relevant units of  
**elderly services, rehabilitation  
services**, family and child welfare  
services, youth services, etc.

# BENEFITS TO SOCIETY



More government premises with free Wi-Fi service installed, more convenient for the public to connect to the Internet



Tourists can use Wi-Fi service to share their photo or video taken at tourist attraction spots easily; and in turn promote the image of Hong Kong



Subsidy scheme facilitates the public (students in particular) to utilise and learn from Internet resource



Pilot project encourages subvented organisations to make use of technology products to improve services to public

# PUBLIC-PRIVATE COLLABORATION AT GOVERNMENT VENUES

Public-private collaboration (PPC) approach has been adopted to provide free public Wi-Fi services at government venues since 2016.



No payment between the  
Government and the Service  
Provider (SP)

The SP is allowed to operate value-added services  
at the venues to sustain the Wi-Fi operation



Mobile  
service



Online  
advertisement



Commercial  
Wi-Fi service



Big data  
analytics

# CONSULTATION AND INVITATIONS

Consulted the industry, positive views and support received  
Four rounds of PPC invitations conducted so far

7

## Service Providers

to provide free public Wi-Fi services at **more than 100** government and public venues, e.g. public transport interchanges, footbridges, parks, toilets, land borders, museums, promenades, public hospitals etc.

> 60

## Venues

with Wi-Fi Services and value-added services progressively launched since August 2017

5

## Years Service

**Agreement** with lead time (12- 18 months) for service installation

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# PPC ARRANGEMENT WELCOMED BY CONCERNED PARTIES

The arrangement is mutually beneficial to the public, SPs and Government

Public



Good Wi-Fi

- Average **>20Mbps** at most venues
- Adopting **Wi-Fi roaming technology** to provide seamless roaming among APs at the venues

Government



Save Cost

Service Provider



Provide their favorite value-added services

e.g. Install radio base station (RBS) to **improve their mobile services**

# ENCOURAGING MORE ORGANISATIONS TO JOIN "Wi-Fi.HK" BRAND

**No** prior registration

At least **30 minutes** free

Currently over

**160**

Participating  
Organisations

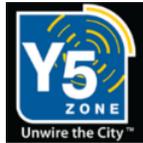
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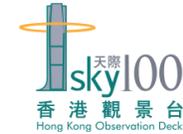
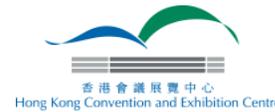
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# Wi-Fi.HK PARTICIPATION (examples)

## Wi-Fi Service Providers



## Tourism Related Organisations



## Industrial / Commercial Organisations



Full list: <https://wi-fi.hk/en/Organization>

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# QUALITY OF SERVICE: PERFORMANCE ASSURANCE EXERCISE

## On-Site Checking

Validate venue  
information and  
support service

## Speed Test

Ensure Wi-Fi.HK  
service performance

## Security Test

Identify potential  
security risks

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# QUALITY OF SERVICE: USER EXPERIENCE SURVEY

90%

of respondents  
would recommend  
Wi-Fi.HK to friends

87%

of respondents  
would continue to  
use Wi-Fi.HK

70%

of respondents  
rated 5+ (out of 7)  
on Wi-Fi.HK service

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# PUBLICITY OF Wi-Fi.HK



Chatbot and Post Boosting



Various formats: eye-catching photo, animation etc.



Sticker



4-panel comic and feature article

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# PROMOTION OPPORTUNITIES FOR PARTICIPATING ORGANISATIONS

## Social Media



## Ceremony



## Bus body advertisement



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THANK YOU