



CASE STUDY



Beet.TV

Renowned Video Blog Site Uses .tv URL to Chronicle The Online Video Revolution



Beet.TV

SOLUTION SUMMARY

Beet.TV differentiates itself from innumerable video and text-based blog sites by delivering quality video content and perspectives using a .tv domain name to highlight usage, and focus on digital media.

Industry

- Media and entertainment

Challenges

- Achieve differentiation from traditional .com Web sites.
- Devise a domain name that intuitively implies a focus on video content, both as the site's subject-matter topic, and the vehicle of communication.
- Create digital property that has the potential to grow in brand-equity and to become the definitive source for online video information.

Solution

- VeriSign® Domain Name Services

Results

- Beet.TV has successfully differentiated itself as a leader in video blog coverage of the digital media industry.
- Site traffic tripled in the third quarter of 2008, and over 150,000 video streams are now delivered each month.
- Increased advertisement revenues derived from in-stream video advertisements and banners.
- The growing awareness of Beet.TV in video blogging communities has created an increasing demand for contract video production work for other sites.
- Beet.TV's reputation ideally positions it to be used as the foundation to launch additional .tv digital properties.

In today's highly dynamic digital world, online video has swiftly established itself both as a catalyst in its own right, and a key enabler for other participants in the cyber revolution. Founded in 2006, Beet.TV is a video blog that chronicles the advances of online video as the technology continues to permeate every aspect of business and consumer life. Because of its ability to cost-effectively improve visibility and influence, online video is rapidly becoming a powerful new force in public relations and marketing.

Widely recognized as one of the first business-oriented video blog, Beet.TV is updated daily using video interviews with the technology and media industries' biggest names and companies. Additionally, the site features exclusive conversations with dozens of start-up companies and artists who are spearheading ground-breaking digital media innovation. Whenever an event has the potential to impact or influence the world of online video, Beet.TV will be there to inform its viewers.

+ When You Have 100 Million Competitors—Turn to .tv

In the past few years, a massive surge in the volume of technology-related text and video blogging sites has created stiff competition for viewership—with the number of sites estimated to now be well in excess of 100 million—the ability to stand out from the pack has become critical for continued survival and patronage.

Beet.TV's Founder, Andy Plesser, elaborated, "From the outset, I knew that I needed a unique identity that could set my Web site apart from all of the others. A large majority of the sites I compete with use a .com domain name, so I began looking at .tv domain names—I felt that because I was creating a television and video-centric property the .tv extension would immediately communicate the focus of the site. The .tv domain name helps define the product even before someone hits the link."

He continued, "We've been watching television for decades, and as a brand, 'TV' is absolutely massive. The TV acronym has a permanent place in global culture; it spans the majority of languages, it's an industry in most countries, it's synonymous with a lifestyle, and it is the bearer of information to billions. Using a .tv domain name brings the value of immediate recognition to any address attached to it. I saw that I had the opportunity to grow Beet.TV into an extremely valuable brand—and knew that leveraging .tv was absolutely central to achieving this goal."

+ Using .tv as the Foundation for Creating a High-Quality, Video-Centric Business Success

Beet.TV has become a trusted media property with a solid track record of delivering up-to-the-minute information with an informed and credible perspective, utilizing both Web-based and mobile platforms. Advertising revenues are generated from in-stream video advertisements and banners, and Beet.TV video content is widely embedded by dozens of blogs and news organizations including CNET, News.com, and The New York Times.



“Adopting the .tv domain name was very important in differentiating ourselves from the mass of other Web sites and blogs—and it’s been a very successful strategy for us. As we expand our sites into other areas of coverage we’ll definitely be harnessing the power of .tv.”

Andy Plesser,
Founder and Executive Producer,
Beet.TV

The results have been impressive. Plesser commented, “Beet.TV has become a recognized leader in the business video blog arena covering the digital media industry. Our site traffic tripled in the third quarter of 2008, and our content and embeddable video player are being heavily used by many of the biggest names in the industry. We are seeing upwards of 150,000 video streams initiated each month and this is obviously having a positive effect on revenues derived from advertisements.”

“With the growing global awareness of Beet.TV we’re also seeing an increase in demand for contract video production work for other sites. It’s an exciting process of discovery and we’re finding new opportunities for Beet.TV every day.”

Plesser summarized, “Adopting the .tv domain name was very important in differentiating ourselves from the mass of other Web sites and blogs—and it’s been a very successful strategy for us. As we expand our sites into other areas of coverage we’ll definitely be harnessing the power of .tv.”

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