



CASE STUDY



## MTV European Music Channel Giant Finds .tv URL Is An Instant Hit



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# MTV European

## SOLUTION SUMMARY

Leading television network MTV European turned to the .tv Corporation—a VeriSign domain name registration company—for reliable domain name registration services, and established the MTV.TV domain name. Being highly memorable, the name has helped increase brand awareness, and the .tv URL has been a huge success.

### Industry

- Television and Digital Media

### Challenges

- MTV European TV channel needed an accompanying Web site that would be easy for viewers to find.
- MTV European wanted an identity that speaks globally and is not tied to one country
- MTV European needed a reliable, trustworthy registry for domain name resolution services.

### Solution

- The .tv Corporation, a VeriSign company
- VeriSign® Naming Services, operator of the .tv Domain Name Registry

### Results

- An intuitive name equates to ease-of-access for customers.
- The name further reinforces brand association and recognition.
- A simple URL gives MTV European a clear competitive advantage.
- VeriSign delivers robust domain name resolution.

Launched in August 1987, MTV European is a 24-hour English TV channel dedicated to music and youth entertainment. Today it services 23 European territories—countries across Central and Eastern Europe, and the Middle East—and South Africa.

## + Finding An Intuitive URL

For a television network with such a wide reach, MTV European needed to have an accompanying Web site that would be easy for viewers to find and associate with. Designed for the delivery of optimal content to music-hungry people—such as breaking new artists, the latest music news headlines, details of upcoming MTV events, inside scoop on new song videos, and interviews with superstars—the Web site needed a simple, very catchy domain name.

Leo Andrews, MTV European’s interactive manager, explained, “We needed a domain name that set us apart from MTV.com and other regional MTV Web sites. Plus, we wanted an identity that speaks globally and is not tied to one country.”

## + With .tv, Simplicity Signals Success

“As a television network with such a global presence, the .tv domain is very appropriate and relevant,” reflected Andrews. So MTV European established the MTV.TV domain via the .tv Corporation—a VeriSign domain name registration company.

VeriSign® Naming Services, operator of the .tv Domain Name Registry, facilitates the largest domain name registry in the world, managing over 50 million digital identities in over 350 languages and the authoritative directory provider for all .com, .net, .cc, and .tv domain names. VeriSign processes as many as 18 billion Domain Name System (DNS) queries a day through its DNS registry, and has been performing these services with 100 percent availability for the last eight years.

MTV.com will always be viewed as ‘MTV’s Web site’ however, for a European audience, the US-centric content may not always be relevant especially when referencing shows that are not broadcast in Europe. In order to complement the offering at MTV.com, the MTV European Web site at MTV.TV focuses substantially on the MTV European TV channel. Side-by-side, MTV.com and MTV.TV give users a complete music experience.

## + Users Have No Trouble Finding MTV.TV

“As MTV is a television network, the .tv domain name is naturally what people associate with television- and video-focused Web sites, so they don’t find it hard to locate MTV.TV,” stated Andrews. “This intuitive Web address allows our viewers to access MTV’s online content with ease, and certainly helps to give the channel a European if not global feel while maintaining our positioning as The World’s Music Channel.”



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Leo Andrews  
Interactive manager  
MTV European

He continued, “All of MTV.TV’s promotional merchandise is distributed within the countries where MTV European is received, and judging by the increasing number of visitors to the MTV.TV site, I’d say the branding awareness campaign has been very successful.”

It is very hard to put a specific monetary value on the return on investment in the selection of a domain name and the use of VeriSign® Naming Services, but as Andrews noted, “In terms of impact on users, being very memorable, and increasing brand awareness, the .tv URL really hits the mark.”

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