



CASE STUDY



Pop.tv

Streaming Music Video Site Selects
Intuitive .tv Domain Name to Instantly
Engage Target Audience





SOLUTION SUMMARY

Pop.tv URL immediately conveys the Web site's intent and purpose to simultaneously attract artists and viewers to participate in a unique online music video experience.

Industry

- Media and entertainment

Challenges

- Obtain flagship URL.
- Launch a globally recognizable site used for the promotion of contemporary music, using a domain name that instantly and intuitively conveys a focus on music video content.
- Make site available to widest number of participants, independent of platform or browser choice.
- Utilize a CDN (Content Distribution Network) to stream music videos immediately and flawlessly across the internet.

Solution

- VeriSign® Domain Name Services

Results

- Initial reaction to the site by viewers and artists has been very positive.
- Pop.tv URL transcends language and cultural barriers by combining succinct, globally familiar terms.
- Content can be submitted and viewed on a wide number of platforms and browsers.

Pop.tv

Mark Crosling, owner of one of the Internet's hottest new music video sites recognized from the outset the criticality of selecting the optimal domain name. In a recent release of premium .tv domain names Crosling immediately jumped at the opportunity to register Pop.tv. He recalled, "I especially liked the combined connotations of the two names—'pop' is instantly identifiable with contemporary music, and '.tv' intuitively conveys an expectation that the experience will be visual. It definitely had a 'wow' factor!"

True to its name, Pop.tv allows music fans to locate and stream music videos that span a wide range of genres and cultures. Even though Pop.tv is not in the business of actually selling music, a strong emphasis is placed on the artist, and the importance of the artist's name in branding and promotion. As such, all artists are able to create their Pop.tv username using their name and from their channel page, create links to sites where fans can purchase related music and merchandise.

Additionally, labels and promoters are able to showcase and upload their individual catalogs to further highlight both up-and-coming acts, as well as some of the most recognized entertainers in the world. Crosling commented, "We accept all types of video files—at its simplest level this can be a montage of static photos, all the way up to multi-million dollar productions. We encourage all submissions."

+ Standing Out From the Crowd

Crosling explained how the site differentiates itself, "There are a lot of other music sites, but typically all they do is pull embedded YouTube video. So a site may be known for 'country' music for example, but the content they use is actually being streamed from YouTube. Our content comes directly from our servers from videos that have been uploaded by our members—we don't even allow embedding. The search function makes it very easy for a user to locate exactly what they want, or for an artist to get exposure to audiences already positively predisposed to their specific musical sub-genre."

He continued, "Up until now, many video-centric sites have not particularly focused on any one single area of interest. By offering everything imaginable, they have virtually become generic online video supermarkets, typically with an almost monolithic approach to categorizing their music-related content. Our business model has been to take our target vertical niche—music—and categorize it extensively by genre and sub-genre in an intuitive manner that embraces all styles, cultures, ages, religions, and regions of the globe. On top of this, we have deliberately avoided the common trait of being solely western-culture orientated—we offer a truly global portfolio of music content."

+ Intimate Experiences, Delivered Globally

Careful selection of appropriate underlying technologies gives the .tv site cross-platform, cross-browser functionality and the ability to reach a wide target audience. "Use of the Pop.tv URL transcends language and cultural barriers by combining succinct, globally familiar terms. Reaction to the site by viewers and artists has been extremely encouraging," noted Crosling.

“We have in place the foundation for a totally visual music experience on the Internet, with Pop.tv being built into a globally recognized site for the promotion of contemporary music, and Gig.tv for the streaming of live music concerts. Our next stage is to acquire venture capital to progress rapidly to international brand recognition.”

Mark Crosling,
Founder, Pop.tv

The .tv site utilizes a CDN (Content Distribution Network) to stream its music videos, allowing for the rapid, immediate and reliable delivery of content that can be massively scaled for peak loads—videos load and play almost immediately.

+ .tv Delivers on Expectations

The breadth of content allows the .tv site to parallel a revenue generation model that has evolved over many decades—in the world of television. Crosling elaborated, “Great and compelling video content has always attracted great viewer interest, and if you get the viewers, you will get the advertisers as sure as night follows day. I believe advertisers are specifically looking for niche-specific sites that are very in touch with their audience, and with the .tv domain name our audience immediately knows what to expect—and we deliver on this expectation.”

As an adjunct, the domain name Gig.tv was acquired by Crosling for the purpose of streaming live music concerts across the Internet as they are happening, thus enabling artists to have a global audience for their performance using cutting edge live streaming technology. Again, there is immediate brand recognition, with Gig.tv conveying a “live music” experience.

A large number of speculators have been attracted to the digital marketplace by the lure of registering flagship domain names that can subsequently be resold at a profit. The rapidly blossoming .tv top-level domain (TLD) sector is continually presenting opportunities to acquire high-profile names that are either unavailable in the longer established TLDs, or, when coupled with a .tv extension, create powerful, instantly recognizable digital properties, such as Pop.tv.

However, Crosling is very clear about his own future direction, “We have in place the foundation for a totally visual music experience on the Internet, with Pop.tv being built into a globally recognized site for the promotion of contemporary music, and Gig.tv for the streaming of live music concerts. Our next stage is to acquire venture capital to progress rapidly to international brand recognition.”

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