



CASE STUDY



blinkx

blinkx Receives Huge Online Recognition Via Its .tv Domain Name



SOLUTION SUMMARY

blinkx has engaged in a lot of advertising referencing its .tv domain name, which is managed by VeriSign® Naming Services. The .tv domain name has helped blinkx.tv to build brand awareness, attract visitors, and promote its message. Today blinkx handles over 3.5 million daily video searches.

Industry

- Digital media service provider

Challenges

- Creating a powerful brand name with an intuitive URL
- Finding a reliable, trustworthy registry for domain name resolution services

blinkx, based in San Francisco, California, uses proprietary technology and over 80 partnerships with content publishers to enable users to search a vast array of TV and video content with just one click. The visual collection covers a multitude of sources, including the latest updates from Fox News, CNN, the BBC, popular music from MTV Networks, snippets from favorite HBO shows like Comedy Central, or the hottest video from sites like Google Video, Revver, and YouTube.

As online video content continues to grow exponentially, blinkx.tv is the one-stop destination for retrieving media because it offers the easiest and smartest way to search. Behind the scenes, blinkx uses advanced speech recognition technology to automatically listen to and understand the audio and video content, delivering results that are more accurate and reliable than traditional metadata-based keyword searches.

+ Finding an Intuitive URL

In setting up the business it was critical for blinkx to have an intuitive URL. Suranga Chandratillake, blinkx's Founder and Chief Technology Officer, described, "blinkx is all about searching TV content on the Web, so despite initial concerns that most people would be drawn to blinkx.com rather than .tv, we did research and found the public is very familiar with .tv URLs. Consequently we felt having the .tv domain was a fitting name that would be simple for users to find."



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Solution

- VeriSign® Naming Services, operator of the .tv Domain Name Registry

Results

- The .tv domain demonstrates that blinkx is solely focused on TV and video content, giving it competitive advantage over other search engines
- VeriSign has proven its ability to reliably deliver robust domain name resolution
- blinkx has created a strong brand in .tv
- It has become the world's largest video search engine – with over 4,000,000 hours of aggregated TV and video content – available for users

“Today, we have grown to be the world's largest video search engine with over 4,000,000 hours of aggregated TV and video content available for users. Plus, we power the video search for many of the world's most frequented sites. When people ask 'what's in a name?' my reply is 'EVERYTHING!'”

Suranga Chandratillake
Founder and Chief Technology Officer
blinkx

blinkx registered www.blinkx.tv through an independent registrar – a company that processes domain name registrations, and then sends the necessary DNS information to a registry, in this case, VeriSign – Chandratillake noted, “Establishing the .tv URL was a very straightforward process, and we're comfortable knowing that VeriSign is in the background managing the entire .tv directory.”

The Naming Services business unit of VeriSign, Inc. operates 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 DNS queries a day through its DNS registry, and has been performing these services with 100 percent availability for the last eight years. VeriSign works with registrars to help expand markets and increase renewals, and is committed to providing clients like blinkx with the very best processes to establish and manage a recognized and secure presence on the Internet.

+ .tv Delivers a Competitive Edge

The business advantages of a .tv domain name are very clear to Chandratillake. He commented, “A .tv domain allows us to have competitive advantage by demonstrating that we are entirely different from other search engines – we search TV, radio and video content and the .tv URL makes that distinction extremely clear. While measuring the specific return on investment from our .tv domain name is very difficult to quantify, it clearly delivers high value from a qualitative perspective.”

blinkx has engaged in a lot of advertising and media articles around its .tv domain name, and with the timely growth in broadband penetration and consequential expansion in demand for richer content, it has been extraordinarily successful. “Today, we have grown to be the world's largest video search engine with over 4,000,000 hours of aggregated TV and video content available for users,” extolled Chandratillake. “blinkx.tv is handling over 3.5 million video search queries a day! Plus, we power the video search for many of the world's most frequented sites. When people ask ‘what's in a name?’ my reply is ‘EVERYTHING!’”

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