



CASE STUDY



Click.TV

New Web Video User Interface Company Establishes Powerful Brand Identity With .TV Domain Name



SOLUTION SUMMARY

A new Web video services company wanted to register a memorable and affordable domain that also served as a company name. The .tv domain proved to be compelling, and Click.TV is confidently building a strong brand identity knowing VeriSign® Naming Services is reliably delivering the resolution services.

Industry

- Digital media service provider

Click.TV is an innovative solution designed for anybody who watches or publishes video on the Web, allowing video producers, subject matter experts, and end-users to associate additional content with any key point in a video. By enabling the attachment of user and producer-generated comments, meaningful search-and-exploration inside videos is now made possible, allowing an audience to enjoy selective viewing without having to wade through content they find less interesting or less relevant.

With a broad spectrum of appeal – from advertisers wanting to increase marketing impact and advertising revenues, to amateur videographers looking to make their personal blogs more memorable – Click.TV gives the ability to attract more viewers, for longer durations, by providing access to richer video content and enhanced interactivity.

Founded in 2005 and headquartered in San Francisco, California, Click.TV has enjoyed rapid growth, due in part to the determination of founder and chief executive officer, Mike Lanza, to have a strong identity and brand name. He explained, “I wanted to get a domain that works as a company name. Initially we looked at .com names and as many mainstream names were already taken, we considered an array of ideas such as misspellings like 'klik,' and 'clik,' which were short and more affordable, but they just weren't compelling enough.”



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Challenges

- Needed a domain name that also works as a company name
- Wanted a simple, memorable identity with which to immediately jumpstart brand recognition
- Required an affordable registration solution
- Needed a reliable, trustworthy registry for domain name resolution services

Solution

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

Results

- Click.TV is a unique and instantly memorable Web address.
- VeriSign delivers highly reliable domain name resolution.
- The company has established a powerful brand identity for an affordable price.
- A .tv domain name has given the company considerable competitive advantage.

“By using VeriSign Naming Services I established a company name and URL in one transaction for a very manageable fee – which, given the traditional cost of branding – I consider to be an excellent return on investment.”

Mike Lanza
Founder and Chief Executive Officer
Click.TV

+ .tv Is The Perfect Domain

Lanza turned to VeriSign® Naming Services, operator of the .tv Domain Name Registry – and after researching many .tv names selected Click.TV as a succinct, memorable identity for the new company. “.tv conveys an image of video on the Web very effectively,” he recalled, “and it was a much shorter and more obvious name than I could get with .com.”

As a startup business Lanza needed to keep costs as low as possible. He noted, “I was able to acquire the Click.TV domain name for an excellent price.”

VeriSign is the authoritative directory provider for all .com, .net, .cc, and .tv domain names. VeriSign® Naming Services – which encompasses .tv Corporation – is the largest domain name registry in the world and currently manages over 50 million digital identities in more than 350 languages. Using a proprietary global infrastructure, 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.

+ On People's Minds

Lanza strongly believes that the choice of a .tv domain name has given the company considerable competitive advantage. He stated, “Click.TV gives people a perception of a cool, leading-edge company. Plus, it's a good short name, which makes it an instantly memorable site.”

Creating a new brand can be expensive, and Lanza was delighted to accomplish his goal of establishing a powerful identity for an affordable price. “My research showed that developing a brand name often costs tens of thousands of dollars, and registering a good domain name can match that cost too,” he observed. “By using VeriSign Naming Services I established a company name and URL in one transaction for a very manageable fee – which, given the traditional cost of branding – I consider to be an excellent return on investment.”

Lanza concluded, “As our domain is our company name, everything we do in marketing activities helps promote our URL. We've had a lot of feedback that people love it, and it's clear from our growth that they remember it too. Having a .tv domain name is perfect for our business.”

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