



CASE STUDY



Museum of Broadcast  
Communications (MBC)  
.tv is Perfect Domain for Broadcast Museum



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## Museum of Broadcast Communications (MBC)



### SOLUTION SUMMARY

Preserving visitors' enthusiasm for the Museum of Broadcast Communications has been accomplished via the creation of a simple, very memorable identity for the virtual museum: Museum.tv. And VeriSign's delivery of reliable domain name resolution for this URL has enabled patrons to remain supportive of the Museum while it moves into new facilities.

#### Industry

- Public Sector—Museum

#### Challenges

- The museum wanted a simple, very memorable identity with which to maintain presence while awaiting the construction of new premises
- The museum needed a reliable, trustworthy registry for domain name resolution services

#### Solution

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

#### Results

- VeriSign has proven ability to deliver robust domain name resolution.
- Significant amounts of positive feedback has been received from the public about the .tv domain name.
- By leveraging the Web site, the Museum can encourage visitors to stay engaged with its ongoing development of new exhibits.

The Chicago, Illinois-based Museum of Broadcast Communications (MBC) is one of only three museums dedicated to broadcasting in America, and home to the nation's only Radio Hall of Fame. The MBC's mission is to collect, preserve, and present historic and contemporary radio and television content to visitors as well as to educate, inform, and entertain via its archives, public programs, screenings, exhibits, publications and online resources.

Preserving television and radio records is invaluable in documenting the rich stories of America, its history, its culture, and its people. The MBC's collections include media archives, with over 85,000 hours of programming that helped shape television and radio history, vintage radios and televisions, such as the original camera used in the 1960 Kennedy-Nixon debates, costumes and puppets—like Edgar Bergen's famed Charlie McCarthy and Mortimer Snerd, and television comedian Ernie Kovacs' legendary Nairobi Trio masks.

#### + Needing a Virtual Presence

The MBC first opened its doors to the public in 1987, but temporarily shut them in 2003 while awaiting the construction of a new, state-of-the-art 70,000-square-foot facility. The new facility is scheduled to be completed in 2007, meanwhile the museum didn't want to lose its reputation as one of Chicago's top twenty most-visited cultural destinations—having welcomed over 200,000 visitors in 2003—so the MBC turned to its virtual museum facility to keep its presence felt.

Finding the right Internet domain name was critical to the museum. Bruce DuMont, MBC's President and Founder, recalled, "We are the Museum of Broadcast Communications—we are essentially THE place to go to find out about television and radio—we needed a domain name that would allow people to instantly know what kind of museum we are."

#### + .tv Implies Broadcast

The Museum.tv name was picked by an MBC Board Member, John Liskey. "The MBC Board loved the simplicity of the name. It was a perfect fit," said DuMont.

"The process for setting up the domain name was very easy," noted Justin Kulovsek, MBC's Digital Media Consultant, "we registered directly with The .tv Corporation."

VeriSign® Naming Services, operator of the .tv Domain Name Registry, operates the largest domain name registry in the world, managing over 50 million digital identities in over 350 languages and is 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 eight years as of 2006.



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*“When someone wants to learn about TV history they log on to Museum.tv. We couldn’t be more pleased with the .tv domain name.”*

Bruce DuMont  
President  
Museum of Broadcast Communications

“The URL museum.tv is on all of our marketing material,” stated Kulovsek, “and this Web site is our main vehicle to serve the public and maintain awareness until the new MBC premises open.”

### + Museum.tv Delivers Total Media Convergence

DuMont added, “When people see the .tv domain it immediately sets an expectation that they will enjoy total media convergence at our Web site—and at museum.tv that’s exactly what they get.”

“We’ve been delighted with the positive feedback we’ve received from the public about the .tv domain name,” commented Kulovsek, “they typically say ‘It’s so easy to remember!’ and ‘How did you get such an appropriate name?’”

When the MBC opens the doors to its new facility in 2007, it plans to have the Museum.tv Web site play a major role in the overall museum experience. DuMont explained, “A visitor’s experience will not end when they leave the museum, by leveraging the Web site we can encourage them to stay engaged with our ongoing development of new immersive broadcast exhibits.”

The Museum has always had a very positive experience working with VeriSign. “With our current reliance on the virtual museum, we’re very pleased that VeriSign has consistently proven able to deliver robust domain name resolution,” recounted Kulovsek.

DuMont summarized, “The intuitively named museum.tv Web site, supported by VeriSign, is proving to be a critical link in underscoring the Museum’s mission and keeping patrons informed and supportive while we transition to our new home. Our Web site includes free access to the massive “Encyclopedia of Television”—and the word “Encyclopedia” and the word “Museum” both mean education. Thus, when someone wants to learn about TV history they log on to Museum.tv. We couldn’t be more pleased with the .tv domain name.”

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