



.TV MARKETING TOOLKIT



VeriSign Naming Services .tv Domain Names





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+ The New .TV

Online video has reached a mass market online phenomenon and doesn't show any signs of slowing down—80% of Internet users in the U.S. watch online video at least once a month and half of the total U.S. population do the same.* As the online video craze continues, .tv is poised to revolutionize the Internet.

VeriSign's "The Web Will Never Be The Same" marketing campaign is designed to increase consumer and business awareness of .tv and to help you drive new domain name registrations.

Marketing Elements

This campaign includes the following marketing tools:

- Suggested messaging (business and consumer versions)
- .TV logo
- Icons (horizontal and vertical layouts)
- Animated banner ad
- Header image
- HTML email template
- Sample .tv landing page
- Rich Media Content Internet Profile Service report with suggested messaging (long and short versions)

These elements can be used to promote .tv on your web sites, as well as in email or online campaigns. This document provides details on each individual element.

* Source: eMarketer, Online Video Content, February 2008



+ Suggested Messaging

The following messaging is intended for use in email or direct mail campaigns, as well as for online uses such as web landing page or product detail pages. Business and consumer versions are provided.

Business Targets

If your web site moves, it belongs on .tv.

.tv is the address for rich and dynamic media on the web. It's the preferred destination for video, film, animation, user-generated content and rich media of all kinds. It's also a great choice for product demonstrations, how-to videos, keynote addresses, plus training and educational content. So, whether you are in the business of creating videos or just use videos in support of your business, a .tv domain name is the natural place for your rich media content to live.

Everyone's at home on .tv:

- Film, video & animation
- User-generated content
- Interactive gaming
- Portfolios & exhibitions
- Music broadcasting
- Sports channels, clips & highlights
- Education and training
- Retail and business promotions

.tv memorability.

A .tv web address stands out. It's easy to remember because it's different. It's easy to say, and it says exactly what it is. When users see a .tv domain name, they know to expect video, film and other rich media content.

On the Web, easy memorability means hits, eyeballs, mindshare and action. .tv adds value, period.

Room to explore.

Customers with established websites have lots to gain from .tv. A .tv address gives you room to explore, take risks and store rich media content. Augment your main web site with a microsite, film channel, video gallery, portfolio and more with a .tv domain name.

Consumer Targets

If your web site moves, it belongs on .tv.

.tv is the address for rich and dynamic media on the web. It's the preferred destination for video, film, animation, user-generated content and rich media of all kinds.

Your TV channel on the Web.

.tv is a top-level domain, just like .com or .net. But what it says about you is entirely different. Like .org or .edu, .tv is a statement about who you are. When users see a .tv address, they know they're accessing a destination that's alive, active and compelling.

.tv availability.

.tv is a wide-open frontier of domain names. A .tv web address is much more likely to be available. Choosing .tv frees you from being hemmed in by established web sites.



+ Campaign Creative

Below are examples of the campaign creative being provided to help you incorporate .tv into your marketing efforts. Each creative element will be available in the following file formats to accommodate your unique needs: JPEG, PDF, TIFF, EPS.

.TV Logo

A new .tv logo is available for this campaign. This logo should replace any existing .tv logos in your materials and on your web site. The logo uses PMS 208 (red) & 7546 (gray) as shown below.



Campaign Icons

Below are two campaign icons for use on your web site, including a horizontal and vertical layout.

Horizontal:



Vertical:





Animated Banners

This campaign includes two 468 x 60 animated banners – one 8KB and one 18KB. Animated banners can be used on web sites or as online banner ads on other sites.



Header Image

A 460 x 180 header image is included and can be used as an email header or on a web page. See sample layouts below.





Sample Email and Campaign Landing Page

The following samples are intended to illustrate how the individual marketing elements can be combined to create email campaigns and landing pages.

the WEB will NEVER be the SAME .tv

If your web site moves, it belongs on .tv

.tv defined

.tv is the address for rich and dynamic media on the web. It's the preferred destination for video, film, animation, user-generated content and rich media of all kinds.

top-level

.tv is a top-level domain, just like .com or .net. But what it says about you is entirely different. Like .org or .edu, .tv is a statement about who you are. When users see a .tv address, they know they're accessing a destination that's alive, active and compelling.

seize the potential of .tv now

get a .tv address now

the WEB will NEVER be the SAME .tv

If your web site moves, it belongs on .tv

.tv defined

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striking. memorable. available. get a .tv address now.

seize the potential of .tv

see if the .tv domain name you want is available.

www. .tv

GO



+ Rich Media Content Internet Profile Service (IPS) Report

The IPS for Registrars Rich Media Content reports identify existing .com and .net domain names that are good candidates for a corresponding .tv registration based on the existence of particular Web site attributes, including links to video content on other Web sites, commonly found key words on the Web site, embedded content from major video content providers, and other characteristics. These domain names have been cross-checked with the .tv zone to ensure they are available for registration, and are unique to your customer list.

With the use of Web site attributes, this report targets registrants who already have embedded video, film and television-themed words and similar content on their existing Web site, or “tv”, “film” or “video” in the domain name itself and embedded rich media content on their Web site that does not come from a major content provider. Armed with this knowledge, you can position .tv as an excellent complement to their existing domain name – the perfect way to promote their content with a distinct, memorable name.

In addition to the other .tv marketing tools provided, below is messaging created specifically for this audience which you can use in email campaigns, direct mail or campaign landing pages.

+ Suggested Messaging

The following messaging is intended for use in conjunction with the Rich Media Content IPS report. Long and short versions are provided.

If you’ve got engaging content, you need an engaging name.

You’ve already got engaging content on your Web site – so why not engage your audience with a distinct and memorable .tv domain name? It’s the natural place for people to find rich media online, and the best way for anyone who’s a fan of film, television or video to find your Web site.

Just look at me now.

A .tv domain name screams “look at me now.” With a .tv address, you’re already telling your audience that a great experience awaits them – even before they get there.

So, don’t settle for just any domain name. A .tv address is more descriptive, focused and memorable (and you’re more likely to get the exact name you want). Make your site stand out from the crowd and let your audience know they’ll find engaging, compelling videos, clips and information.

A .tv domain name shows your audience you’re serious about fun. So make it easy for them to remember your Web site. Reach your audience with .tv today.

It’s the natural extension for captivating content.

When you’ve got engaging, captivating content, you need .tv. It’s the natural extension of rich media on the Internet. A .tv address tells your audience a great experience awaits – even before they get there. It’s more descriptive, focused and memorable. Let your audience know where to find you with a .tv domain name.