



**VeriSign Naming Services  
Approved .tv Messaging**





## 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 pages 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.



## SUGGESTED MESSAGING

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## 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.



## SUGGESTED MESSAGING

The following messaging is intended for use in conjunction with the **Rich Media Content Internet Profile Service (IPS) report**. Long and short versions are provided.

## Rich Media Content IPS Report Targets

### **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.

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### **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.