



CASE STUDY



Hollywood.TV

With .tv a New Rich Media Star is Launched
on the World Stage



Hollywood.TV



“With .tv we have a machine to take any brand from zero to hero in one click. And I can duplicate this power with any brand, at any time as evidenced by Hollywood.TV where I reach one billion people worldwide on a daily basis through my distribution network. It’s simple, content is ‘King’ and I have the content.”

Sheeraz Hasan,
founder, Hollywood.TV

SOLUTION SUMMARY

The creator and host of a global television show seized the power of a .tv domain name to create a rising star in Hollywood celebrity circles.

Industry

- Media and Entertainment

Challenges

- Provide 24/7 access for a worldwide audience to view online celebrity-related materials at their own convenience.
- Find a vehicle for communication through the Internet that doesn’t impose the traditional limitations and restrictions of television.
- Define a name for the venture that transcended cultural and linguistic barriers.
- Discover breakthrough opportunities in highly established industry renowned for being closely controlled and regulated by an entrenched core group.

Solution

- .tv Domain Name

When it comes to getting people’s attention, the charismatic Sheeraz Hasan has few rivals. Prior to Hollywood.TV he was the creator of the hit television show “Tinseltown” that was televised on a weekly basis. According to the world’s preeminent business magazine, Fortune Magazine, the show was viewed by over five hundred million viewers of all nationalities spread across the globe. The program was targeted at uniting the world’s two biggest film industries, Hollywood, representing 3.6 billion worldwide fans, and Bollywood, representing 3.8 billion worldwide fans.

Despite his rampant success, Hasan had even bigger dreams, and recalled, “I was very aware that my success was not always fully under my own control, so I asked myself ‘how can I take charge of my own destiny? How can I give people 24/7 access to the show, whenever they wanted to see it, without depending on a television network?’ I realized that the only way I could do this was through the Internet where the entire world could have equal access on demand to our celebrity videos and photographs.”

+ .tv Equals Location, Location, Location

Hasan’s quest led him to register the domain name “Hollywood.TV.” He explained his thinking in the following manner: “To me, the Internet and television are actually one entity. The word ‘TV’ is a brand that is recognized around the planet, without the need for any explanation and it emphasizes Internet media in the form of video. I also believe that ‘Hollywood’ falls into the same category of worldwide instant brand recognition—it needs no explanation as it emphasizes the biggest celebrity market in the world. Companies have to spend billions of dollars to let the world know what their brand means. I don’t need to spend a dollar educating my audience about what the phrase Hollywood.TV means.”

He continued, “I view domain names as real-estate. With the Hollywood.TV name I knew that I had the best real-estate on the Internet. In early 2007 we launched the Hollywood.TV website, and I immediately knew that I had struck gold.”

The Hollywood.TV domain name was originally registered with the .tv Corporation which was bought by VeriSign®, Inc., now the operator of the .tv Domain Name Registry and part of the largest domain name registry in the world. With over 80 million digital identities in excess of 350 languages, VeriSign is the definitive directory provider for all .com, .net, .cc, and .tv domain names. The VeriSign DNS registry processes billions of queries a day, and has done so for almost a decade with 100 percent availability and integrity.

Results

- Hollywood.TV is experiencing huge growth in traffic and global awareness, as evidenced by the fact that within the past year, Hollywood.TV has shot to a top five celebrity Web site.
- Hollywood.TV's content is seen in 270 countries and by over one billion viewers daily through its distribution network on television and the Internet.
- Hollywood.TV's Web site averages over 1,000,000 views per day and that number is growing considerably due to tremendous worldwide exposure.
- Hollywood.TV is about to sign a deal that will take them from one of the top 5 web portals in the world to a television show syndicated around the world.
- Hollywood.TV is already turning away major media companies and investment firms wanting to buy them out because they have plans to go public at Google, Facebook and MySpace valuations.
- Rich Media—online photographs, video clips, and television shows—is available 24-hours every day, from anywhere in the world on Hollywood.TV.
- Hollywood.TV is becoming de facto source for celebrity-related photographs and video clips.
- .tv domain name spells “rich media and entertainment” and has been so successful that it is being repeatedly used to launch new .tv Web sites, each enjoying similar positive achievements.

+ Celebrities Flock to .tv

Hasan uses the Hollywood.TV domain name to showcase the world's biggest celebrities, including Brad Pitt, Johnny Depp, George Clooney, Britney Spears, and Madonna. The Web site offers photographs and video clips free of charge, and counts the world's largest networks and media conglomerates among its clients, including CBS, CNN, FOX, ABC, NBC, ET, The Insider, SKY, BBC, RTL, AP, Reuters, TV Guide, E!, Today Show, The Early Show, Good Morning America, YouTube, MySpace, and Perez Hilton, just to name a few. Each video and photograph is stamped with the 'Hollywood.TV' logo—providing an instant, and gratis, advertisement for the brand to the millions of viewers that see each piece of celebrity content. A further condition of usage is that a specific verbal mention of Hollywood.TV must be made at each showing.

Building on his own success, Hasan has been aggressively accumulating additional .tv domain names to further enhance his growing portfolio of digital assets. Among his .TV multi-billion dollar empire, Hasan owns Sports.TV, Dubai.TV, Medicine.TV, History.TV, LA.TV, Millionaires.TV, Billionaires.TV, NFL.TV, Nascar.TV and Immigration.TV. Hasan extolled, “With .tv we have a machine to take any brand from zero to hero in one click. And I can duplicate this power with any brand, at any time as evidenced by Hollywood.TV where I reach one billion people worldwide on a daily basis through my distribution network. It's simple, content is 'King' and I have the content.”

As an example of the power of .tv, Hasan leveraged some personal contacts in Dubai, and brokered an introduction with the TV and film star Pamela Anderson. Hasan recollected, “We got some footage of the trip starting with Pamela getting off the plane in Dubai, emblazoned the logo of Dubai.TV, on it and offered it on Hollywood.TV, free to anyone that wanted to run it. Every agency that picked up the clip gave us credit—instantly launching another hot .tv property we own, Dubai.TV, onto the world stage. Our 'properties' enjoy literally millions and millions of hits every month, and they are all growing fast!”

He concluded, “We've leveraged the 'rich media and entertainment' concept of the .tv brand, and used the .tv domain name advantage to build a globally recognized brand: We supply television channels around the world with footage and they're all hooked on our content. The .tv name is such a huge hit—the future of consumer Internet usage is to make it like a giant TV set: People want to watch TV, and .tv is 'my channel on the Web' and at the center of the Internet's future.”

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