



WIPO Conference  
Geneva  
February 20, 2001

# The .tv Corporation Mission Statement

*In partnership with the Country of Tuvalu,  
to enable companies and individuals  
to build the world's greatest web sites*

# Authority

- Each country was assigned a two-letter TLD by IANA to facilitate and promote the spread of the Internet
- Neither RFC 1591 nor ICP-1 restricts ccTLD registrations in terms of geography or nexus to Country
- Evolution of Internet and entrepreneurialism have overtaken any original intentions
  - *e.g.*, .com, .net, .org, .tv

## Tuvalu Country Facts

- ♣ Chain of nine atolls totaling 26 sq. km., the fourth smallest country in the world
- ♣ Population: 10,500
- ♣ GDP: \$9 MM annually (excluding .tv)
- ♣ Attained independence from Britain in 1978
- ♣ Recently inducted into the United Nations

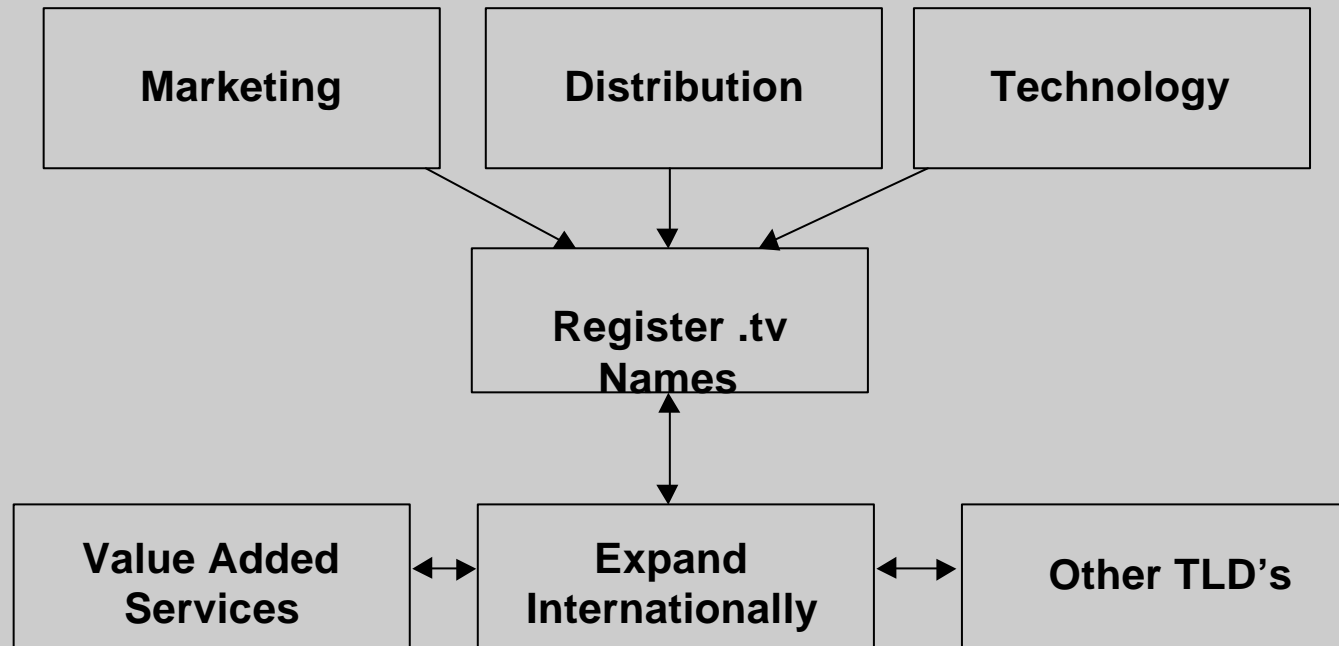
# Tuvalu Relationship

- Excellent working relationship
- The .tv Corporation has exclusive, in-perpetuity license
- Tuvalu receives
  - Quarterly payments of \$1 million, capped at \$50 million
  - Seat on The .tv Corp's board of directors
  - Significant ownership interest

# Tuvalu Benefits

- Infrastructure development
  - Roads, schools, hospitals, airport, etc.
- Overseas scholarship funds
- United Nations Membership

# The .tv Corporation Strategy



# Build Strong Global Brand

- Metric-driven online and offline marketing campaign
  - The future of the Internet
  - It's just cool
- Active PR Campaign
- Leverage customer and distribution marketing efforts



# World Class Registry Infrastructure

- Fast, scalable, reliable, secure DNS serving environment



- Contract with UltraDNS provides access to their network of 13+ DNS servers
- Contract with VGRS provides access to 13 servers that support .com, .net, and .org

# World Class Registry Infrastructure

- Higher Security
  - Not vulnerable to typical domain hijackings
- Highly Scalable
  - Proven ability to scale up to 200 million domains
  - Support volume of DNS look ups several times the requirement for .com, .net, and .org combined
- Massively Redundant
  - Geographically
  - Multiple Hardware Systems
  - Multiple ISPs
  - Multiple Operating Systems
- Fast and Reliable
  - Utilize BIND plus UltraDNS which utilizes Oracle database

# Create Global Distribution Channel

	Direct	Registrars	AutoSRS	Affiliates	Bulk Deals
Channel:					
Description:	WWW.tv	Network Solutions Register.Com Tucows.Com	.tv's automated wholesale channel	Over 5,000	Volume discounts/ Strategic partners
% of registrations:	60%	30%	5%	5%	5%

as of Dec. 31, 2000

# Extend Global Distribution Channel

Registrations	Current	EOY 2001	Long-term
Direct	60%	45%	30%
Indirect	35%	50%	60%
Affiliates (*)	5%	5%	5%

(\*) - Of direct channel sales

- Leverage Distribution Partner Marketing Dollars
- Cap Acquisition Cost Per Domain Name

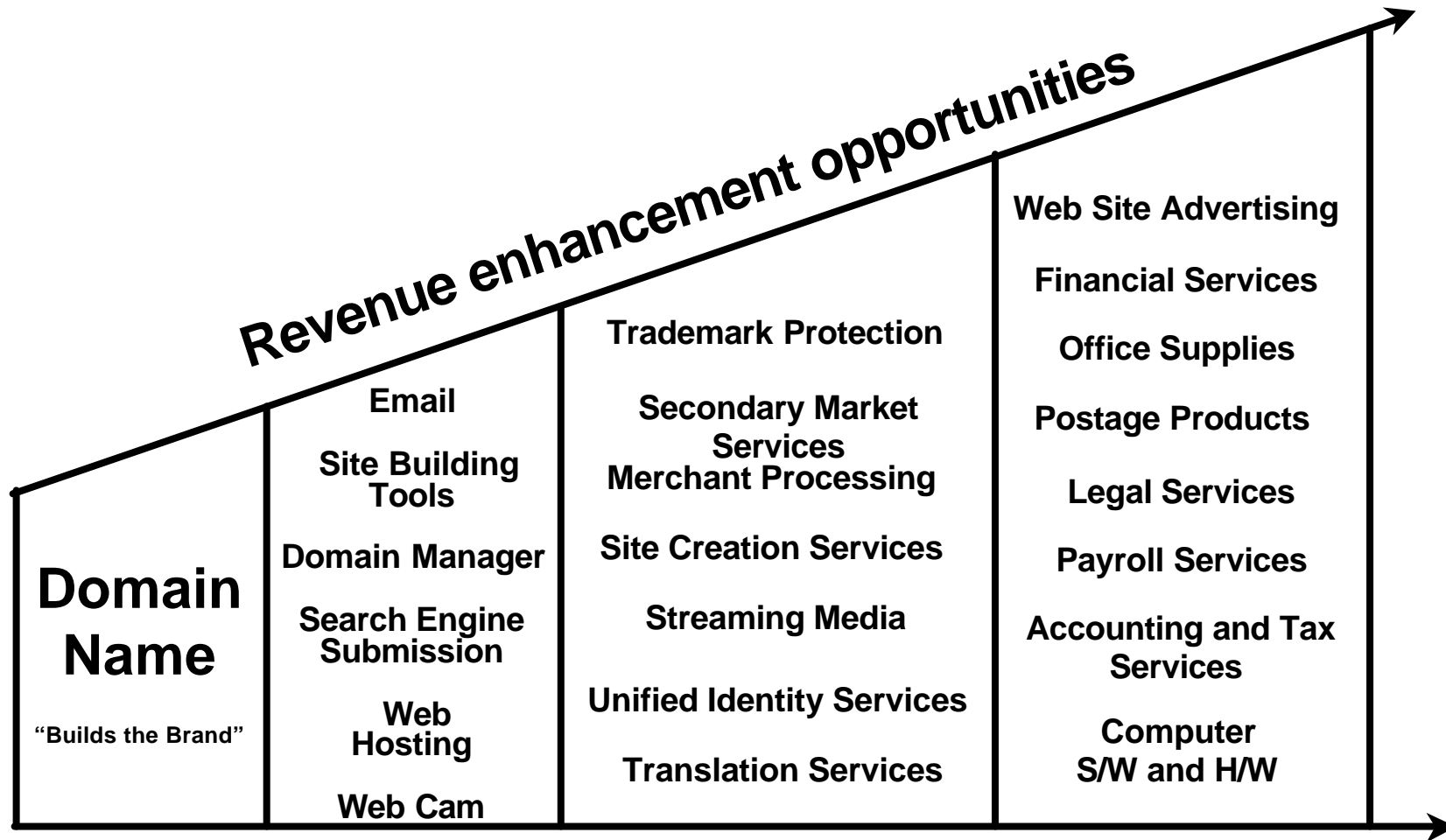
# Value-Added Services Opportunity

- Current Portfolio
  - E-Mail
  - Virtual Business Cards Submission
  - Domain Manager
  - Trademark Protection
  - Web Hosting
  - Search Engine
  - Web Cam
- Over 10% (paying) uptake currently; 47% uptake total (including free e-mail)

Test → Agency Relationship → Principal

as of Dec. 31, 2000

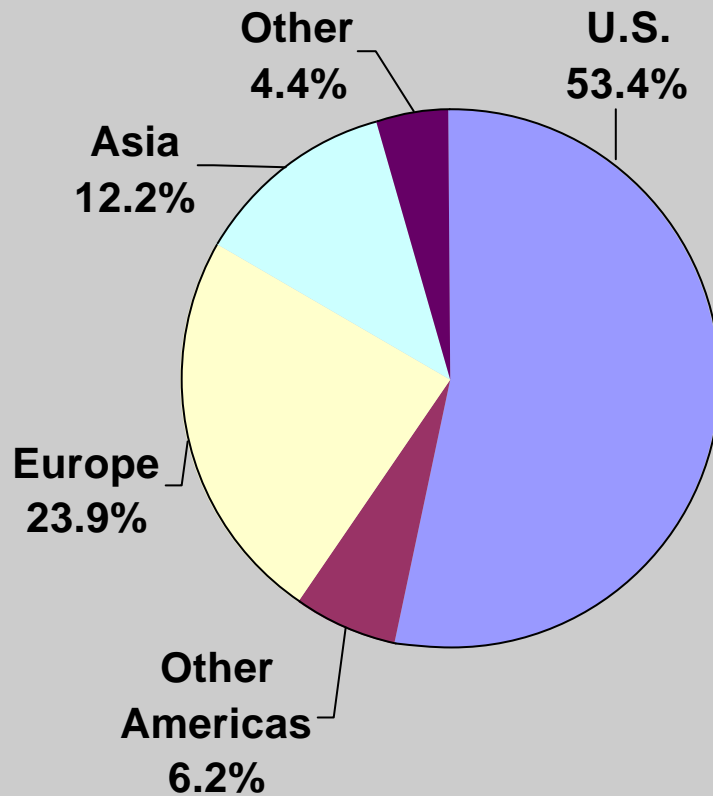
# Cross Sell Value-Added Products and Services



**Stages of customer development**

# .tv is Global

**Registrations by Region**



**Percentage of Total Registrations**

Country	Percentage of Total Registrations
United States	54%
United Kingdom	15%
South Korea	6%
Canada	3%
Netherlands	3%
Germany	4%
Spain	1%
Australia/New Zealand	1%
France	1%
Japan	2%
Italy	1%
China/Taiwan/HK	1%
Other	7%

as of Dec. 31, 2000

# Continue to Expand Internationally

- Offices in London and Hong Kong
- Site translated into seven languages  
(French, German, Spanish, Japanese, Korean, Simple Chinese and Traditional Chinese)
- Support non-ASCII character domains
- International Registrars
- International Value-Added Service Providers
- International Partners



## Provide Registry Services to Other TLDs

- Leverage World-Class Registry Infrastructure
- Capitalize on Broad Global Distribution Channel
- Utilize Marketing Expertise

# Trademark Policies

- Adoption of UDRP
  - Open Whois directory with thick data  
(registrant name, domain name servers, registration data, contact person, street address, telephone number, email, contact info)
3. Multiple warnings to potential registrants in site policies and registration agreements

# WHOIS Methodology

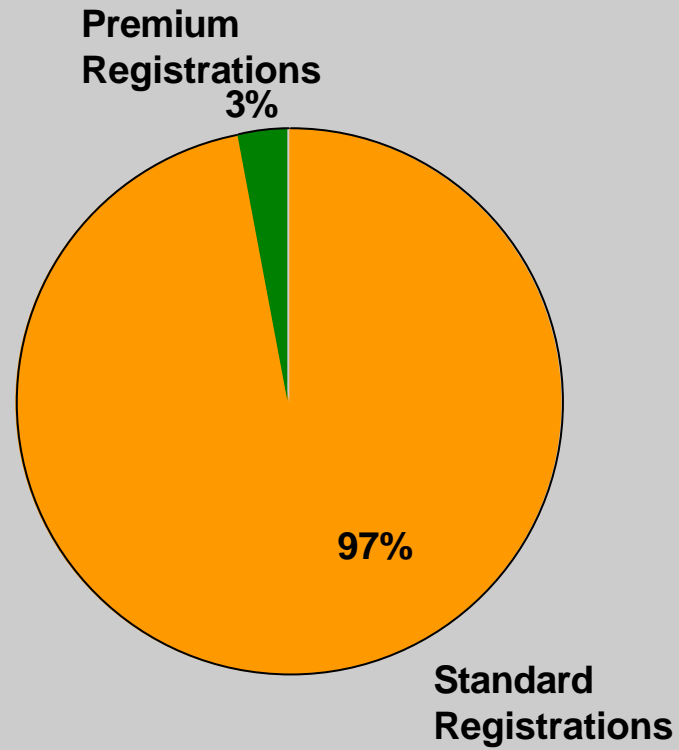
- Procedures to prevent data mining
- 2-stage Whois search
- Limit to 10 Whois searches per day
- Must provide contact information prior to Whois search

# .tv's 2-Tiered Pricing Model

<b>Tier</b>	<b>Description</b>	<b>Examples</b>
<b>Standard</b>	Most words, phrases, and character strings	cookingclass.tv watch-me.tv
<b>Premium</b>	Common dictionary words and phrases, including slang, abbreviations, and 1-3 character acronyms	news.tv live.tv

# Registrations by Domain Name Type

## Registration Breakdown\*



\*as of Dec. 31, 2000

# Vertical Industry Representation

- Entertainment
- Broadcast
- Internet
- IT/Technology
- Financial
- Real Estate
- Retail
- Sports
- Publishing
- Telecom
- Insurance
- Legal
- Education
- Medical
- Other

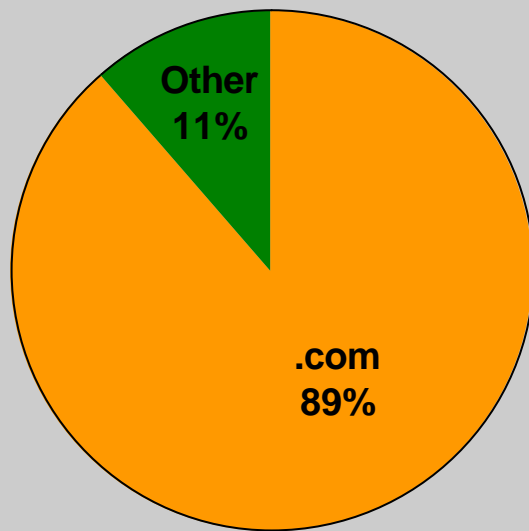
# ccTLD Snapshot

Country	TLD	Registrations (1,000s)*
United Kingdom	.uk	2,337
Germany	.de	1,032
Netherlands	.nl	552
Italy	.it	411
Korea	.kr	332
Argentina	.ar	305
<b>Tuvalu</b>	<b>.tv</b>	<b>254</b>
Austria	.at	149
All others	-	2,143

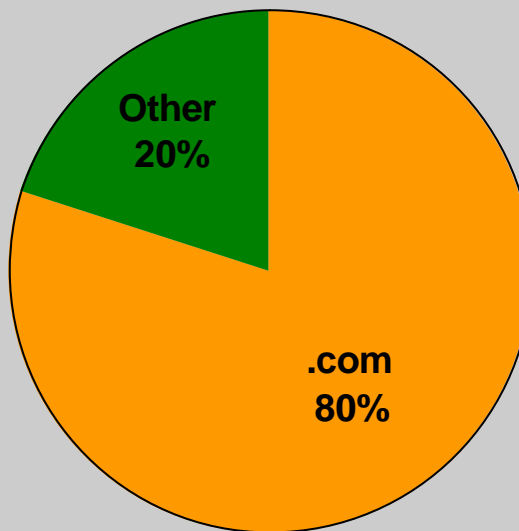
\* As of Feb 8

# .com Share is Declining

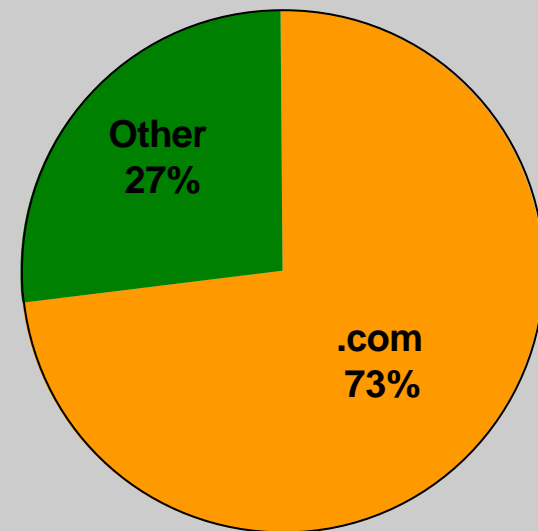
## Registered Domains



1996



1999



Present



# History of The .tv Corporation

- ♣ Founded in Nov 1999
- ♣ First employee started Jan 2000
- ♣ Launched site in April 2000
- ♣ 95 employees; US, Europe, and Asia offices



# The .tv Corporation Management Team

Name/Position	Prior Experience/Education
<b>Lou Kerner</b> Chief Executive Officer	Goldman Sachs, - First Vice President, Equity Research MBA, Stanford; BA Economics, UCLA
<b>Craig Frances</b> President	Idealab! – Managing Director YourPharmacy.com – Founder M.D., Cornell Medical School; B.A., Cornell University
<b>John Momtazee</b> Chief Financial Officer SVP Business Development	Donaldson, Lufkin & Jenrette – Investment Banker JD & MBA, University of Chicago MS Engineering, Stanford; AB Quantitative Economics, Stanford
<b>Anthony Bishop</b> SVP and General Counsel	Amazon.com – Associate General Counsel J.D., University of Southern California; B.A., University of Southern California
<b>Rob Kostich</b> Senior Director Marketing	Nestle USA – Marketing Manager Clorox Company – Associate Marketing Manager MBA, UCLA; B.A., UCLA
<b>Phil Reese</b> Vice President Technology	USC Information Services Division – Executive Director Ph.D. Technology & Science Education, University of California, Berkeley B.A. Psychology, University of Wisconsin, Madison
<b>Bill Russell</b> Vice President Finance	Worldwide Sports & Entertainment – Chief Financial Officer Hanna-Barbera Productions – Vice President of Finance B.B.A. Accounting, University of Cincinnati



# .tv Advisory Board

Name/Current Position	Prior Experience
<b>Frank Biondi</b> General Partner Waterview Partners	Chairman & CEO – Universal Studios President & CEO – Viacom Chairman & CEO – Coca-Cola Television Chairman & CEO – Home Box Office, Inc.
<b>Jim Chabin</b> President Academy of Television Arts & Sciences	President & CEO – PROMAX & BDA VP of Nat. Promotion & Corp. Dev. – E! Television Founder & President – Chabin Communications
<b>Peter Lund</b> CEO, Dreamlife Director, Lycos	President & CEO – CBS Television and Cable Group President – CBS Broadcast Group
<b>Lee Masters</b> President & CEO Liberty Digital	President & CEO – E! Television EVP & General Manager – MTV
<b>Jim Rose</b> CEO, QXL	CEO - United Information Group Management Consultant
<b>Subhash Chandra</b> Chairman, ZeeTV	CEO – Essel Group of Companies
<b>Koh Boon Hwee</b> CEO, Singapore Telecom	Executive Chairman - Internet Technology Group Managing Director – Wuthelam Group
<b>Gage McAfee</b> Managing Director, GE Asia Pacific Capital Tech Fund	President- American Chamber of Commerce in HK Advisor to Asian Development Bank