



http://www.tv



## About .tv



SEARCH

About .tv

- About Tuvalu
- Company Management
- FAQ
- Contact Us
- .tv Newsletter

### What is .tv?

.tv is the fresh, new, exciting web address that is taking the world by storm. Only "TV" the most recognized two letter symbol in the world, but it's also becoming the most meaningful web address for the evolving Internet! Don't get it out, names are going fast! Already, .tv has become the fastest growing Level domain in Internet history-a clear indication of its global appeal! A .tv address is the global identity that lets the world know that you are a part of the evolving Internet. The .tv Corporation is the official worldwide registry for addresses ending in .tv.

### Why do I need a .tv web address?

A .tv web address is the new standard on the Internet. Many sites that were once simple, text-based pages are now utilizing the boundless capacities of streaming video, audio and real time technologies. With a .tv address, you have the web address that instantly tells the world you're part of this new generation of online experiences.

And, whether you are currently a rich media provider or not, a .tv address is the coolest web address for you! Simply put, a .tv web address is the coolest web address on the Internet. It tells the millions of web surfers out there that you and your company have a progressive way of thinking!

Get your new personalized identity on the web. Register your .tv web address today!

Who's ready for the future of the Internet? Leading companies and individuals understand the global impact of the .tv domain and are shaping the Internet for the future. A small sample of registrants include:

#### US

- Bloomberg
- Reuters
- Motorola
- IBM
- Earthlink
- Sega of America
- Ziff Davis
- eBay
- Tommy Hilfiger
- Worldwide Wrestling Federation (WWF)
- Major League Baseball (MLB)
- Home Box Office (HBO)
- Cox Broadcasting

- Academy of Television Arts & Sciences
- Affiliates of all major US broadcasting networks

#### **International**

- The Economist
- Barclays Bank
- British Telecom
- Columbia TriStar International Television
- Globo
- CNBC Asia
- Korea Broadcasting Telecom (KBT)
- Telemundo
- Granada Sky Broadcasting
- Zee TV
- VIVA
- Billabong

#### **Where did .tv come from?**

.tv is the Top-Level Domain indicator (like .com or .net) assigned to the country of Tuvalu, a small Pacific Island nation. Through a perpetual agreement with Tuvalu, The .tv Corporation became the exclusive registry and registrar for domain names in the .tv domain. Tuvalu plans to use proceeds from the agreement to increase the quality of life for its approximately 10,000 citizens.

#### **About The .tv Corporation**

The .tv Corporation ([www.tv](http://www.tv)) is a leading global provider of web identity and the exclusive worldwide source for web addresses ending in .tv. The Corporation provides domain name registration services and a suite of value-added products and services that enable customers to establish unique web identities that capitalize on the global recognition of the TV symbol. We are dedicated to creating the premier top-level domain so that companies, organizations and individuals can create the Internet brands and the identity for the future.



<http://www.tv>



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SEARCH

[About .tv](#)

[About Tuvalu](#)

[Company Management](#)

[FAQ](#)

[Contact Us](#)

[.tv Newsletter](#)

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Composed of nine tiny atolls spread across hundreds of miles in the Pacific Ocean, Tuvalu occupies only about ten square miles of dry land. The Pacific Island nation's 10,000 citizens speak Tuvaluan, Samoan, and English, and their customs are steeped in Polynesian tradition. Dancing, singing, and music are a big part in Tuvaluan culture, which is surprisingly welcoming to visitors, given the nation's relative isolation. In 1998, a panel of observers cited Tuvalu as the world's only nation above reproach for human rights violations.

Sound beautiful? It really is! [Take a look.](#)



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## DotTV finances Tuvalu's UN membership

By Faisal Islam

LONDON: A tiny Pacific island state has exploited a once-in- a-lifetime opportunity provided by the world wide web to fund its newly acquired UN membership of the. Tuvalu has sold an American firm the rights to use its internet domain address.

Last week Tuvalu was admitted to the UN in advance of the world leaders' Millennium summit. The former British colony of the Ellice Islands is a string of coral islands with a population of 10,000, situated about half-way between Hawaii and Australia. Fish and coconut butter were its only exports until a \$50 million deal earlier this year which sold off 10-year rights to its ".tv" domain name.

The deal with a US firm called DotTV effectively trebled Tuvalu's national income. Part of these receipts will be used to pay annual UN subscriptions, a move that would place the country ahead of the US, which is massively in arrears. The government has spent some of the \$18 million down-payment on infrastructure, internet connections and scholarships.

Names such as 'zee.tv' and 'soccer.tv' are being sold on by DotTV to companies