



CASE STUDY



## Internet Streaming Media Alliance (ISMA)

IPTV Industry Leaders Naturally Turn to ISMA.tv to Find the Alliance



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# Internet Streaming Media Alliance (ISMA)



## SOLUTION SUMMARY

The Internet Streaming Media Alliance—an association dedicated to the adoption and deployment of open standards for streaming rich media content—turned to the .tv Corporation, a VeriSign company, to register for the “ISMA.tv” domain name in order to establish and maintain a highly successful Web presence in the .tv domain name space.

### Industry

- Communications

### Challenges

- Wanted obvious, simple, globally-appropriate domain name.
- Needed a reliable, trustworthy partner for domain name resolution services.
- Required an efficient way to register and maintain a domain name.

### Solution

- The .tv Corporation, a VeriSign company

### Results

- As the registry operator for .tv domain names, VeriSign delivers robust domain name resolution.
- ISMA.tv is an intuitive name to which people interested in IPTV naturally turn.
- The Alliance Web site receives thousands of visits a month—a very good level of traffic for an organization of its type.

Internet Streaming Media Alliance (ISMA or the Alliance) is a non-profit trade association dedicated to the integration and development of open standards for the IPTV (Internet Protocol Television) industry and streaming rich media content such as video, audio, and associated data utilizing mainstream Internet protocols. Founded in 2000 and based in San Francisco, California, ISMA has brought together industry leaders from around the world and focused them on developing and promoting the open standards necessary for the continued growth of the IPTV market. The Alliance collaborates with other trade associations and standards bodies to promote interoperable solutions across the entire content delivery spectrum.

Michael T. LoBue, Executive Director for ISMA, elaborated, “If IPTV is to reach its full potential, single-vendor proprietary systems must eventually give way to interoperable solutions based on open standards that offer end-to-end, best-of-breed integration. Active participation in the Alliance by those involved in IPTV will help shape a vibrant industry.”

## + Simplifying Access to the Alliance

Over time, the Alliance’s standards have evolved from covering more generic streaming media to creating commercially relevant applications, such as the TV services delivered by telephone communications and cable companies, as well as many enterprise solutions. It is focused on driving the worldwide propagation of open standards for this new market. Consequently, when the Alliance was looking for an appropriate Web address, it needed an obvious, simple, globally-appropriate domain name that international leaders in IPTV—including vendors, integrators, and service providers—could easily locate and regularly turn to.

“Although ISMA checked into the availability of domain names within ‘.org’ and ‘.com’, we concluded that the .tv domain name was the most appropriate since it more accurately reflects the content and context of the work that the Alliance is performing,” recalled LoBue.

## + VeriSign for Robust Domain Name Resolution Services

Like many other non-profit trade associations, ISMA is concerned with providing the most value to its members, so it wanted an efficient and cost-effective way to register and maintain a domain name. “VeriSign enjoys a very good reputation,” noted LoBue, “and its proven reliability in delivering robust domain name resolution services provides a great deal of comfort.”

VeriSign® Naming Services, operator of the .tv Domain Name Registry, operates the largest domain name registry in the world, managing over 50 million digital identities in more than 350 languages and is the authoritative directory provider for all .com, .net, .cc, and .tv domain names. VeriSign processes as many as 18 billion Domain Name System (DNS) queries a day through its DNS registry, and has been performing these services with 100 percent availability for the last eight years. The .tv Corporation, a VeriSign company, is committed to providing clients like ISMA with a simple registration process in order to establish and maintain a recognized presence on the Internet.



*“The .tv domain is very focused on our subject area. It works well globally and portrays an appropriate sense of innovation—we feel very fortunate that we have it, and to have VeriSign’s services behind us.”*

Michael T. LoBue  
CAE, Executive Director  
ISMA

### + People Naturally Turn to ISMA.tv

The Alliance Web site receives thousands of visits a month, which is a very good level of traffic for an organization of its type, and ISMA.tv has not had any issues with unreliability of domain name resolution, cyber-squatting or hijacking. “We have always received positive feedback about the use of the .tv domain, and we view it as a domain of equal value and standing as .org or .net or .com,” stated LoBue. “We have complete reliance on it—it is the only site we promote on our business cards, press releases, and other business collateral.”

Having the domain .tv has proven to be extremely powerful, topical and relevant for ISMA. LoBue reflected, “Even if our .tv domain had cost more—and I believe the opposite is actually true—the advantages of having it over the more traditional .com and .org names would definitely be worth it.”

LoBue observed, “One way to do an ROI comparison is to look at the other addresses that resolve to your site—if there are a high number of other domains that are continually being employed as a conduit to a site, then one could deduce that they are being accessed because those alternate addresses are easier and more intuitive than using the primary address. In reviewing ISMA.tv, I would say that the Alliance enjoys good value from using our specific .tv domain as it appears to be the primary location to which people interested in IPTV instinctively turn.”

From a domain name perspective, the ISMA.tv address is at the forefront of the Alliance’s messaging initiatives and it is clearly enhancing membership. LoBue explained, “We are holding a series of international summits designed to facilitate an honest look at the need to integrate and develop open standards for IPTV and to raise awareness for our IPTV standardization activities—via the promotion of our .tv domain, we’re enjoying very good response rates.”

He summarized, “The .tv domain is very focused on our subject area, it works well globally and portrays an appropriate sense of innovation—we feel very fortunate that we have it, and to have VeriSign’s services behind us.”

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