



.com

.tv

A .tv web address tells the world you're part of the new generation of richer, more engaging online experiences. Visit www.tv and register your .tv domain name today.

dotTV
www.tv
This is your domain.



.com



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www.tv

This is your domain.

TBWA/CHIAT/DAY
BROADCAST COPY

BASEBALL/BOOKS

AS PRODUCED

:60

dotTV
BASEBALL/BOOKS
ZIFR-0216

CLIENT: dotTV
JOB NO: DOTT-CORP-B2940
DATE: September 18,2000

C/O 9.18.00 ASG

ANNCR: Baseball on dot com.

MAN: (MONOTONE) St. Louis leads Milwaukee 4-3 in
the bottom of the third. Los Angeles... (TAPERS
OFF)

ANNCR: Baseball on dotTV.

SFX: (CRACK OF THE BAT, CROWD ERUPTS, FIREWORKS)

MAN: This one's out of here.

ANNCR: Books on dot com.

MAN: (MONOTONE) The sea was angry, casting its
waves upon the rocky shoreline like a
bitter...(Tapers off)

ANNCR: Books on dotTV.

SFX: (CRASHING OF WAVES, WIND HOWLING, THE FRANTIC
BELL OF A LIFE BUOY)

MAN: Send in the lifeboat.

ANNCR: The Internet isn't what it used to be. Every
day more and more people are buying domain
names and building web sites that are richer
and more engaging, using the latest
technology from broadband to streaming media.

You could say they're all becoming more TV-like.

That's why the best Internet minds are buying domain names that end in dotTV. Not dot com. dotTV. A dotTV address tells the world you're part of a new generation of online experiences. And it's happening now. So if you want a web address that says..

SFX: (CRACK OF BAT, CROWD, WAVES CRASH)

This one's out of here.

ANNCR: ..go to W-W-W dot tv. That's W-W-W, period, then the letters "tv," to register your domain name today. dotTV. This is your domain.

AS PRODUCED

:60

dotTV
TRAVEL/STOCKS
ZIFR-0226

CLIENT: dotTV
JOB NO: DOTT-CORP-B2940
DATE: September 18, 2000

C/O ASG 9.18.00

ANNCR: Travel on dot com.

MAN: (MONOTONE) Take Route 1 until you hit a fork
in the road, continue past the gas station...
(TAPERS OUT)

ANNCR: Travel.

SFX: (PLANE LANDING, SOUNDS OF A MARKETPLACE IN
MARRAKECH, MOROCCAN MUSIC, PEOPLE YELLING)

ANNCR: Stocks on dot com.

MAN: (MONOTONE) Today the market jumped 150 points
on rumors that.... (TAPERS OUT)

ANNCR: Stock on dotTV.

SFX: (ON THE NYSE FLOOR, PEOPLE YELLING, SELL,
SELL, BUY, BUY, MASS PANDEMONIUM)

ANNCR: Buy it now.

ANNCR: The Internet isn't what it used to be.
Everyday more and more people are buying
domain names and building web sites that are
richer and more engaging, using the latest
technology from broadband to streaming media.
You could say they're all becoming more TV-
like.

ANNCR: That's why the best Internet minds are buying domain names that end in "dot tv." Not "dot com." dotTV. A dotTV address tells the world you're part of a new generation of online experiences. And it's happening now. So if you want a web address that says..

SFX: (IN THE MARRAKECH MARKETPLACE, ON THE NYSE FLOOR)

ANNCR: ..go to W-W-W dotTV...that's W-W-W, period, then the letters "tv," to register your domain name today. dotTV. This is your domain.

ASG 9.18.00C/O

DOT TV
TV/AUCTIONS/MOVIES
ZIFR-0486

AS PRODUCED
:60 RADIO
CLIENT: DOT TV
JOB NO: DOTT-CORP-B3112
DATE: September 27, 2000

ANNCR: Movies on dot com.

MAN: (MONOTONE.) It's the sure fire hit of the summer,
brilliant...(Tapers off)

ANNCR: Movies on dot tv.

SFX: (OVER THE TOP, MOVIE TRAILER-LIKE MUSIC,
EXPLOSIONS)

GUY: I've been hit!

ANNCR: Auctions on dot com.

MAN: (MONOTONE.) For sale. 1921 Morgan silver dollar.
Mint condition...(Tapers off)

ANNCR: Auctions on dot tv.

SFX: (FRENZY OF AUCTION ROOM, PEOPLE YELLING, THE
HAMMER SLAMS)

AUCTION-

EER: Do I hear 220? 220. 220. 240! Do I hear 250?
250! Going once, going twice...sold!

ANNCR: The Internet isn't what it used to be. Every day,
more and more people are buying domain names and
building websites that are richer and more
engaging, using the latest technology from
broadband to streaming media. You could say they
are all becoming more TV-like.

That's why the best Internet minds are buying

domain names that end in "dot tv." Not "dot com."
Dot tv. A dotTV address tells the world you're
part of the new generation of online experiences.
And it's happening now. So if you want a web
address that says...

SFX: (EXPLOSIONS, AUCTIONEER, CROWD)

AUCTION-

EER: Do I hear 220? 220. 220. 240!

Do I hear 250? 250! Going once, going twice...sold!

ANNCR: Go to W-W-W dot tv. That's W-W-W, period, then
the letters "tv," to register your domain name
today. Dot tv. This is your domain.

AS PRODUCED
:60 RADIO

DOT TV
TV/WEATHER/GAMES
ZIFR-0476

CLIENT: DOT TV
JOB NO: DOTT-CORP-B3112
DATE: September 27, 2000

ASG 9/18/00 C/O

ANNCR: Weather on dot com.

MAN: (MONOTONE.) The current condition is due to a drop
in barometric...(Tapers off)

ANNCR: Weather on dotTV.

SFX: (RAGING HURRICANE) Yes, we're here live at the eye
of the storm..

ANNCR: Games on dot com.

MAN: (MONOTONE.) I move my dragon up to the dungeon's
perimeter...(Tapers off)

ANNCR: Games on dotTV.

SFX: (SOUNDS FORM A NIGHTY BATTLE, SWORDS CLANK, HORSES
WHINNY)

MAN: Raise the draw bridge.

ANNCR: The Internet isn't what it used to be. Every day,
more and more people are buying domain names and
building web sites that are richer and more
engaging, using the latest technology, from
broadband to streaming media. You could say they
are all becoming more TV-like. That's why the best
Internet minds are buying domain names that end in
"dot tv." Not "dot com." DotTV. A dotTV address
tells the world that you're part of the new

generation of online experiences.

ANNCR: And it's happening now. So if you want a web address that says...

SFX: (RAGING HURRICANE, BATTLE SFX WITH SWORDS, HORSES)

MAN: Yes, we're here live...

ANNCR: ...go to W-W-W dot TV. That's W-W-W, period, then the letters "tv," to register your domain name today. DotTV. This is your domain.