



'What's on television? Nothing much . . . yet! This domain name is for sale.'

He may hit jackpot with 'television.com'

O'Connor

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It's not exactly the Jackie O. auction, but the right name can attract big bids in the Internet world as well.

Television.com — a registered "domain" name that serves as an Internet address — has been put up for grabs by its owner after a San Francisco company, CNET: The Computer Network, suggest-

ed it might pay \$50,000.

Mike O'Connor, a partner in a St. Paul, Minn. firm, gofast.net, that sells Internet connections, registered the name on a hunch two years ago.

O'Connor, 45, knew from working in the radio business that a station's call letters could be one of its most valuable assets, so he applied the same logic to Internet identification. Radio.com — his

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first choice — was taken; he settled for television.com.

"I got it and forgot about it, until a week and a half ago," he said. That's when CNET contacted him.

CNET, which produces TV programming that's tied to elaborate sites on the World Wide Web, sees a chance to market itself as the brand-name leader for any combination of TV and computer content.

"We like these simple, generic names that people can remember," said Matthew Barzun, vice president for software services.

When O'Connor learned that CNET was a serious bidder, he sent e-mail messages inviting

more offers from some of the biggest media and TV companies, including Time Warner, new ABC owner Walt Disney, new CBS owner Westinghouse, NBC owner General Electric and Fox. As of Tuesday evening, he hadn't heard back.

O'Connor's Web site (<http://www.television.com>) asks: "What's on television? Nothing much . . . yet! This domain name is for sale."

O'Connor says the deadline for bids is Friday, although he's not guaranteeing he'll sell. His e-mail address is mike@haven.com; his phone is (612) 647-6109, and he's not shy about saying he hopes publicity will stir up more interest.

Barzun thinks it might. "I think he's got a great approach, and I think there could be a scramble," he said.