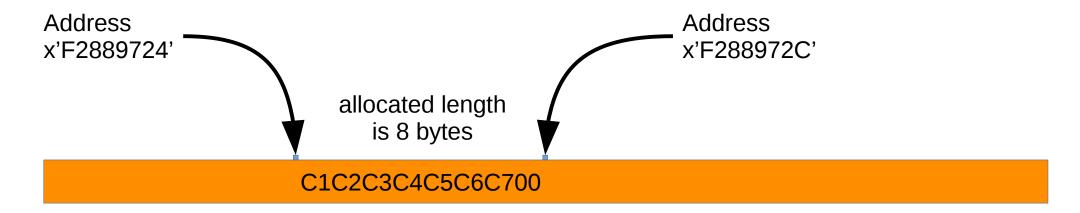# Address vs. Content at an Address

Take the assembly code line: MyString   db   '1234567',00h

The assembler will translate the tag name MyString to an address in memory, let's say x'F2889724'.

Address
x'F2889724'

Address
x'F288972C'

allocated length
is 8 bytes

C1C2C3C4C5C6C700

The contents of memory at location starting at x'F2889724' is x'C1C2C3C4C5C6C700'
Which gives us the original character string 1234567 plus the terminating NULL byte.