

The Push-Pull Advertising Game A Win-Win for Consumers and Advertisers

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The advertising business keeps getting more and more interesting as technology keeps changing the game. As push comes to shove in the grind of business affairs and even threatens failure, changing one's strategy is at times the best way to overcome shopworn and out-of-date business practices. So it seems today with TV advertising, as new technologies have put the fundamental 'Push Advertising TV Model' into mortal danger and vulnerable to easy attack. Nonetheless, posturing and rationalizing goes on at media trade shows, advertising forums and public events suggesting that new solutions are well on the way to shore up the push advertising catechism. In truth, the present system may not be moribund but it is in escalating difficulty. After all, as the existentialist Albert Camus once explained, the scent of freedom from any tyranny, once in the nostrils, is hard to erase. The fact of the matter is that with TiVo or DVR technology the enabled TV viewer of today only watches the advertising that he or she finds of interest — as they do when they read the

"The Push Model is the very antithesis of free choice — and thus especially vulnerable within the sanctity of the American home."

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Minneapolis Star Tribune or the Cleveland Post Dispatch newspapers — and no more. The Push Model is the very antithesis of free choice — and thus especially vulnerable within the sanctity of the American home. The

suggestion that a fix to the Push Model will soon be found is likely to be erroneous. For it flies in the face of the dynamics of an evolving technology and the limitations of effective government regulation or intervention into the private affairs of its citizens. It just isn't going to happen folks, so we had all better forget about it and move on to better alternate solutions. In fact there is even a retrograde move back to direct mail since

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"Validating the Middle Ground"



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almost no-one will open an unsolicited email anymore. What is needed is an effective new strategy endowed with imagination and realism that is built on solid human psychology — a strategy that will really work. But where is such a new approach to be found? Let's talk.

WHAT'S IT ALL ABOUT

First of all, those who favor overthrowing the traditional TV advertising model entirely while going instead to a pure pay-per-view approach, as in video-on-demand, are probably being shortsighted. The fact of the matter is that advertising, when handled with imagination and a modicum of fairness and decorum, is of the greatest of value to the public and to the commercial interests alike. Advertising really works when it informs the public about the value to be found in a good or service — especially one that is truly wanted or needed. But not necessarily within a Push TV Advertising Model that at times victimizes its audience in dictatorial ways — not in America, not when there is a choice, and a better choice is at hand. For a better answer one may look back to Adam Smith and *The Wealth of Nations* for a free market approach — as in an economic game between buyer and seller that effectively serves both parties.

As part of the 'invisible hand' of the market, economic power based on reputation, status and position will always have its rightful place. In advertising that power comes through branding, as in Mercedes Benz. Similarly, we all resonate to the Coke and Pepsi brands, while GM,

IBM, HP, GE, 3M, BMW, KPMG and the rest are all part of our inner vernacular.

In the present case with TV advertising at such a high risk, the best solution may be one that avoids the all Push Model altogether as well as its direct opposite the all Pull Model, choosing instead to go with an interactive synthesis of the two. Such an approach, one that provides a dynamic workable exchange between buyers and sellers, may be the best way to reenergize today's electronic media advertising. This model can result in appealing forms of Push-Pull Advertising that work to everyone's satisfaction.

In the incessant battle for mindshare, products, services and ideas, multiple interests can balance price and value and compete fairly. No Joseph Stalin methods needed here, not even the touch of a Bill Gates for that matter, just an open bazaar of seduction and selection wherein Push leads to Pull and Pull draws a crowd. In this approach everyone gets what they want — and mostly at a fair price and on reasonable terms.

In this watershed article we provide some of the main bits and pieces that underlie this prospective better approach to electronic media advertising. That is, we begin to flesh-out the transformation away from classical TV advertising, what it may take and how it may work. The crux of the matter is that advertisers will never tolerate a pure Pull Model wherein they have little or no voice. At the same time, consumers, now freed of the tyranny of down-your-throat Push Model ads that trespass on their leisure

“What is needed is an effective new strategy endowed with imagination and realism that is built on solid human psychology...”

time and entertainment, are becoming an advertising resistant lot. As freed former dupes of five minutes at a time advertising pods in the middle of their favorite shows, these folks will not willingly go back to such a viewing interruptus mode. We can just imagine the cable CEOs, as in Brian Roberts of Comcast, masters of the walled garden and guardians of e-caravans; gnash their teeth at the very idea of an open market advertising approach. Sorry fellows, because the 'real deal' as in Rupert Murdoch is here in the USA now with DirecTV and the competition will be really fierce the next several years. The DVR is satellite's best weapon against cable, and they will play this card to the hilt. Thus DirecTV and its main satellite services rival Echostar have made the fast-forward (through TV advertising and dull moments in TV shows) and other 'trick-play modes' all the rage. So all NCTA, MPAA and NAB politicking in Washington DC aside, cable and broadcast TV will have to make room for greater consumer choice now. That is, accept the end of the pure Push Model of TV advertising. In truth they are in the early stages of just such an experiment — but what of the advertisers?

NOT TO WORRY

The cable and broadcast boys need not worry though, as all will be well. In future years as their profits continue to grow the cretins of cable and satellite will come to appreciate the Push-Pull ITV advertising solution that brings a new golden glint to some sad dark eyes. For a historic example

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think of how fiercely GM, Ford and Chrysler fought every attempt to bring badly needed new safety equipment to the American automobile. They even placed a prostitute into Ralph Nader's hotel room bed one day in order to blackmail him and shut him up. So, were dual master cylinder brakes really that much of a problem? Or was the collapsible steering column bad for profits? Or are air bags, or reinforced side door panels or antilock brakes really a hurtful thing to profits. No way — these are the very means to greater profit for automakers today. Thus, as usual, when reactionary forces, in their fear and paranoia, recoil from the prospect of change and progress as they seek to hide behind 'traditional values', they often appear the fool instead of the noble guardian of 'the truth'. How about lead

in house paint, in toothpaste tubes, in lead additives to gasoline and in lead solders for tin cans and most recently in candy from Brazil and Mexico? Were these 'traditional values' to be defended, or just profitable poisons that polluted the air and critically injured our children? In a similar manner, the Push TV Advertising Model was never ideal, but a misguided overused tool in the hands of a few greedy folks at RCA and elsewhere. The better advertising model was and remains a push followed by an elective pull or choice on the part of the consumer, as in viewing an outdoor billboard advertising sign. You can look at it or you can turn away, as no one has a way to block you from making that elective choice. Freedom of choice, Bingo! None of this precludes using the power of persuasion and seduction, as we

shall explain

All of modern economics is an edifice in praise of the benefits of balancing out opposing forces in a mini-max optimal game scenario — a la John Von Neumann and Oscar Morgenstern of Princeton fame in *The Theory of Games and Economic Behavior*. Yet in electronic advertising the choices appear to fall in distinct camps of either push or pull advertising with far less attention paid to a workable push-pull game combination where both sides can ultimately win in true non-zero sum win-win fashion. Instead, whenever full control rests either with the consumer or the advertiser, the dominant side is sure to take advantage. Try to watch a movie on TNT today and see if you can maintain your attention as five and six-minute advertising pods numb your brain. That is the way of the world. Indeed the honest broker that does not take advantage when others do is likely to be victimized by his or her own nobility — that is the cruel truth of the market. Thus the checks and balances mechanism of a true competitive market situation is necessary to keep both villain and hero at bay so that the greater good can be served. The Napster example well illustrates what happens when the consumer gains dominance over a commercial enterprise — disaster. Surprise, surprise, the consumer once in charge may act in a manner that attacks the very means needed to satisfy his or her wants and needs. So it comes down to this, the consumer is not necessarily a kindly fellow and neither is the commercial firm generally a villain, they are just players in

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the economic game. Thus, for all to succeed and be satisfied, the game itself must be balanced and make competitive sense. As of now Push TV Advertising no longer seems the best way for either side.

Don't get us wrong — traditional TV advertising is not likely to go away anytime soon. Instead, new modes of electronic advertising will soon draw many advertising dollars away to new approaches that work more efficiently for the advertisers while more to the liking of the consumers. As to service providers such as broadcasters, cable and satellite service providers and telcos, they will have to adjust their business models so as not to be swept aside by the tide of changing technology and economics. New competitors are indeed looming for the TV advertising dollar, as in the PDA, the mobile phone, the gamebox and most of all the Out-Of-The-Home (OOH) electronic screen or electronic outdoor or in-the-mall viewing panel or sign. The advertising dollar will indeed go where it is most effective and economic, and where the demographics are superior to its interests. Much has been written in recent months about the loss of TV viewership among the 18-25 young male audience. This may be sad but it is the fact, furthermore an ongoing decline in viewing hours by such folks is most likely. Yes, these interactive mobile young people — prime candidates for a commercial advertising message for cars and Pepsi — are on the move with electronic games, mobile personal media players such as Apple's iPod, DVD

players, mobile phones and WiFi enabled laptops. So we had better face it and move on.

Where new technology has truly imbalanced the economic game in a way that disadvantages the commercial interests including advertisers something has to give, and it always does. As to traditional TV, it is indeed true that its advertising modes must now change to accommodate the 'trick-play' of the DVR as well as the remote control. Perhaps interactive advertising, embedded ad messages and brand sponsored shows are indeed the answer; in truth only time will tell. But it should be clear by now that competing modes of electronic advertising are already on the march. All in all the 260 billion dollars spent on US advertising will be redirected in ways we cannot yet fathom, while the train is already on the track and moving. Our main conclusion is that Push will not lead to Pull alone, which in many ways can be just as bad, but to some forms of a Push-Pull Advertising Game wherein everyone wins out.

To put it all into perspective we need to face up to a few realities:

■ Where the consumer has full control Push Advertising will usually fail. Instead in such areas the public must be made to pay directly for content and services received, as in PPV or VOD!

■ Where advertisers and service providers have full control, they will almost always Push it over the limit, ad nausea, to their own detriment! Pun

intended. In the end the prospective consumer will simple drift away.

■ Where the advertising game is in better balance, as in a free marketplace where both sides can be winners (as in magazine print ads), the advertising approach is far more likely be viable, to succeed and to evolve.

A BETTER SETTING TO PUSH AND PULL

So how is the Push-Pull Advertising Game to work and where will it find fertile ground to develop and succeed commercially? Here it seems to us one of the answers is particularly straightforward and will soon emerge. In the home, where the consumer is ever more enabled and empowered by

"Yet as the technology progresses and the consumers arm themselves more fully, as with a DVR and a DVD, the push or forced advertising message will get blunted..."

advanced consumer electronic gadgetry, the advertiser is likely to find it has less and less room to maneuver. Yes, gratuitous Internet ads worked for a while. So too, the temporary success of gratuitous telephone solicitation for products and services. Also the Popup ads on PCs and TVs had their day, as did unwanted cookies and other intrusion mechanisms. Standard TV push advertising still seems to work well for much news, weather, and sports and live TV — especially in their increasingly most creative shorter and longer forms. Yet as the technology progresses and the consumers arm themselves more fully, as with a DVR and a DVD, the push or forced advertising message will get blunted, blocked, pushed aside or just ignored. The example of email SPAM, now mostly ignored and universally despised looms large. So in the home, where the consumer is regaining his or her crown as King or Queen of the domain, the

advertising interloper is at a great disadvantage. However, as we move out of the home to public places guess what? No remote control here, no mute button to push, no fast-forward to skip ads and the advertiser once again has a real chance to get a message across; but how?

If any of us anticipate the commercial interests and advertisers creating a viable form of push control over the consumer in this Out-Of-The-Home or OOTH setting, we should think again. Here in the great outdoors, in our office buildings and at the shopping malls we have an open playing field where neither party has or is likely to gain a lasting advantage. On the side of the advertiser we have their ability to seduce and persuade as well as engage at the point-of-purchase. On the side of the consumer we have their wants and needs and their requirement for solid information about products, services and choice. As these two asymmetric contesting forces meet and exchange we have an open free market at play. For example, we may recall that the likes of Macy's and Gimbel department stores once shunned the idea of proximity to small competitors, as in local dress shops and shoe stores. Today they seek acceptance within shopping malls that are chock full of small shops that draw a great crowd of shoppers. Lesson learned. In a similar manner letting the consumer have a greater voice in the selection and interplay of the commercial advertising message will increase commerce and enrich not impoverish the advertisers and the service providers. Say you first read it here.

"...letting the consumer have a greater voice in the selection and interplay of the commercial advertising message will increase commerce..."

Neither do we mean to suggest that a pure Pull Advertising Model in an OOTH setting, wherein the viewer or shopper is in full one-way elective charge, is any more likely to succeed. That is not the likely future direction of progress; as such an approach would fail to work satisfactorily — especially for the advertisers. What we really have in mind, as noted in the introduction, is a more vital and powerful Push and Pull Advertising approach. For this purpose we can imagine an outdoor public place sometime in the near future that is populated by lots of folks and much electronic media. Here multiple large and small electronic displays are in view on the walls, up in the air and all around showing vivid content and advertising; the Push in our game. A pretty girl nicely attired in a swimsuit watching a volleyball game at the beach shown on one of the screens drinking a Coke is sure to catch the eye. Similarly, a sporting event or action scene on another screen is also likely to get attention. So too with scenes of news, celebrity, and other catchy subjects which are likely to gain the attention of a busy public in such an active multimedia space. Note that gratuitous sex, shock and violence are shunned in such an open forum. On the other hand, the subtle seduction of the subliminal message and the veiled allure of adventure, mystery or excitement is just the ticket. This is the simple push part of our game — a little seduction to catch the attention of a public. Note that the visitor to this site does not possess a mute button, a remote control or a fast-forward, but can always

turn away.

As previously noted in the May, 2004 issue of CMS NewsLine article entitled *The Inside-Out of Public Media* the Stephen Spielberg movie *Minority Report* based on the novel by Phillip K. Dick graphical depicts an advanced OOTH Push Model of outdoor display advertising. In this imagined system the action hero of the movie John Anderton is pursued by personalized push advertising on outdoor screens. While this approach falls far short of a true Push-Pull Advertising Game, it points to the right technology. In economic terms it is the loss of efficacy of TV advertising in the home combined with cost effective IP addressable digital networks that drives the conversion to OOTH advertising. Consequently, advertisers seeking to make good impressions on selected demographic populations may have little choice but to move in the direction of OOTH. After all, as the DVR becomes ubiquitous in cable and satellite enabled homes, who but the most mentally and physically disabled will fail to use the fast-forward to skip many of the ads? As to the young and mobile, forget about it, for they will have escaped the tyranny of Push, Push, Push. Yes, the little birds have flown the coup, and only an appealing Push-Pull Advertising Game can bring them back into the fold.

Yet some tried and true old basics of promotion, advertising and merchandizing still work in the multimedia multitasking new world of commercial seduction. Indeed, as some

specialty-advertising experts adapt to the new situation they may have a leg up on the rest of us. After all, some such folks have practiced old forms of Push-Pull since the early days of grocery store merchandizing. For example, in one established scenario shelf call-outs beckon shoppers to grab (say) a 'toothpaste' informative coupon. This kind of inducement might lead a shopper to a mouthwash display, or to sample a new brand that promises brighter teeth. Of course, brand managers and retail store operators also know the value of the right place on the proper shelf at the most suitable location on the retail floor and how this can draws shoppers to brands.

"...it is the loss of efficacy of TV advertising in the home, combined with cost effective IP addressable digital networks that drive the conversion to OOTH..."

Thus positioning a little Push that can lead to the desired Pull. With today's advanced technology some of these 'shelf-talkers' can actually talk to the shopper. So why not go further and also allow them to interact and even at times

transact business? All and all, the reframing of these old ideas in the context of electronic displays in public places may yield effective new ways to induce consumers via Push-Pull methods. But we are getting ahead of our story.

TWO WAY ALL THE WAY

Now comes the good part. In the near future many a passerby in public places will be likely to have an advanced interoperable cell phone, PDA or other portable device. Therefore he (or she) can communicate directly with any similarly enabled OOTH screens and other multimedia device in view. That given, two-way communications and downloads are possible and interactive communications

and exchange comes into play. In such a setting if an advertising message or piece of media content on a public display catches the eye of a passerby an interactive game could be on! We imagine that it may proceed in something like the following interactive fashion:

■ A passerby notices something exciting or of interest on one of the multiple screens visible in this out of the home setting (the seduction).

■ This viewer may then elect to signal the OOTH display with his own electronic device. Say for more information, for a change of scene on the screen, to command a download of content or for a request for content to be sent to some other home or office media device (the pull in action, as in an electronic Bingo card).

■ The viewer may also engage in more elaborate multi-step iterative play or commerce with the outdoor display to obtain entertainment, information or to interactively probe deeper into a subject (the game in greater view). For example witness the rising popularity of SMS Short Codes used with success by the likes of American Idol in viewer voting.

■ If more than one such viewer chooses to interact with the same display at the same time, other choices may come into play possibly including such things as group behavior dynamics and even focus group responses to inquiries from the display (polling).

■ Via interoperability between the multiple OOTH displays in view and the handheld devices of the visitors to such a public setting, a multi-user wireless network is enabled that may offer interactive e-commerce, gaming, IP access and entertainment to any who choose to participate. Current examples include the use of SMS messages directed to large electronic screens at concerts, i.e., as in 'Joey loves Jessie'.

■ In each instance the screen and the viewer exchange identifications or 'personal halos' which tell the parties who is in the game. As the viewer requests more information or content he or she is asked for more information as well as in a broadening of his or her 'personal halo' or consumer profile (data mining).

■ Advertising counts and tabulations of active impressions made is readily achieved. All those who choose to interact with a device are counted and their demographic suitability noted. No guessing here, both Mercedes Benz and Cialis get to know just how many folks were interested, what their profiles are and what branding messages they received. Such accuracy could leave controversial Nielson People Meters in the dust and even create a sea change in ad rates.

Now we have the Push-Pull Advertising Game in reasonable view, and it looks promising. To start the process the commercial interest or advertiser must first gain the attention of potential players or viewers in a OOTH setting. This

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hopefully leads to an interaction wherein information is exchanged that satisfies the needs and requirements of both parties. This enables a sequence of Push–Pull interactions between viewers and OOTH screens that power various forms of Push–Pull Advertising and branding. This give and take and the exchanges that take place constitute the moves in the game. Strategy and tactics are useful for both the public and the advertiser in order to make the play more satisfying and the outcome more fruitful. The game is on!

Do notice that these OOTH displays are very likely to operate in a herd manner within local or area networks. Thus the advertising can even be sensitized to follow a consumer from location to location sometimes even at his or her request. Thus multiple advertising impressions and their count are made possible within the framework of a shopping experience. And we can go on and on with such possibilities. In the end the free market will dictate what works and what survives. At this juncture we can only note that this is rich turf indeed for consumers and providers alike in a type of media interplay that yields a win–win result.

As more and more out–of–the–home or OOTH displays are placed in public view to interact with our handheld devices, the latter will evolve to make these interactions more useful and satisfying. Similarly, as more viewers and shoppers learn to interact with OOTH displays, greater and better features will be incorporated into them to stimulate even

greater use. New advertising will also evolve to take greater advantage of the advertising opportunities this new media affords. As to keeping track of such personalized shopping and advertising experiences, say over an afternoon, many variations can readily be imagined. The idea of collecting live data and an actual count in this way will certainly enliven advertisers and service providers. Nielsen, the Ides of March are upon you unless you move further ahead with a whole lot more than your people meters.

PEOPLE HALOS AND PRIVACY

This brings us to the complex ideas of People Halos, consumer privacy, personalization and the tit for tat of the commercial exchange of information. First and foremost if data

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and IP security cannot be fully protected, only limited information transfers will become popular. However if Microsoft, Intel, Sun, Scientific Atlanta and the rest manage to get their acts in order and work together, then

real information transfers of the personal kind will be made sufficiently secure to become truly popular. One successful model is public key encryption, wherein, although you may give out your public ID number like a P.O. box, only you can decode information addressed to you. In this latter scenario we can imagine each consumer or OOTH player possessing a multi–tier ‘personal halo’ of information he or she may choose to share to various degrees with commercial counterparts in the Push–Pull Advertising Game. The consumer may remain completely anonymous, seeking only to Pull information. Or, at times, elect to peal

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off some layers of his or her Halo and reveal a little more information. Of course some of this information may be quite personal and valuable while other data may be of little value or even the deception or subterfuge of a false avatar acting as a substitute pseudo player in the game, as is common practice in the multi-player gaming world. In the latter case the advertiser is still making his ad impressions, but he cannot always validate the demographic signature of the cloaked consumer player.

In a dangerous world of identity theft and other risks to privacy the Push-Pull Advertising Game can continue, but more and more players will use cloaked avatars to hide their true identities. Nonetheless, various degrees of general identification especially membership to demographic and other groups may be available to advertisers in a manner that ensures full validation. In such a world e-commerce is also possible as well and the OOTH game plays on.

There you have it, a brave new world of interactive electronic media advertising that will soon capture a rapidly growing share of the total megabucks electronic media ad dollar. As the technology and the methods in use in this new form evolve into more and more effective formats, the popularity of OOTH interactive electronic media will continue to grow. In time we can envision a growing competition between print, OOTH, TV, Radio, Internet and other media. In this competition OOTH media holds some very strong cards indeed. Most of all the interactive

nature of this form will attract the more media conscious younger people who make up the most desired demographic for advertisers. As to investors and entrepreneurs, now would be an excellent time to start staking claims to the push-pull OOTH game, including:

- Digital signage rights to public places.
- Intellectual property regarding mobile devices and OOTH screens.
- New Point of Purchase technology for OOTH.
- RF spectrum rights in local public places.
- Mobile carrier involvement in Push-Pull communication systems.

Some interesting companies are already working along some of these directions including Ecast, MFORMA and Digital Chocolate. A detailed discussion of such ongoing efforts will have to await another issue of CMS NewsLine. That is, if you choose to Pull us in that direction. After all, when push indeed comes to shove, we are always grateful to respond to your point of view.

(Leo Willner and Stuart Volkow contributed to this issue. In order to discuss any of these points with the authors, please e-mail them at: leo@ad-assoc.com and stuart@ad-assoc.com)

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—Georgia Pech, Editor]

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KALSOW'S BACK-CHANNEL: *"Validating the Middle Ground"*

■ Senator Fritz Hollings is as usual siding with the American family on decency and the protection of children from the misguided misdeeds of a few commercial interests who still promote violence on TV. The claim that the FCC has no right to limit violence on cable and satellite TV is synonymous with a call to arms to rewrite the charter of the FCC. If that is what cable really wants, no NCTA, CAB, CTAM, MPAA or other lobbying in D.C. will spare it from the righteous wrath of the mothers and fathers who are tired of gratuitous violence and mayhem on cable and satellite, as a cheap trick to make its content more compelling. Fair warning! As to Disney weighing in on the side of decency here, is it acting from the heart, or is better commerce the name of its game? One thing is for sure, with cable moving into broadband and Voice over IP, the FCC has no choice but to put broadcast, cable and satellite under the same set of rules.

■ Cable bundling and unbundling is once again a fun cocktail party topic, yet, liquor and frolicking aside, what is the right view on this issue? To our way of thinking some bundling always made sense and still does, as in packaging the midstream of the channel portfolio of cable MSOs. That given, it also seems on point to note that the public should not have to pay for the likes of the Golf Channel, Tennis Channel, Cooking Channel etc., if it does not wish to do so. Indeed it is up to the cable folks to hire a Booz Allen, McKinsey or equivalent consulting firm to sharpen their cost accounting practices sufficiently to enable a balanced level of unbundling. As to the Department of Commerce and Senator John McCain, they have more important things to do than worry about cable accounting practices and pricing conundrums.

■ If you believe that the financial markets often signal the truth regarding the viability of new business approaches, then Cablevision is indeed in trouble. Those fine folks have elected to put their money where their mouths are and to practice bundling the pricing of their triple play – TV, broadband and voice combined into one appealing unified home service. Surprise, surprise as The Street voted this idea down when it dropped the price of Cablevision shares the other day. Indeed, the so called triple-play is a strategy aimed at the heart of Verizon, its RBOC kit and kin and any others who would dare challenge the reign and hegemony of cable TV in New York. We think that Cablevision is right to play this card as it may sell. That is, until a weary public learns to appreciate that it should not be putting too many of its communications and entertainment eggs into one vulnerable basket.

■ From Jack Valenti to Dan Glickman at the head of the MPAA, is that progress for the Motion Picture Association of America? Yes indeed. For when many a new idea only yields a reflexive knee jerk no response, prior to much thoughtful analysis and consideration, as has lately been the case, the movie folks are not being well served by the MPAA. The irony is that the motion picture business itself was built on new technology and on an occasional loose interpretation of copyright and fair use. So it is time for you to go Jack, sorry. You did indeed do a good job for many years, but now it seems that a bit of calcium may have gotten into your political interlocution and hardened you against change. Happy trails to you!

■ Nielsen, as in the old time religion, does anyone really believe that these folks can invent the necessary new solutions required to measure TV viewership in the age of the DVR, DVD and VOD? Are People Meters anything more than a veil behind which to continue to dupe the advertiser? What is needed today seems to be a bit more honesty and realism. Can those who now drink deeply at the golden fountain of TV advertising be led away in the direction of a less tainted more honest brew? It's really hard to say, for the devil lives in all of that false viewership data. Drink up!

[Your mileage may vary. –RGK]

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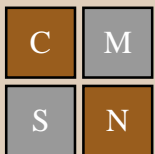
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