

CAN'T-ESCAPE TV

If screens seem to be popping up everywhere, that's because they are. In a DVR world, advertisers are reaching outside the home for today's most desirable audience: a captive one. Anywhere people might be waiting equals an opportunity to air short-form content and advertising. Tune in to the forefront of "advertainment." By Linda Childers



Big-box stores

KEY PLAYER: PRN
SCREENS: 200,000
LOCATIONS: More than 6,000 stores, including Costco, Wal-Mart, Best Buy, and Circuit City
POTENTIAL AUDIENCE: 250 million viewers monthly
PROGRAMMING: Content from the Food Network, Discovery Health, and Reuters

UPDATED: Weekly
MAJOR ADVERTISERS: Panasonic, Samsung, Sharp, Unilever, Canon, Gillette, and Johnson & Johnson
NIELSEN SAYS: Among Best Buy viewers, 55% of those surveyed could recall the ads they viewed.
VIEWING EXPERIENCE: Remember when you could watch a ball game on the bank of TVs in the electronics department? Those were the days.



Gas stations

KEY PLAYER: Gas Station TV
SCREENS: 5,000-plus
LOCATIONS: 400 U.S. cities
POTENTIAL AUDIENCE: 30 million monthly
PROGRAMMING: CBS creates 4.5-minute blocks of custom content, including two segments for news and one for entertainment.
UPDATED: Daily
MAJOR ADVERTISERS: Car- and snack-related brands such as Chevrolet, Ford, Progressive, Kellogg's, and Nestlé. Ad rates range from \$17 to \$20 cost-per-thousand (CPM).
NIELSEN SAYS: In January 2008, 84% of those surveyed said they'd view or listen to GSTV at their next fill-up.
VIEWING EXPERIENCE: The 20-inch screen on top of the pump diverts your attention from gas prices.



Grocery stores

KEY PLAYER: CBS Outernet
LOCATIONS: 1,500 stores, including Albertsons, Jewel, and Price Chopper
POTENTIAL AUDIENCE: 80 million monthly
PROGRAMMING: CBS's clips from *Dr. Phil*, *Inside Edition*, and *Entertainment Tonight*, plus magazine content from *More*, *American Baby*, and *Family Circle*
UPDATED: Weekly
MAJOR ADVERTISERS: Grocery giants Colgate, General Mills, Johnson & Johnson, and Dannon, at \$6 CPM
NIELSEN SAYS: Approximately 38% of its potential audience actively watches or listens to CBS Outernet screens.
VIEWING EXPERIENCE: Screens are in the produce and meat departments rather than at checkout, to promote specials and offer recipes—and catch you while there's still time to fill your cart.



Doctors' offices

KEY PLAYER: AccentHealth
LOCATIONS: 11,200 doctors' offices
POTENTIAL AUDIENCE: More than 140 million viewers annually
PROGRAMMING: CNN designs a special health show that covers topics such as parenting, nutrition, stress reduction, and smoking cessation.
UPDATED: Monthly
MAJOR ADVERTISERS: CVS, Quaker, and 9 of the top 10 pharmaceutical companies
NIELSEN SAYS: According to a 2006 study, 93% of surveyed viewers rated AccentHealth programming either "good" or "excellent."
VIEWING EXPERIENCE: According to Nielsen, the average wait time for patients is 30.2 minutes. In other words, they're the ultimate captive audience.



The proverbial "third place"

KEY PLAYER: Ripple
LOCATIONS: More than 1,500 stores, including Borders, Jack in the Box, and the Coffee Bean & Tea Leaf
POTENTIAL AUDIENCE: More than 20 million consumers monthly
PROGRAMMING: Reuters, E! Entertainment, *The New York Times*, Yahoo, Clear Channel, and of course, CBS
UPDATED: Live feeds
MAJOR ADVERTISERS: Wachovia, Live Nation, and Ford. Ripple even lets people buy "ShoutOuts," for \$1 a pop, to embarrass loved ones while waiting for their mochas.
NIELSEN SAYS: An October 2007 study shows that 61% of consumers viewed Ripple where it aired, and 74% said they'd watch again.
VIEWING EXPERIENCE: Segments run from 15 seconds to 2.5 minutes, because heaven forbid we ever get bored.