New CNET Advertising Opportunities video script

[sb from Greg for opener - CNET Networks logo (animated if possible like Mark suggested)]

CNET Networks is the world leader in information technology. Leveraging its three powerful brands, CNET, ZDNET & MySimon, CNET Networks has blazed a trail for others in the industry and is constantly looking for new ways to expand and improve the technology marketplace.

[use combined bullet points to support how big we are now from slides 1, 4, 5 & 6]

Never before have advertisers had a more efficient way to target their messages to consumers than through the Internet, coupled with the ability to measure the success of their messages - a valuable tool print, television, and radio don't provide. Advertisers simply get more bang for their buck on the Internet.

[use graphs or bullets from slides 7 & 8 maybe somehow show old mediums, print, tv, and now we are onlineŠ..any ideas on images for this? Also - this is a good time, or anywhere around this time, to use the floating quotes on slide 8 - both are good to use]

Online advertising is still in the early stages, but is on the verge of making a leap from adolescence to adulthood. With current standards becoming antiquated, CNET Networks has once again taken the lead by developing a range of unique new advertising opportunities.

[use sb from greg on the IAB, how we founded it and now are taking it to the next level. Talk to what these new ads offer and why we are doing this. Use images of the current IAB standards from slide 12]

CNET Networks' new advertising initiatives better utilize the Internet's capabilities as a medium where advertisers can brand and encourage users to make purchases online - all in one place. Not only are these new opportunities bigger and more interactive, but they take the user through every stage of the buying cycle, allowing marketers to build their brands and lead users straight to an informed purchase.

**Leader Boards** offer a broader, richer canvas allowing advertisers to deliver their message with dynamic html. It creates a space for a complete branding message and gives users more control over their interaction with the ad.

**Skyscrapers** mark CNET Networks’ foray into vertical advertisements, which let users view an ad as they scroll up and down a page. Initial testing on ZDNet indicates users are five times more likely to click through on a skyscraper ad than traditional banner ads.

**Messaging Plus Units** use rich media to give advertisers a larger space and more creative freedom to deliver in-depth information on their products and gather extensive data on their ads. Because users control the interaction, these ads are more efficient and personalized. Messaging Plus Units are also quicker than traditional methods because ads load incrementally.
**Product Tours** are another user-initiated advertising concept appearing on CNET Networks. Product Tours showcase various product features and offer coupons to consumers, turning window shoppers into buyers.

CNET Networks has always been one of the Internet's key advertising innovators. This new opportunity is unlike anything ever done in the past, and when combined with CNET's knowledge of our targeted executive audience, it becomes a truly revolutionary breed of advertising.

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