

[22100001]

Blair Entertainment , a New York firm that advises TV stations and sells ads for them , has just formed a subsidiary - 900 Blair - to apply the technology to television .

[22100014]

The use of 900 toll numbers has been expanding rapidly in recent years .

[22100016]

The cost of a 900 call is set by the originator - ABC Sports , for example - with the cheapest starting at 75 cents .

[22100017]

Billing is included in a caller's regular phone bill .

[22100018]

From the fee , the local phone company and the long-distance carrier extract their costs to carry the call , passing the rest of the money to the originator , which must cover advertising and other costs .

[22100019]

In recent months , the technology has become more flexible and able to handle much more volume .

[22100020]

Before , callers of 900 numbers would just listen and not talk , or they'd vote " yes " or " no " by calling one of two numbers .

[22100021]

(People in the phone business call this technology " 900 click . ")

[22100022]

Now , callers are led through complex menus of choices to retrieve information they want , and the hardware can process 10,000 calls in 90 seconds .

[22100023]

Up to now , 900 numbers have mainly been used on local TV stations and cable channels .

[22100024]

MTV used one to give away the house that rock star Jon Bon Jovi grew up in .

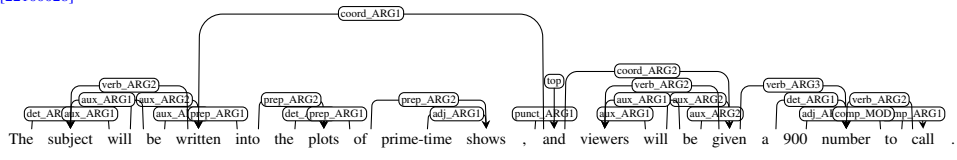
[22100026]

The newest uses of the 900-interactive technology demonstrate the growing variety of applications .

[22100027]

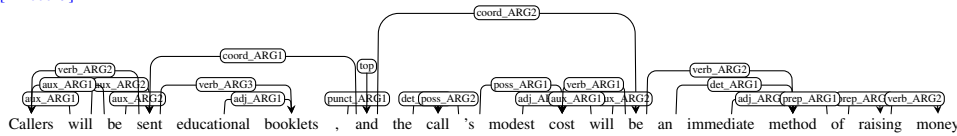
Capital Cities/ABC Inc. , CBS Inc. and General Electric Co.'s National Broadcasting Co. unit are expected to announce soon a joint campaign to raise awareness about hunger .

[22100028]



The subject will be written into the plots of prime-time shows , and viewers will be given a 900 number to call .

[22100029]



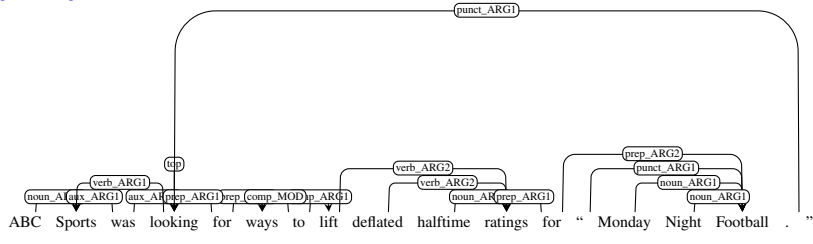
Callers will be sent educational booklets , and the call s modest cost will be an immediate method of raising money .

[22100030]



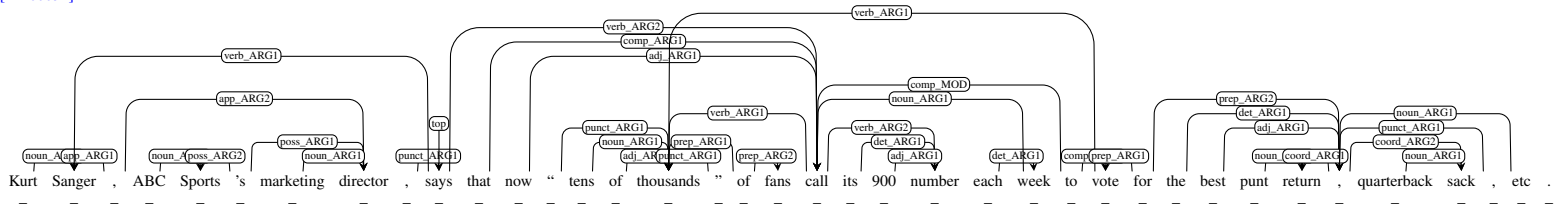
Other network applications have very different goals .

[22100031]



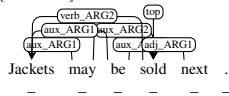
ABC Sports was looking for ways to lift deflated halftime ratings for Monday Night Football . "

[22100032]



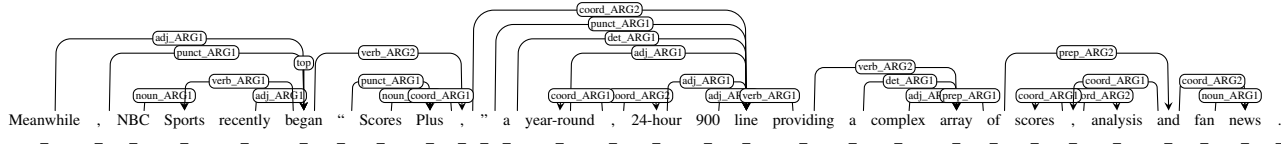
Kurt Sanger , ABC Sports s marketing director , says that now tens of thousands of fans call its 900 number each week to vote for the best punt return , quarterback sack , etc .

[22100034]



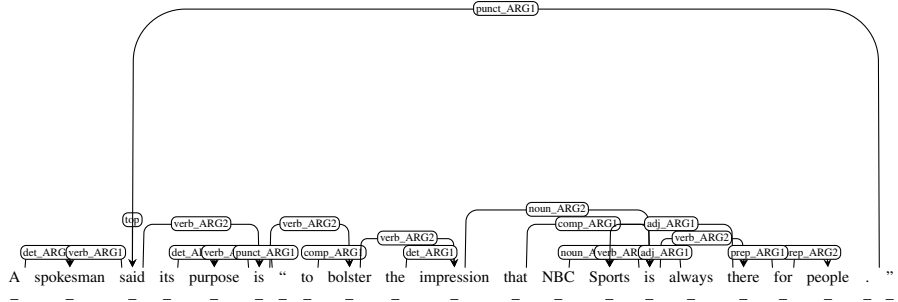
Jackets may be sold next .

[22100035]



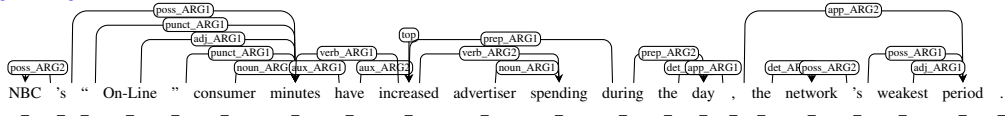
Meanwhile , NBC Sports recently began Scores Plus , a year-round , 24-hour 900 line providing a complex array of scores , analysis and fan news .

[22100036]



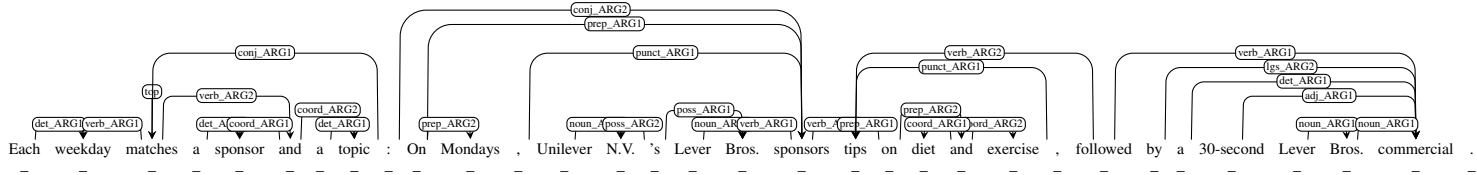
A spokesman said its purpose is to bolster the impression that NBC Sports is always there for people .

[22100037]



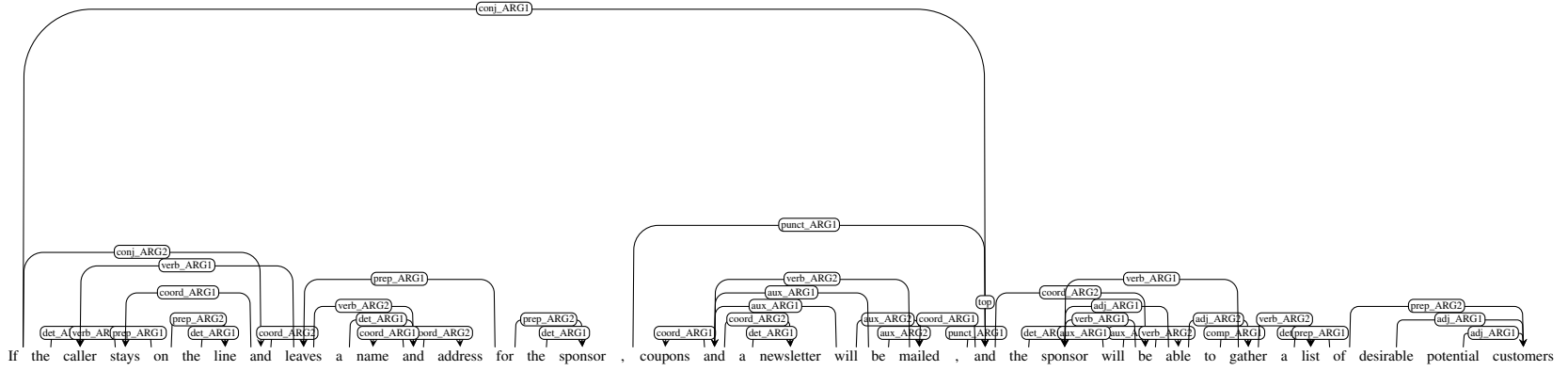
NBC s On-Line consumer minutes have increased advertiser spending during the day , the network s weakest period .

[22100038]



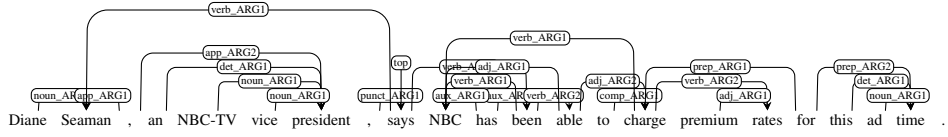
Each weekday matches a sponsor and a tipic : On Mondays , Unilever N.V. s Lever Bros. sponsors tips on diet and exercise , followed by a 30-second Lever Bros. commercial .

[22100040]



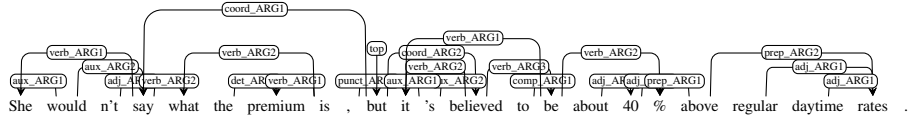
If the caller stays on the line and leaves a name and address for the sponsor , coupons and a newsletter will be mailed , and the sponsor will be able to gather a list of desirable potential customers .

[22100041]



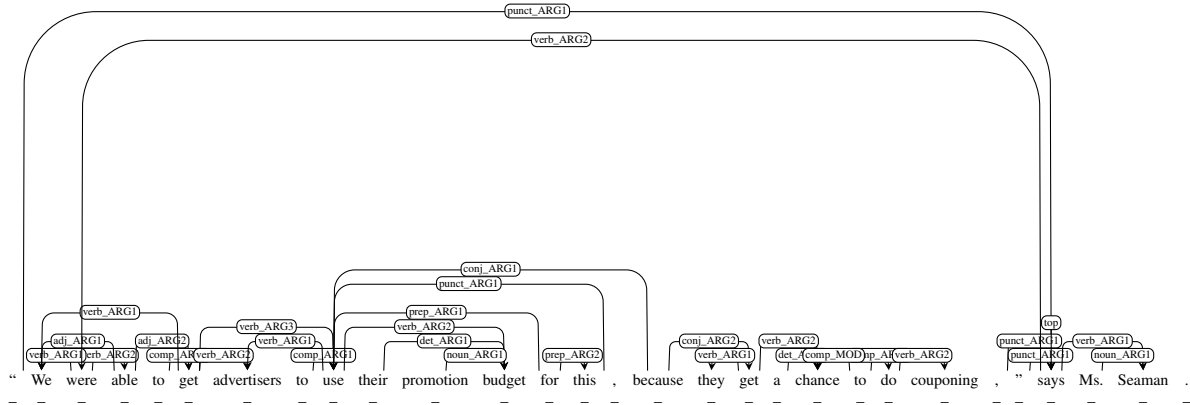
Diane Seaman , an NBC-TV vice president , says NBC has been able to charge premium rates for this ad time .

[22100042]

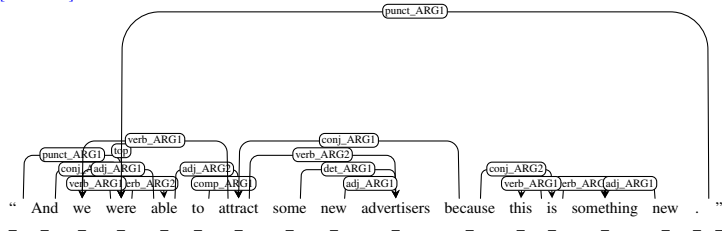


She would n't say what the premium is , but it s believed to be about 40 % above regular daytime rates .

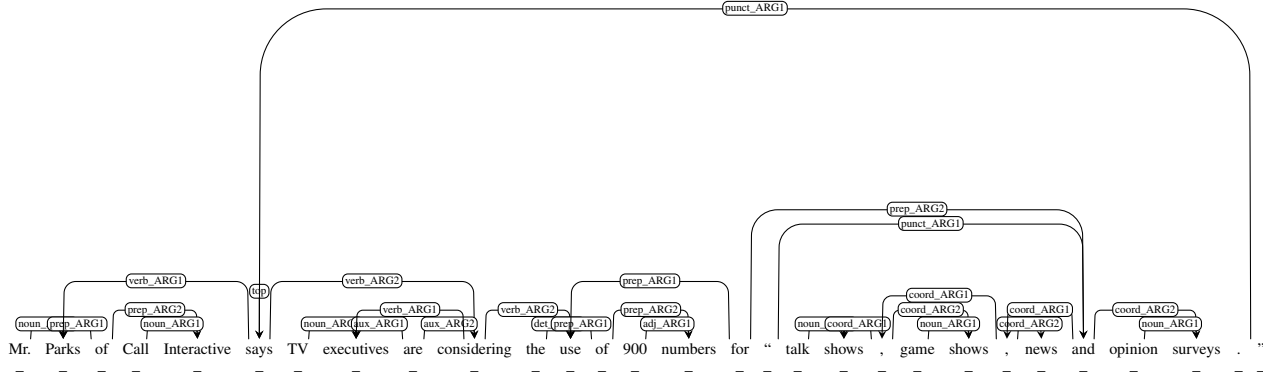
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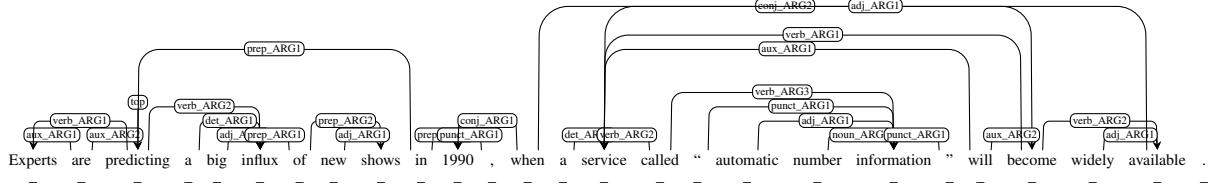
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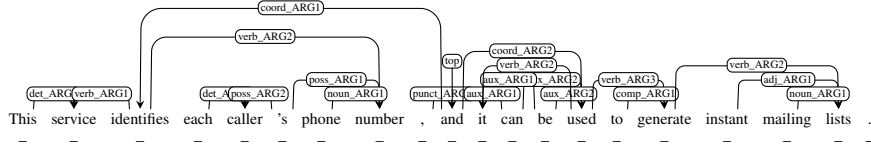
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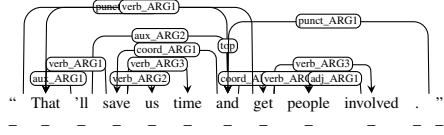
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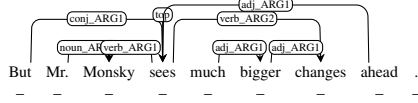
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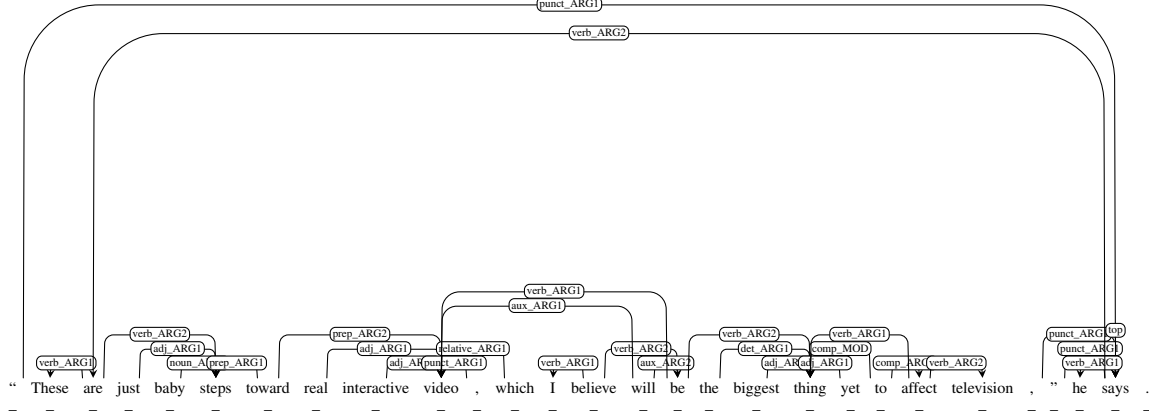
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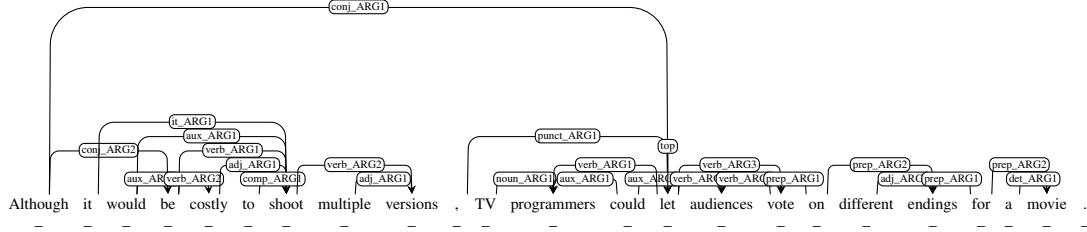
[22100051]



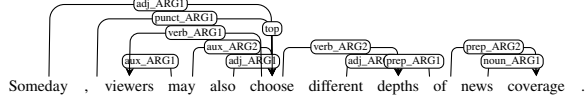
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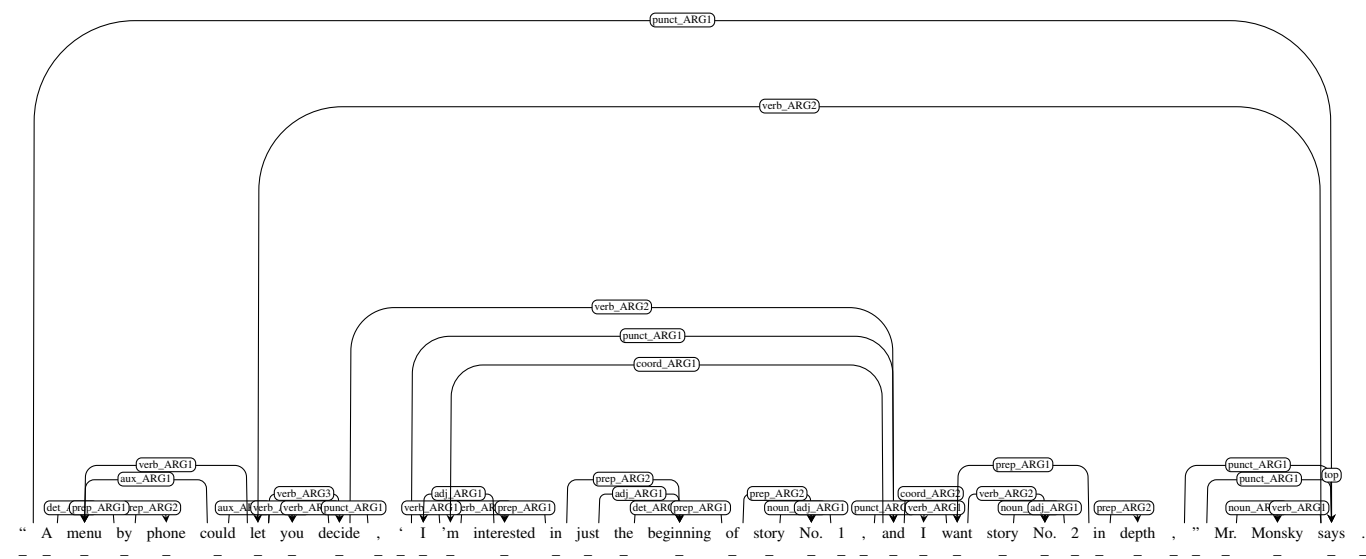
[22100053]



[22100055]



[22100056]



[22100057]

