

Title:

100% conversion rate on your website visitors

Word Count:

529

Summary:

Whether you are an aspiring webmaster or the CEO of a fortune 500 company, you don't want to miss a word of what this report will reveal and the impact it is making in the Internet Marketing Industry.

Keywords:

television, networks, advertisers, major, people, watching, advertising, tv, ads, television networks, commercials, internet, audience, watching tv, 5 second audio, second audio, 5 second, watch, offers, way,

Article Body:

Major television networks have been in control of what you watch, when you watch it and how often you watch the programs that interest you. With the social boom caused by web 2.0 including social networks and online movies and video, major television networks can no longer confine your mind to their broadcasts for entertainment.

Chris Anderson (author of The Long Tail) hit the nail right on the head... In his book, he predicted that television's viewing audience will spend more time on the Internet than watching TV. This former viewing audience will entertain themselves by going to websites they are interested in (to do whatever is more interesting to them than watching TV). Chris predicted that people will spend their time more involved in their personal "long tail" interests.

This trend is bad news for the television networks!

The Internet offers television's former viewing audience better entertainment because they can do, see and hear what they want and when they want. The big television networks no longer have a monopoly on the public's entertainment and mind share.

To make matters worse... with the advent of DVR (digital video recorders) less and less people are watching television commercials (the lifeblood of the major TV networks). The average person with Internet access is spending 4 times longer online than watching TV. The effectiveness of television advertising is

dwindling exponentially and to make matters worse, 90% of DVR owners are fast forwarding through television commercials!

The truth is, people hate commercials. We all know that sigh when you're intensely involved in your favourite TV show just to be distracted by 2 minutes of commercials. Most people have learned to ignore commercials, even if they are watching them!

All the big brand advertisers that you see on television are well aware of the fact that their advertising dollars are not as well invested in television ads as they once were. These major brands, including the BIG 8 in advertising, have been looking to the Internet as an alternate form of advertising for quite some time now.

For the first time in history thousands of people are going to share in revenue that was formerly paid to major television networks. Millions of dollars are going to be paid on a residual basis to a "core group" of marketing partners... No hype intended or implied!

PPP is a way for advertisers (Like Harley Davidson or Taco Bell) to serve a 5 second audio advertisement to website visitors. It is a way for advertisers to target their 5 second audio ad to specific interests, demographics and geographic locations.

Big TV's ad revenue is dwindling because PPP offers advertisers a more cost effective advertising solution that has been providing positive Return on Investment (ROI) for over 2 years. PPP offers advertisers a way to reach their target audience and is the only form of media whose impressions and ad placements are verified by an independent 3rd party.

PPP is not new, it has been running for 2 ½ years, has over 66,000 advertisers and over 550,000 websites that serve PPP ads to their visitors.

The 550,000+ websites that currently serve these ads are responsible for 43 million streams (impressions) of advertisers' 5 second audio ads on a monthly basis.