

Wireless Tech Radio Advertising Media Kit – February 2005



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## Wireless Tech Radio – A Wireless Industry Information Resource

Wireless Tech Radio is the weekly live wireless technology talk show streamed worldwide. Delivering insightful and thoughtful coverage of the wireless industry, technologies, markets and business opportunities, Wireless Tech Radio speaks to anyone looking to expand their knowledge or gain new insight. Through interviews with top executives, WISP operators, industry analysts and technology innovators, Wireless Tech Radio offers comprehensive technology, applications, [service](#) and industry coverage.



### ***Wireless Tech Radio – An Idea Borne of the Internet***

The earliest inspiration for what was to become Wireless Tech Radio was a bi-weekly online journal created and produced by Jeffrey Harrow called *The Rapidly Changing Face of Computing*. Harrow was a senior research scientist at Digital Equipment and later a principal member of the technical staff for Compaq's Corporate Strategy Group. His bi-weekly technical exploration of the future of computing was available in written and audio form on his website. Harrow had a gifted capacity to explain technical developments in many fields related to computing and to spin a compelling and easily understood explanation of why they were important.

The second inspiration was finding Roy Beisswenger's weekly Internet streamed talk show on ultra-light flying which has come to be the model for Wireless Tech Radio. If Homeland Defense and the FAA had not restricted the airspace over and around my home, I may not have had the spare time to develop and launch the program. Roy and his producer, Michael Purdy, helped me refine the idea and understand what it would take to produce and stream a weekly technology talk show that is today, Wireless Tech Radio. Jeffrey Harrow's model of providing ready access to technology and Roy Beisswenger's delivery of accessible information through internet streaming technologies came together when Wireless Tech Radio broadcast its first wireless technology talk show on February 18, 2004.

The Harrow Group - [www.TheHarrowGroup.com](http://www.TheHarrowGroup.com)  
UltraFlightRadio - [www.UltraFlightRadio.com](http://www.UltraFlightRadio.com)

### ***Objective***

Wireless Tech Radio's prime directive is to provide *value* to its listeners and supporters by developing and presenting quality interviews, tutorials, or updates on wireless technologies. The wireless technologies covered will be many and diverse representing the wide range that exists today. Certainly WiFi and fixed wireless (both licensed and unlicensed), cellular, mobile data, Bluetooth, ultra-wideband, Zigbee, RFID, and more such as satellite and GPS will be discussed as Subject Matter Experts are identified in each area.

Our programming appeals to a range of listeners as we provide a mix of informational tutorials, technology discussions that range from primers to complex, market overviews, and insight from

senior executives in industry leading firms. We even provide regulatory updates from Washington and the FCC. If you're in the wireless industry and have a question on a topic or technology, Wireless Tech Radio is the place to find an answer.

And, judging from the first year's experience, we're delivering on that commitment. While the **Internet average** listening times for streamed topics is **4-9 minutes**, for the past year **Wireless Tech Radio listeners** hold times on the Wednesday show has been **52-56 minutes**.

## **Target Audience**

Wireless Tech Radio's highly focused audience include Internet Service Providers (ISPs), Wireless ISPs, service providers, wireless equipment manufacturers, distributors/VARs, system integrators, consultants, owners, end users, potential investors, VC's, analysts, hobbyists , and more.

We will continue the current programming strategy and should be doing segments on a number of topics on a regular basis:

- How-to's / technology tutorials
- Primers on wireless technologies
- Community wireless
- Wireless investing
- WiMAX technology and approvals
- WiMAX markets
- Hobbyist wireless (including small scale broadcasting)
- Big WISPs (TowerStream scale)
- Small WISPs (Marlon scale)
- Cellular / mobile data
- Marine communications

Wireless Tech Radio's content is available free each week in the live show, the website archives, and in the VERY popular MP3 format. Listeners in any time zone, in any country can access the "anytime you want to listen" archives - stream or download the entire file for play on their personal audio device, laptop, desktop, burn to a CD, etc. The listener gets the full "advertising hit" of the your ads NO MATTER WHEN OR HOW they listen to the content.

The United States is the center of innovation for many types of wireless - rapid evolution of the Wi-Fi market, first with UWB, license-exempt making more inroads here than anywhere else, etc. Wireless Tech Radio is poised to capitalize on that – we have access to innovators to bring the latest news and information to our listeners. There are exciting areas of wireless activities around the world, too. Europe leads the use of SMS and Bluetooth technology acceptance. Wireless Tech Radio has established correspondents in these areas to bring news from these areas to our listeners.

Wireless Tech Radio will be "on the road" in 2005 to tradeshows and industry events; taking our production facilities on the road with us and doing interviews with the movers and shakers. We didn't quite get him, but we came close to getting FCC Chairman Powell on WTR.

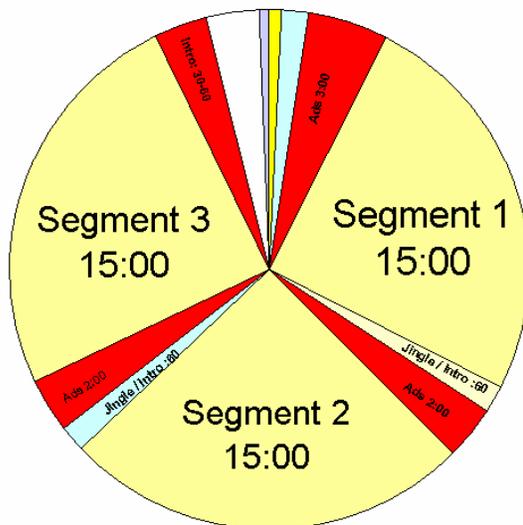
As an advertiser, you're probably aware that webcast creation has exploded in the last two quarters. Innovation is exciting! Unlike many new webcasts, Wireless Tech Radio goes to great lengths to produce a professionally produced listening experience – the show is professionally produced on broadcast console equipment, the audio advertisements are professionally by national voiceover talents, listener calls are taken with broadcast talk show systems, and more. We aim to deliver a professional grade product that you will be proud to be associated with, that will reflect well on your products.

## Weekly Show Format

At present Wireless Tech Radio is broadcast live on Wednesday mornings at 10:00 AM Eastern Time. Each show is made available on the web at the Wireless Tech Radio website for on-demand listening whenever it's convenient for the listener, regardless of time zone listening from. The show format mirrors that of other commercial talk radio formats to be being ready and compatible for syndication to traditional radio stations, satellite radio, or other media.

There are three fifteen minute show segment in an hour separated by advertising spot sets.

### Wireless Tech Radio Show Clock



For a typical week's show, **Segment 1** is used for discussion of the latest news and events of interest to the wireless community. Steve Stroh, Editor, *Focus on Broad Wireless Internet Access* newsletter hosts this segment most weeks.

**Segment 2 and Segment 3** are invited guests each week.

As represented in the Show Clock to the left, advertising slots are available before and after each segment. This allows 8 – 12 minutes of advertising availability in each hour.

All archived shows contain exactly this same format.

Show guests join Wireless Tech Radio live in the Waterford studio or call-in to the studio immediately prior to their scheduled time. We are experimenting with an audio conference bridge that has worldwide access numbers to facilitate group discussions and to provide high quality audio origination from international locations.

Listeners are encouraged to provide real-time feedback and questions to the show via Instant Messenger technology. We also have the capability to take listener calls directly to the studio or to the international conference bridge.

## Producer and Co-Host Profiles



Jim Sutton is the founder, producer, and primary cheerleader for Wireless Tech Radio.

Sutton has twenty years sales and product marketing experience in the telecommunications industry. He first became intrigued with wireless services when looking for a solution to provide broadband services to commercial buildings while at Cox Business Services.

He is an active member of the Capitol Area Wireless Network, CAWNet, a volunteer organization that advises community groups, businesses, and occasionally government entities on WiFi and fixed wireless technologies. Sutton has an MBA from the Wharton School of the University of Pennsylvania and a BS from Auburn University.



Marlon Schafer is one of the most well-known and loved personalities in the WISP community. He's a WISP operator in Odessa, WA, a wireless business consultant, and a frequent speaker at industry events.

He's been intimately involved in the creation of WISPA and has been instrumental in getting practicing wireless ISPs introduced to the FCC and commission staff. He's a creative innovator in the wireless space – his projects include creating a WiFi based mobile network for his Sheriff's Department four years ago, port security and cargo scanning via wireless technologies and more.



Steve Stroh is Editor of **FOCUS On Broadband Wireless Internet Access**, an independent newsletter that examines the companies, technologies, and developments that are creating the Broadband Wireless Internet Access industry. In addition to FOCUS, Stroh has written extensively about Broadband Wireless Internet Access beginning in 1997 for publications such as IEEE Spectrum, Boardwatch Magazine, and Broadband Wireless Business Magazine.

More information on **FOCUS On Broadband Wireless Internet Access** can be found at [www.focusonbwia.com](http://www.focusonbwia.com). Stroh also publishes the *Broadband Wireless Internet Access Weblog* at [www.bwianews.com](http://www.bwianews.com). Stroh can be reached by email at [steve@stevestroh.net](mailto:steve@stevestroh.net).

## ***Listener Demographics***

Results-oriented marketers of wireless technology products and services rely on the Wireless Tech Radio to help build their brands, generate leads and make sales. Our philosophy of doing business is a simple one: we succeed only when our clients succeed. We do everything possible to ensure they do. Learn more about how we do business.

Wireless Tech Radio show attracts a highly qualified audience of technology product and service buyers each week. They are affluent, educated and empowered by their organizations to invest in IT and wireless solutions.

<u>Gender</u>		<u>Age</u>			
Male	96%	19-25	10%	Youngest	Age 19
Female	4%	26-35	29%	Oldest	Age 62
		36-45	28%	Median	Age 40
		46-55	20%		
		56-65	13%		

<u>Function</u>		<u>Business Type</u>	
Senior Mgmt/Owner/GM/COO	58%	WISP Operator	49%
Computer/IT	9%	Other	16%
Network Engineer	8%	Rep/Var/Reseller	10%
Other	6%	Equipment Manufacturer	7.0%
Sales	5%	Telecomm provider (IXC, ILEC)	4.4%
Product Management	4%	End User (residential)	3.5%
Industry Analyst	4%	End user (business)	3.5%
Tech Support	2%	Cellular Carrier	3%
Media Relations/PR	1%	Software developer	2%
Accounting/Finance	1%	Hosting company (any form)	2%
		Venture Capitalist	1%

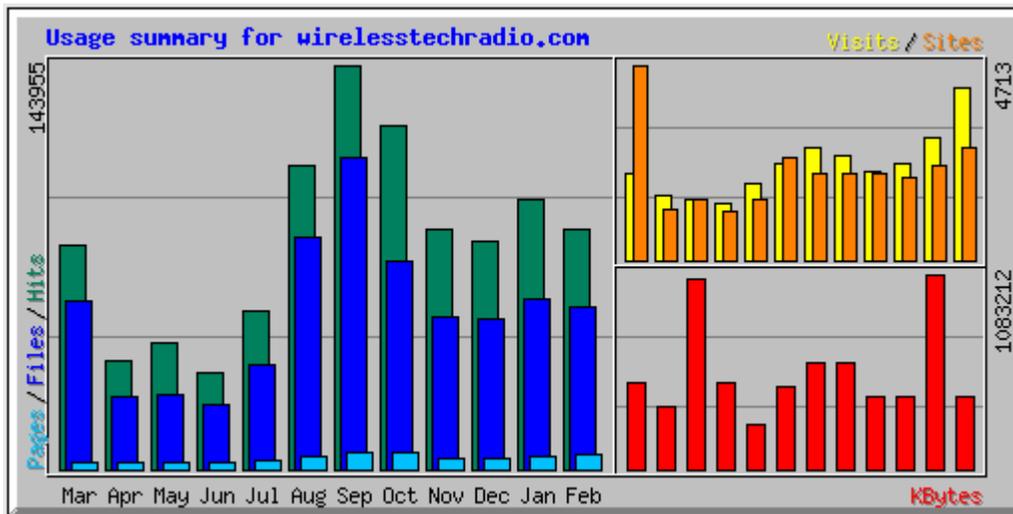
The Wireless Tech Radio experience is comprised of a wireless technology web site, e-mail newsletter, on-demand archive of all shows, and, coming soon, live chat and discussion lists. This assortment of media ensures that our clients deliver their message in the medium that yields optimal response.

## Stats (as of February 2005):

The limited reports from the Nortel Network's KidzOnline streaming host identifies the weekly listenership for the live show to be **40-50 people** per show – **160-250 people** per month.

The majority of listener traffic comes to the website and archive for time shifted listening.

The following graphs highlight monthly traffic at [www.wirelesstechradio.com](http://www.wirelesstechradio.com):



Monthly Website Hits: 80k – 140k

Unique visits: 3500 – 4700

## Advertising Packages

Wireless Tech Radio's first year, 2004, was considered proof-of-concept and the industry response has been exciting. This year will see Wireless Tech Radio implement capital improvements to provide "state of the art" production values to audio content, implement new distribution technologies such as Podcasting, and increased marketing efforts and exposure at industry events. Tradeshow venues such as ISPCON, WiFi-Planet, WCA, Broadband Wireless World, WiMax World, and more are excellent opportunities to extend and enhance Wireless Tech Radio's industry exposure. Ad prices WILL rise as our demographics continue to improve.

Wireless Tech Radio is the most cost effective medium for both live audio ads and banner advertising in the wireless industry today. *In fact, it is the only medium!*

Reach WISPs, Community Wireless Groups, Wireless Enthusiasts, and Wireless Newbies in a friendly yet informative environment. If you sell any flavor of Wireless equipment, provide training services or anything else to the Wireless community in North America, Europe, or the world, you will not find a better or more cost effective means to promote your business. Internet Radio Advertising is a powerful and effective way to reach your customers.

### ***Packages ... Bundles ...***

With any sponsorship level chosen, you will receive a radio ad on the weekly Wireless Tech Radio Show, a banner ad on the Wireless Tech Radio, and a banner ad on the weekly Wireless Tech Radio newsletter for one low price. Your thirty or sixty second advertisement on the show will be heard live both when the show airs and with every replay of the archived segment for future listeners. Your banner ad will be hyperlinked back to your web page of choice.

### ***Title Sponsor***

Title sponsorship provides high impact exposure for advertisers seeking maximum brand development. Advertiser's name and/or product/service name included in show open as well as in each additional segment open. This package also includes two ad spots per show. Ad spots remain in archives indefinitely affording you repeat exposures to your most valuable prospects. Also included is the largest show page graphic to facilitate prospect response.

Price: 30 seconds: \$75 setup, plus \$500 per month  
60 seconds: \$75 setup, plus \$800 per month

### ***Gold Sponsor***

This package includes two ad spots per show and spots remain in archives indefinitely affording you repeat exposures to your most valuable prospects. Also included is a large show page graphic to facilitate prospect response.

Price: 30 seconds: \$75 setup, plus \$200 per month  
60 seconds: \$75 setup, plus \$320 per month

### ***Silver Sponsor***

This package includes one ad spot per show which remains in archives indefinitely affording you repeat exposures to your most valuable prospects. Also included is medium show page graphic to facilitate prospect response.

Price: 30 seconds: \$75 setup, plus \$150 per month  
60 seconds: \$75 setup, plus \$240 per month

### ***Archives Sponsor***

Place an ad spot in the archive category of your choice for thirty days.

Price: 30 seconds: \$75 setup, plus \$100 per month  
60 seconds: \$75 setup, plus \$160 per month

### ***Website Banner***

Place a Banner Ad on the website and in the weekly newsletter for thirty days

Price: 30 seconds: \$75 setup, plus \$100 per month  
60 seconds: \$75 setup, plus \$160 per month

#### Banner Ad Instructions:

- File sizes- Each image will not exceed more than 30k in size, and will be in .gif, .jpg or Flash .swf format.
- Links – must provide full URL addresses.
- Creative and destination URL is due by 5:00pm EST two business days prior to your campaign's launch date. Send creative to [ads@wirelesstechradio.com](mailto:ads@wirelesstechradio.com). Wireless Tech Radio is not responsible for typos or improper banner files.

## **Benefits to advertising with Wireless Tech Radio:**

1. Efficient and effective ways to target your focused audience
2. Establish credibility and visibility in the industry with your targeted decision makers
3. First mover advantage – start now to build your brand using this exciting medium
4. Only way other than expensive tradeshow investment to speak directly to your buyers
5. Turn prospects into long-term customers
6. Leverage existing partnerships and relationships
7. Very cost effective pricing – lock in your program now.

## Screenshot Samples

The following screenshots of the Wireless Tech Radio site taken recently provide a view of the banner placement on each page of the website. The weekly reminder newsletter is now sent to 2960+ recipients. Its appearance mimics that of the website's homepage and offers banner visibility in the right column also.

160x80 static banner advertising - displayed in the right column of every website page; offers a dedicated slot that is not shared or rotated with other advertisers; ad placement priority is based upon the tier of the ad package selected. (Tier order: Title, Gold, Silver, Archives, Banner only)  
Text Ads - displayed in the right column

### Wireless Tech Radio Homepage:



Wireless Tech Radio  
**WirelessTechLog**

### Latest News and Updates



**LISTEN LIVE** You can listen live to the Wireless Tech Radio Show every Wednesday morning from 10AM - 11AM, Eastern Time (3PM GMT). Just click on the "Listen Live" icon above.

If you can't listen to the show live, don't forget about the **archives**. By listening on the archives, you can catch the recorded version of the

### Tune into the only All-Wireless Technology Radio Show on the Internet!

Join **Jim Sutton**, **Marlon Schafer**, and **Steve Stroh** with guests from throughout the wireless world. Learn about wireless equipment, technologies, providers, manufacturers, markets, as well as the 'best practices' of operators, and organizations in the forefront of the sport.

**Wireless Tech Radio** can heard live on Wednesday mornings right here on the web at 10:00am Eastern Time and 7:00am Pacific Time. But you don't have to hear it live to hear it!

In fact, if you missed the show this past Wednesday, you can listen below. We archive all shows to ensure you can listen when you want to.

### First Anniversary Show- February 16th Show

### Industry News: Tsunami Relief Efforts - Mike Outmesguine

Steve Stroh is traveling to Chicago for **WISPN0G** that begins this week. Mike Outmesguine, **Co-founder of SOCALWUG**, joins us to bring us up-to-date on Tsunami Relief Efforts. He has some thoughts on wireless

Sponsors



Show your support for Wireless Tech Radio's sponsor - Check out Electro-Comm's products for your business

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## Archived Shows by Guest Name:

All Wireless Tech Radio shows are archived on the website for time shifted listening by listeners worldwide. The archives are arranged in two ways for ease of use: alphabetical listing by guest names and organized into common topic categories.



Wireless Tech Radio  
**WirelessTechLog**

### Listen to Guests That Have Appeared on the Show!

### Latest News and Updates



**LISTEN LIVE** You can listen live to the Wireless Tech Radio Show every Wednesday morning from 10AM - 11AM, Eastern Time (3PM GMT). Just click on the "Listen Live" icon above.

If you can't listen to the show live, don't forget about the **archives**. By listening on the archives, you can catch the recorded version of the show at your convenience!

If this is the first time you plan to listen to the radio show, you may need to

Anderson, Michael, Part-15.org President  
Bailey, Don, WISP Owner and Computer Security Consultant  
Ballard, Nigel, Personal Telco Project  
Barnes, Graham, CEO, NextWeb  
Belanger, Phil, VP- Marketing, BelAir Networks  
Belanger, Phil, VP- Marketing, BelAir Networks  
Blankenhorn, Dana, Sr Analyst, Progressive Strategies  
Calabrese, Michael, VP, New America Foundation  
Cannon, Robert, FCC Special Counsel  
Carbonneau, Theresa, President, CEO, fSONA  
Cronin, Rod, Technical Support, WaveRider  
DiPietro, Ken, Owner, New-Isp.net, WISP Futures  
DiPietro, Ken, Owner, New-Isp.net, WiMAX World  
Downs, Timothy, President, Shorecliff Communications  
Feld, Harold, Media Access Project, FCC Spectrum initiatives: NPRM on Interference Temperature, Cognitive Radios, MMDS/ITFS

Support [freeminimacs.com](http://freeminimacs.com)



Fish, Tony, Principal - AMF Ventures, (May26)  
Fish, Tony, Principal - AMF Ventures, (Jul14)  
Fish, Tony, Principal - AMF Ventures, (Aug18)  
Fish, Tony, Principal - AMF Ventures, (Nov17)  
Fish, Tony, Principal - AMF Ventures, (Oct20)  
Fleishman, Glenn, Author, *The Wireless Network Starter Kit* Interview  
Fleishman, Glenn, Senior Editor, IIWire

Sponsors



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## Archived Shows by Show Topic:

All Wireless Tech Radio shows are archived on the website for time shifted listening by listeners worldwide. The archives are arranged in two ways for ease of use: alphabetical listing by guest names and organized into common topic categories.



Wireless Tech Radio  
**WirelessTechLog**  
Latest News and Updates

Organized by Date  
February 2004  
March 2004  
April 2004  
May 2004

Check Out Past Shows!

June 2004  
July 2004  
August 2004  
September 2004

October 2004  
November 2004  
December 2004

Sponsors

RSS 2.0

XML



Tech

free**minimacs.com**



Show your support for Wireless Tech Radio's sponsor - Check out Electro-Comm's products for your business

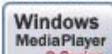


You can listen live to the Wireless Tech Radio Show every Wednesday morning from 10AM - 11AM, Eastern Time (3PM GMT). Just click on the "Listen Live" icon above.

If you can't listen to the show live, don't forget about the **archives**. By listening on the archives, you can catch the recorded version of the show at your convenience!

If this is the first time you plan to listen to the radio show, you may need to download a copy of Windows Media Player. Don't fret, there are versions for the PC

and the Mac!



Industry News

Organized by Topic!

March 10 - Steve Stroh  
Wireless Futures Conference - Steve Stroh  
CTIA Wireless Show Insights - Dana Blankenhorn  
WTF 2004 Conference Highlights - Steve Stroh  
May 5th News - Craig McCaw & Clearwire  
May 12th News - Allconet, Rio Bravo, FCC & TV Spectrum Re-use  
Unlicensed Spectrum Allocations - Michael Calabrese  
First MuniWireless.com annual survey of cities and regions - Esme Vos

WISPs

Odessa Office Equipment - Marlon Schafer  
Geekspeed Networks - Don "Beetle" Bailey  
August Featured WISP: Avolve Internet Services - Stuart Pierce

HotSpots

HotSpot Security & Risks - Bruce Potter  
HotSpot Developments - Glenn Fleishman  
UK HotSpot Markets - Tim Nash

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Nortel Network's Kidz Online provides streaming services for Wireless Tech Radio

## References

We're happy to provide you with references of current and past advertisers. Please feel free to contact us for more information.

## Design Assistance

### ***Banner Ad***

If you require banner ad design assistance, please let us know. We will be happy to refer you to our banner ad/website design partner for a 15% discount by mentioning our name.

### ***Audio Ad – Voice-Over & Production***

If you require audio ad production assistance, please let us know. We have arranged professional assistance for voice-over and full production of your promotional message at less than one third industry rates.

Thirty Second Ad	\$50.
Sixty Second Ad	\$100.

Artists:	Dave Diamond	<a href="http://davesvo.vom">http://davesvo.vom</a>
	Glenn Nobel	<a href="http://www.nobelnoise.com">http://www.nobelnoise.com</a>

## Questions?

Please feel free to contact Jim Sutton at +1.703.727.2860 via email at [jim@wirelesstechradio.com](mailto:jim@wirelesstechradio.com) or Victoria Proffer at +1.314.255.1301 or via email at [veproffer@wispcentric.com](mailto:veproffer@wispcentric.com).

Our eFax number is +1.954.867.1431.

Our postal address is:

Wireless Tech Radio  
Jim Sutton  
40544 Browns Lane  
Waterford, Virginia 20197 USA

# Appendix: Internet and Multimedia 12: The Value of Internet Broadcast Advertising

## *2004 Presentation by: Bill Rose Joe Lenski*

Arbitron Internet Broadcast Services / Edison Media Research

Full copy is available at the Arbitron site: <http://www.arbitron.com/downloads/IM12Summary.pdf>

From page 6:

### B. The Value of Internet Broadcast Advertising

8. The size of the Internet broadcast audience exceeds most observers' expectations. The monthly Internet radio audience is eight times greater than that of the two satellite radio broadcasters combined. Sixteen percent of Americans say they have consumed Internet audio in the last month. Including those who have watched online video, the monthly audience for Internet broadcasting (radio and video combined) is 51 million, or 21% of Americans.

9. The monthly Internet broadcast audience represents 26% of all Internet users but 43% of all time spent online. Those who consume monthly Internet broadcasts say they spend an average of 12 hours 4 minutes online per week compared to 5 hours 45 minutes for those online who do not use Internet broadcasting.

10. Fifty-two percent of monthly Internet broadcast consumers have purchased online in the last month versus only 28% for non-monthly Internet broadcast consumers. In addition, twice as many monthly Internet broadcast consumers have made a purchase online in the past week (22%) compared to those who do not regularly consume Internet broadcasts (11%).

Those who listen or watch Internet broadcasts also spend more money online. The monthly Internet broadcast audience spent an average of \$720 in the last year compared to an average of \$522 spent online among those who don't watch or listen online.

**11. Internet radio is the soundtrack and point-of-purchase advertising medium for online shopping and buying.** Forty-two percent of Internet audio listeners say they have listened to Internet radio while researching a product or service online, while more than one-quarter of Internet audio listeners (27%) listen to Internet radio while shopping and purchasing online. Advertisers who follow the "Recency" theory of media planning (espoused by noted media researcher Erwin Ephron, [www.ephrononmedia.com](http://www.ephrononmedia.com)) recognize the importance of advertising that "gets the last word" before a consumer purchase. Internet radio offers advertisers "the last word before the sale" for those who research products and make purchases online.

12. The Internet broadcast audience is more likely to use software to block banner ads, spam and pop-up advertising. Six in 10 monthly Internet broadcast consumers (60%) say they use pop-up-blocking software on their home or work computers, compared to only 36% and 39% of non-Internet broadcast users, respectively. Nearly two-thirds of the people who tune to Internet broadcasts use programs to block spam (64%), and 39% block Internet banner ads. **Traditional** broadcast commercials inserted directly into online programming are not affected by these technologies and may prove to be an effective way to reach this audience.

13. **Running an Internet broadcast advertising schedule** for at least one month can potentially **double the reach of the campaign**. Fifty-one million Americans, or 21% of the U.S. population, used Internet radio or video in the last month while 30 million, or 12% of Americans, have done so in the last week. Thus, advertisers who run Internet broadcast advertising schedules for at least a month can help maximize the reach of their campaign.

#### Recommendations

1. Advertisers should run audio and video advertising to get the attention of people who are **shopping or researching products online**. The Internet broadcast audience is a very special, highly focused group of consumers. Commercials inserted into online programming will get their attention just as the purchase decision is forming.

2. Use Internet broadcasting to reach the hard-to-reach young male audience. In a world of TiVo, pop-up/banner blockers, video games and DVDs, Internet broadcasting is a highly effective way to reach, or increase frequency with, the hard-to-reach males 18 to 34 years old.

<snip>

6. Advertisers should use Internet broadcasting to reach those most likely to be first to buy and try new products and services. As we have shown in our past reports, there is a strong correlation between Internet broadcast consumption and the tendency to be on the cutting edge of trying and buying new products and services. These “early adopters” are a valuable target audience because they are **opinion leaders who often influence others**. If an advertiser makes a positive impression on this leading-edge consumer segment, these early adopters might help spread the word.

7. Advertisers should use Internet broadcasting to reach the increasing number of consumers who try to block online advertising. **Internet broadcast ads are the antidote** to software that works to eliminate pop-ups, banners and spam from the online experience. **Commercials inserted directly into** online programming are not affected by ad-blocking programs, nor can the user fast forward through the commercial. Internet broadcasting may prove to be the most reliable way to reach these tech-savvy consumers.

Thanks to **Arbitron Internet Broadcast Services / Edison Media Research** for allowing free use of their study results. Full copy is available at the Arbitron site:  
<http://www.arbitron.com/downloads/IM12Summary.pdf>