

(Stephanie Brown)	Riester-Robb
(Dot Dilorenzo)	DavisElen Advertising
(Tom Hall)	Dalis & Savage Advertising
(Darlene Hayman)	MediaCom (Grey Worldwide)
(Lily Katz)	Evans, Hardy & Young, Inc.
(Peter Mace)	URI Inc.
(Leah Mitchell)	G/F/D/M
(Bill Formeca)	Initiative Media North America
(Susie Vye)	DDB-David & Goliath
(Emily Weiss)	Saatchi & Satchi
(Jerry Gibbons)	AAAA, president
(Donna G. Campbell)	AAAA, vice president

Peter R. Mace - URI

broadband)

가?

2.

가

가

CPM

AAAA(:American Association of Advertising Agency, 4A s)

TIVO

가
TIVO

6 ,4As 가

LA

가

CBS

CBS

가

TIVO

CBS 65%

ABC NBC

가

가

가

가

\$70

가

\$10

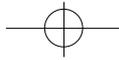
TIVO

20%

NBC

\$20

1. 가 가 가? PPL(Product Placement)
(wireless,



3. - EDI (가)

1999 Initiative Media North America (Western International Media Corporation) 1,200 TV 가

.Initiative 800 AdAuction.com 가

.IPG,WPP, EDI 가

가

가 가

EDI(Electronic Data Interchange)

Data Interchange Standards Association ANSI X12(American National Standards Institute)

EDI 가 가 (delimiter)

EDI 가

EDI

4. 가 가

가? 가 가?

