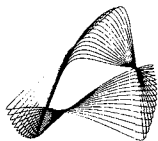


Viewdata '80, London, 1980.

VIEWDATA AND VIDEOTEXT, 1980-81: A Worldwide Report

**Transcript of viewdata '80,
first world conference
on viewdata, videotex, and teletext**



**Knowledge Industry Publications, Inc.
White Plains, New York**

Viewdata and Videotext, 1980-81: A Worldwide Report

Transcript of viewdata '80, first world conference on viewdata, videotex and teletext, London,
March 26-28, 1980

ISBN 0-914236-77-6

LC: 80-18234

This title is being published simultaneously in the United Kingdom under the title: Videotex, Viewdata
& Teletext

Copyright ©1980 by Online Conferences Ltd.

Published by Knowledge Industry Publications, Inc. in conjunction with Online Conferences Ltd. No
part of this book may be reproduced in any form whatsoever without the written permission of the
publisher, Knowledge Industry Publications, Inc., 2 Corporate Park Drive, White Plains, New York
10604.

Printed in the United States of America

Prestel: The Opportunity for Advertising

Chris Powell
Joint Managing Director

Boase Massimi Pollitt Univas

London

How is advertising developing on Prestel? What are the main opportunities?

Prestel is an interactive media - the user chooses what to look at and can order off the page.

How do you get the viewer to choose to see your message? What is the role for Prestel in brand building? Is it the direct response dream? - What is the divide between editorial and advertising?

How many sets? Who is the audience? What are the creative skills - writing or routing? What role will Agencies play? Likely cost per thousands? Will IPs and advertisers cooperate or compete? Is sponsorship the main opportunity for major advertisers?

Copyright © 1980 by Online Conferences Ltd.

Introduction

My start point is the assertion that advertising will increasingly develop on the videotex systems as advertisers take advantage of a new medium in an environment where existing media are increasingly congested and take advantage of the presence of an interested rather than passive audience. To be effective, the advertising will have to take account of the great difference in the way the target audience are likely to use this media.

This, I believe, represents an enormous challenge to the advertising industry and one where the answers are likely to evolve over time as experience teaches us lessons.

Another fundamental point which, I hope, will come out of this paper is that the development of advertising on Viewdata should be given every encouragement, as the commercial impetus that the funds and inventiveness that the advertising industry can bring will greatly aid the growth of the system itself. The early development of advertising will also bring the benefit of helping those who have invested, for them, considerable sums in Viewdata and have inevitably yet to see much return.

I think it will prove to be very important that IPs take early account of the likely growth of advertising on Viewdata. As the entry of commercial interests on to the system who are seeking benefit from their presence that is not related to the revenue derived from the dissemination of the information itself will, in effect, provide strong competition, damaging the interests of IPs unless they recognise this early, harness it and take advantage of it for their own profit.

Viewdata Features

There are currently about 200 information providers with about 150,000 pages of material on the system, both the number of information providers and pages are likely to grow enormously so that before long there will be literally millions of pages available to the public. Most of the information providers are selling their information, receiving their revenue by charging for each page used, although some are providing the information free as a service e.g. timetables to travellers, product data to people wanting to buy a product.

The information can be kept entirely up-to-date - a unique advantage which could provide a strong motivation for all sorts of advertisers to use Viewdata.

Readers (viewers) will approach and use the system in a different way than the other media we are used to using in advertising. Generally speaking, they will be seeking information and expecting it to be up-to-date. They will be guided by the routing systems to the answers to their questions. There will be little, if any, scope for casual readership. One of the most basic tenets of advertising has been that the reader or viewer is not seeking out your advertisement but is using the medium for some other purpose. It has been the object of advertising to attract attention to itself by its distinction and relevance to an audience who are just passing by. We have been used to captive audiences flipping pages or sitting through a commercial break or passing down the street past a poster site. There will be virtually no casual readership of Prestel. The user will come to the page with the information he wants and then leave the system, not because that is the nature and purpose of Viewdata and because there are direct costs to the user that mount the longer he uses the system. I believe this self-selective nature of the medium to be its most fundamental difference from other media.

I ought to add, however, that there will be some happening on advertising material that wasnot directly intended by the reader when he started to use the system but this will not depend so much on the creative brilliance of the advertisement as on the cunning of the routing system that leads the reader there as the answer to his question. This goes some way to illustrate the likelihood that the real creativity in the use of Viewdata as an advertising medium will lie in those who create the routings rather than in those directly creating the advertisements.

Other features we should bear in mind are:

It will be interactive, users will be able to 'buy' off the page and will be able to use it as a computer terminal. Prestel will be able to act as a giant calculator.

Compared to the costs involved in changing copy in press advertising, it will be very cheap for advertisers on Viewdata to keep their copy up-to-date and to make small changes at small expense.

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.