

Videotex '83

WORLDWIDE

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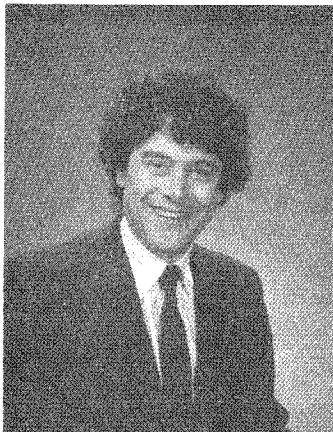
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**TAKING VIDEOTEX TO MARKET:
THE CBS ROLE IN THE
JOINT CBS/AT&T RIDGEWOOD TRIAL**

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CBS's philosophy about videotex, and its reasons for involvement in the medium, are explained. The main factors that CBS has identified as crucial to success are identified, and there is a discussion of the content areas provided during the joint field test with American Bell from September, 1982 to April, 1983.



David Shnaider is the Senior Editor at CBS Venture One responsible for the production and maintenance of the editorial content, consisting of information, entertainment and amusements, and education. He joined Venture One in April, 1982, after working for 12 years at Broadcast News Ltd., the Canadian news agency serving radio, television and cable television operations. In his last position at Broadcast News he was the manager of marketing and planning.

CBS's experience with videotex has convinced us that this medium may revamp how you and I use our leisure time, and upset some of our most well-entrenched buying habits.

This is certainly a sweeping claim. All of us have seen black boxes arrive from the laboratories, with claims that they'd revolutionize this, or overturn that. Yet when all was said and done, the more things changed, the more they stayed the same.

But videotex is different because there has never been a medium that can talk to millions, one at a time -- and then let the millions talk back. And there has never been a medium that gives consumers, advertisers, merchandisers, and content suppliers so much freedom, so much selection, so much power.

In Ridgewood, New Jersey it has changed the ways people shop, manage their money, learn about their world, and amuse themselves.

The power to talk back and forth with the user makes videotex the first communication medium that can be whatever, whenever, one wants it to be. Videotex puts us, the consumers, in charge. Whether we want the latest Zurich gold price, or today's specials at the A&P, or a refresher course in high school algebra, we can get it now, when we want it.

It is this power that will cause such significant changes in our lives as videotex enters the home.

For consumers, more power means more convenience. From one videotex keyboard, we can order tomorrow's groceries, check the box score from last night's Yankee game, pay a bill from the gas company, and take on the kids in the latest video craze.

For advertisers, more power means that ad campaigns can be targeted and tracked more precisely than in any other medium. The videotex computer personalizes which pages -- and therefore which advertisements -- consumers call to their screens, giving advertisers a 100-percent targeting of messages, for the first time.

For merchandisers, more power means bringing the shopping mall to the living-room easy chair. Videotex power converts a television screen into a family buying center with unlimited shelf space. Consumers tell the videotex computer what they want to buy, and it searches for shops carrying those items, shows them the merchandise, takes their order, and charges their credit card -- every hour of every day, without the expense of a sales staff or the overhead and inventory of a store.

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