

April 14, 2010

Via electronic filing: <https://public.commentworks.com/ftc/privacyroundtable2>

Hon. Donald S. Clark
Federal Trade Commission
Office of the Secretary, Room H-135 (Annex P)
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: IAB's Comments — Privacy Roundtables – Comments, Project No. P095416

Dear Secretary Clark:

The Interactive Advertising Bureau (“IAB”) provides these comments in response to the Federal Trade Commission’s (“Commission” or “FTC”) request for comment in conjunction with a series of roundtable discussions on evolving consumer privacy issues. As the Commission reflects on the current status of online privacy, it should consider the tremendous value created by online advertising for both consumers and the economy, and the impact self-regulation and education has collectively had on consumer privacy. As the Commission has previously recognized, industry self-regulation is the preferred approach for addressing the intersection of privacy and online advertising practices.¹

Founded in 1996 and headquartered in New York City, the IAB (www.iab.net) represents over 375 leading companies that actively engage in and support the sale of interactive advertising, including leading search engines and online publishers. Collectively, our members are responsible for selling over 86% of online advertising in the United States. The IAB educates policymakers, consumers, marketers, agencies, media companies and the wider business community about the value of interactive advertising. Working with its member companies, the IAB evaluates and recommends standards and practices and fields critical research on interactive advertising. The IAB is committed to promoting best practices in interactive advertising, and is one of the leading trade associations that released cross-industry self-regulatory privacy principles for online behavioral advertising in July 2009.²

IAB believes that the appropriate approach to address consumer online privacy is through industry self-regulation and education. Existing and emerging robust self-regulatory principles

¹ See FTC Staff Report: Self-Regulatory Principles for Online Behavioral Advertising (Feb. 2009), available at <http://www2.ftc.gov/os/2009/02/P085400behavadreport.pdf>.

² Press Release: Key Trade Groups Release Comprehensive Privacy Principles for Use and Collection of Behavioral Data in Online Advertising, July 2, 2009, available at http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-070209.

address privacy concerns while ensuring that the Internet can thrive, thereby benefiting consumers and the U.S. economy.

I. Online advertising generates a significant consumer and economic benefit

For almost two decades, online advertising has been an economic driver that has fueled Internet growth and delivered innovative tools and services used by consumers and business to connect, communicate, and contribute to the continued evolution of the Internet. This advertising based model continues to drive Internet growth and deliver consumer benefit. According to a recent study entitled *Economic Value of Advertising-Supported Internet Ecosystem* conducted for IAB by Harvard Business School Professors John Deighton and John Quelch, e-commerce and online advertising contribute \$300 billion each year to the U.S. economy and employ 3.1 million Americans.³

The revenue generated by online advertising supports the creation and entry of new businesses, communication channels (*e.g.*, micro-blogging sites and social networks), and free or low-cost services and products (*e.g.*, email, photo sharing sites, weather, news, and entertainment media). Online advertising enables consumers to compare prices, learn about products, and find out about new and local opportunities. Additionally, the Internet empowers small businesses, enabling them to flourish and compete where costs would otherwise hinder their entry into the market. Consumers value the tremendous benefit that they gain from such ad-supported services and products and from the diversity of online companies. Thus, the Commission should avoid unintentionally stifling this positive contribution to the economy and consumer benefit.

Perhaps most importantly, the record demonstrates that consumers are increasingly embracing and participating in Internet activities. A quick analysis of the most recent indicators reveal that online retail sales during the 2009 holiday season increased 5 percent from 2008, according to a report by the research firm comScore, with consumers spending \$27 billion more than the previous year. Consumers were more satisfied than ever with their e-commerce experiences, according to ForeSee Results' E-Retail Satisfaction Index, giving their online shopping adventures a score of 79 out of 100, the highest rating since the survey began in 2001. Perhaps most informative, research demonstrates that consumers are generally not reluctant to participate online due to advertising and marketing practices. According to a 2009 survey by the National Retail Association, of those consumers who were reluctant to shop online, just 0.1% cited concerns over privacy and the same miniscule percentage (0.1%) cited concerns about retailers tracking online activity.

II. Self-regulation addresses concerns with online advertising

Self-regulation continues to be the appropriate approach for addressing the interplay of online privacy and online advertising practices. This approach has successfully demonstrated its ability to address consumer concerns while ensuring that the marketplace is not stifled or smothered by overreaching and rigid regulation. Unlike formal regulations, which can become

³ Deighton & Quelch, *Economic Value of Advertising Supported Internet Ecosystem*, at 4, 12 (June 10, 2009), available at <http://www.iab.net/media/file/Economic-Value-Report.pdf>.

quickly outdated in the face of evolving technologies, self-regulation provides industry with a nimble way of responding to new challenges presented by the evolving Internet ecosystem.

The Commission has long recognized that self-regulation is the preferred approach for online behavioral advertising. In the February 2009 Staff Report, the Commission stated, “Staff supported self-regulation because it provides the necessary flexibility to address evolving online business models.”⁴ We agree. To that end, IAB was centrally involved with the development of the *Self-Regulatory Principles for Online Behavioral Advertising* (“Principles”), which was released in July 2009 in conjunction with the American Association of Advertising Agencies, Association of National Advertisers, Direct Marketing Association, and Council of Better Business Bureaus (“Coalition”).⁵

The Principles were designed to apply broadly to the diverse set of actors that work interdependently to deliver relevant advertising intended to enrich the consumer online experience. In all, the Coalition delivered seven principles to foster consumer friendly standards that are to be applied throughout the ecosystem. The Principles call for consumer education, the provision of new choice mechanisms, data security, heightened protection for certain sensitive data, consent for certain material changes to online behavioral advertising data collection and use policies, and strong enforcement mechanisms.⁶ In addition, the Principles require enhanced notice outside of the privacy policy so that consumers could be made aware of the companies they interact with while using the Internet. Together, these principles will increase consumers’ trust and confidence in how information is gathered from them online and how it is used to deliver advertisements based on their interests.

This cross-industry self-regulatory initiative represents an unprecedented, collaborative effort by the entire marketing-media ecosystem. The Coalition started this effort in April 2008 by convening a task force to evaluate existing self-regulatory efforts. In October 2008, the task force began drafting principles together with eight industry association and 25 companies. In January 2009, the Coalition publicly announced its efforts, and in April 2009, the Coalition began socializing the principles within industry.⁷ In July 2009, the Coalition released the *Self-Regulatory Principles for Online Behavioral Advertising*.⁸ In the following month, the Coalition turned to enforcement, operational implementation, and educational planning. As part of the operational implementations, IAB initiated an effort to develop technical specifications for

⁴ FTC Staff Report, *Self-Regulatory Principles for Online Behavioral Advertising*, at 11 (Feb. 2009), available at <http://www.ftc.gov/os/2009/02/P085400behavadreport.pdf>.

⁵ American Association of Advertising Agencies, Association of National Advertisers, Direct Marketing Association, Interactive Advertising Bureau, and Council of Better Business Bureaus, *Self-Regulatory Principles for Online Behavioral Advertising* (July 2009), available at <http://www.iab.net/media/file/ven-principles-07-01-09.pdf>.

⁶ The Principles apply heightened protection for children’s data by applying the protective measures set forth in the Children’s Online Privacy Protection Act. Similarly, this Principle requires consent for the collection of financial account numbers, Social Security numbers, pharmaceutical prescriptions, or medical records about a specific individual for online behavioral advertising purposes.

⁷ Press Release: *Key Advertising Groups to Develop Privacy Guidelines for Online Behavioral Advertising Data Use and Collection*, January 13, 2009, available at http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-011309.

⁸ Press Release: *Key Trade Groups Release Comprehensive Privacy Principles for Use and Collection of Behavioral Data in Online Advertising*, July 2, 2009, available at http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-070209

implementing notice through a link in or around an advertisement. In April 2010, IAB, along with the Network Advertising Initiative, released the CLEAR (Control Links for Education and Advertising Responsibly) Ad Notice Technical Specifications, a set of common technical standards enabling enhanced notice in online ads.⁹ These technical specifications will allow advertisers and ad networks to begin offering a clickable icon in or near online ads that directs users to additional information about online behavioral advertising and choices about such ads. In addition, as described in more detail in section III, IAB launched a consumer education campaign.¹⁰

In January 2010, the Coalition announced its intention to select wording and a link/icon that participating companies will use when engaged in online behavioral advertising to indicate their adherence to the Principles and as the link that provides consumers with easily accessible disclosures about data collection and use practices associated with online behavioral advertising. This wording and link/icon will appear on Web pages where data is collected either in or around advertisements or on the Web page itself, and is required in all instances when and where online behavioral advertising occurs.

The Coalition continues to work to implement the Principles. One key implementation area involves developing accountability programs. IAB understands that strong independent enforcement is key to any self-regulatory program. This is why IAB has allocated considerable funding to the Council of Better Business Bureaus (“CBBB”) to develop a robust compliance and monitoring system for the entire industry. The CBBB is a leader in building enforcement programs around difficult advertising policy issues and has successfully partnered with the FTC in the past on issues such as food and beverage advertising and online marketing to children.

The Commission should continue to support this industry-wide self-regulatory effort and should maintain the dialogue that industry has undertaken with the FTC. This effort has already delivered an unprecedented comprehensive self-regulatory framework for online behavioral advertising, continues to provide effective educational resources, and has shown tremendous promise and likelihood to achieve its objective – delivering consumer friendly standards for online behavioral advertising across the Internet. This effort should proceed and have the opportunity to succeed.

III. Consumer and business education is critical to protecting consumers online

IAB believes that consumer education is vital to demystifying online advertising practices and informing consumers of the availability of choice and tools to control one’s online experience. For this reason, IAB has taken a leading role in providing consumer education. In December 2009, IAB commenced its “Privacy Matters” initiative to deliver information about online advertising. In the coming months, IAB will expand its campaign jointly with the

⁹ Press Release: *IAB and NAI Release Technical Specifications for Enhanced Notice to Consumers for Online Behavioral Advertising: Critical Step in Interactive Industry’s Ongoing Self-Regulatory Efforts*, April 14, 2010, available at http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-041410.

¹⁰ Press Release: *IAB Launches “Privacy Matters,” Its First-Ever Consumer Education Campaign*, December 3, 2009, available at http://www.iab.net/about_the_iab/recent_press_releases/press_release_archive/press_release/pr-120309.

Coalition and the participating business community. The second phase of the educational campaign will provide both consumers and businesses with information concerning the Principles.

A. Phase One: Consumer Education

In December 2009, IAB launched “Privacy Matters,” an education campaign designed to educate consumers about how they can manage their online experience and to help consumers better understand and appreciate how Internet advertising supports the Internet. As part of this unparalleled effort, IAB, through the participation of its online publisher members, has committed to deliver more than 500 million online public service announcements (“PSA”), providing details about online advertising and tools that consumers can use to manage their online privacy.

The “Privacy Matters” campaign was designed to capture the attention of consumers and engage them in an interactive educational experience.¹¹ As a consumer scrolls over a PSA, the PSA transforms to reveal a roll down window that provides very detailed information, in plain English, about online advertising. Consumer can link from the PSA to the “Privacy Matters” web site (<http://www.iab.net/privacymatters/>) to learn more about the workings and history of online advertising, “interest group targeting,” “geo-tracking,” “demographic targeting,” and “behavioral advertising.” These five separate educational modules provide information about advertising practices and make resources available to consumers about the availability of choice, online security, and tips on how to safely surf the web.

Through February 2010, IAB and its partners have delivered more than 353 million impressions. The results thus far have been excellent. Ten percent of all delivered impressions are being “moused-over” by consumers and the average amount of time that consumers spend on the PSA once they roll over it is 28 seconds. The time spent viewing a PSA is equivalent to about twice the exposure time of the most common, 15-second, TV commercial. Perhaps most encouraging, the click-through-rate (“CTR”) for this campaign is out performing the standard 0.03% - 0.06% CTR range for public service campaigns. These numbers demonstrate that consumers are taking the time to read the information and interact with the educational resources. In all, the “Privacy Matters” campaign is effectively engaging consumers.

B. Phase Two: Principles

The IAB understands that education is an essential component to the success of the industry developed self-regulatory principles for online behavioral advertising. For this reason, IAB along with the other Coalition members have committed to a second educational phase intended to educate consumers and businesses about the Principles. This multifaceted campaign will include the launch of an industry Web site that will include educational resources, the delivery of PSAs, and community outreach by the participating trade associations.

¹¹ The attachment includes examples of PSAs from the “Privacy Matters” campaign.

This campaign will educate the online community about the nature and operation of the new self-regulatory program. We will educate the community on the purpose and functionality of the selected icon/link used to provide notice of online behavioral advertising practices. For consumers, the campaign will describe the availability of this enhanced notice in all instances when and where online behavioral advertising occurs. Consumer will be made aware of the types of information collected and used for advertising purposes and will be informed of the availability of new choice mechanisms and how to exercise such choice. The campaign will also provide educational materials and resources to the business community that will explain the scope and purpose of the Principles. In addition, the trade associations will work with their members to explain how businesses can come into compliance with the industry principles.

* * *

We thank you for the opportunity to submit these comments, and look forward to working closely with the Commission on these important issues. Please do not hesitate to contact me with questions at 202-253-1466.

Sincerely,

Michael Zaneis
Vice President, Public Policy

cc: Stuart Ingis, Venable LLP
Michael Signorelli, Venable LLP

**Attachment:
IAB Privacy Matters Screenshots**

NBC Universal

300x250

The screenshot shows the NBC Universal website homepage. At the top, the NBC peacock logo is on the left, followed by the text "A DIVISION OF NBC UNIVERSAL". To the right is a search bar labeled "Search NBC.com" and a "myNBClog in" button. Further right is a "log in using" button with a Facebook icon. Below this is a navigation bar with links: "shows", "watch video", "schedule", "news & sports", "mobile", "community", "photos", "games", "shop", "extras".

The main content area is divided into several sections. On the left, there's a "spotlight. on nbc" section featuring "Biggest Loser" with a small image of the show's hosts and a link to watch the online exclusive. Below this is a large "the office" section. It has a red background on the left with the text "new, tonight 9/8c" and a description: "Michael is forced to face the music when he realizes he can't keep a ten-year-old promise." Below the description are two buttons: "watch. full episodes online" and "watch. exclusive deleted scenes". To the right of the text is a large image of Steve Carell as Michael Scott. A circular "watch the show free online, anytime" button is overlaid on the bottom right of the image.

Below the "the office" section is a horizontal bar with three small images and labels: "community", "the office", and "30 rock". To the right of this bar is a "WATCH NOW!" button and a "IN GAYLE WE TRUST" logo.

On the far left, there's a "tonight. on nbc" section with a list of programs and their times: 8:00 PM Community, 8:30 PM Parks And Recreation, 9:00 PM The Office, 9:30 PM 30 Rock, and 10:00 PM The Jay Leno Show. Below the list is a "go to:" button with a "full schedule" link.

Below the "tonight. on nbc" section is a "today. on nbc.com" section.

In the center, there's a "video. clip of the day" section. It has a green background with the text "The Biggest Loser" and a description: "Online exclusive! Danny reveals a huge secret to Jillian during her visit." Below the text is a small image of Danny Gheesbreght with a play button overlay.

To the right of the "video. clip of the day" section is a "new. full episodes" section. It has a green background with the text "ADVERTISING IS CREEPY!" and a small image of a hand holding a red pin.

At the bottom right, there's a "community. at nbc" section with a "chime in!" button.

On the far right, there's a vertical banner for "IN GAYLE WE TRUST" featuring a woman's face and the text "An Original Digital Series Watch Now!". Below the banner is a "SPONSORED BY AMERICAN FAMILY INSURANCE" logo.

160x600

2009 NCAA Division I-A Football Schedule - Week 14

Season: 2009

Week: 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17

Group: FBS (Division I-A) | FCS (Division I-AA) | All Division I | All Division II/III

Conference Schedules

TV Coverage Maps

Thursday, December 3

TIME (ET)	MATCHUP	TV	PPV	MOBILE	TICKETS
7:00 PM ET	Arkansas State at Western Kentucky	ESPN360.com			Tickets
9:00 PM ET	No. 16 Oregon State at No. 7 Oregon	ESPN360.com			Tickets

Friday, December 4

TIME (ET)	MATCHUP	TV	PPV	MOBILE	TICKETS
8:00 PM ET	Ohio vs. Central Michigan*	ESPN360.com			Tickets

Saturday, December 5

TIME (ET)	MATCHUP	TV	PPV	MOBILE	TICKETS
12:00 PM ET	No. 5 Cincinnati at No. 15 Pittsburgh	abc			Tickets
12:00 PM ET	No. 21 Houston at East Carolina	ESPN360.com			Tickets
12:00 PM ET	No. 23 West Virginia at Rutgers	ESPN360.com			Tickets
12:30 PM ET	Fresno State at Illinois	Big 10 Network			Tickets
2:00 PM ET	San Jose State at Louisiana Tech	ESPN360.com	GAMEPLAN		Tickets
3:00 PM ET	New Mexico State at No. 6 Boise State	ESPN360.com	GAMEPLAN		Tickets
3:30 PM ET	Arizona at No. 18 USC	abc		ESPN360.com	Tickets
4:00 PM ET	No. 1 Florida vs. No. 2 Alabama*	CBS			Tickets
6:30 PM ET	No. 19 California at Washington				Tickets
7:00 PM ET	Florida Atlantic at Florida International	ESPN360.com	GAMEPLAN		Tickets
8:00 PM ET	No. 3 Texas vs. No. 22 Nebraska*	abc			Tickets
8:00 PM ET	No. 10 Georgia Tech vs. Clemson*	ESPN360.com			Tickets
8:00 PM ET	South Florida at Connecticut	ESPN360.com			Tickets
11:30 PM ET	Wisconsin at Hawaii	ESPN360.com			Tickets

* - game played at a neutral location

College FB Feedback

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Updated: December 3, 2009, 11:53 AM ET

Hofstra dropping football program

By Mark Schlabach
ESPN.com
Archive

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Hofstra University is dropping its football team, citing high costs and low interest from the college community.

The university, which has fielded a football team for the last 69 years, told its coaching staff Thursday morning that it is dropping the sport, sources told ESPN.com.

The Pride, which has competed in the NCAA's Football Championship Subdivision (formerly known as Division I-AA) since 1991, is the second member of the Colonial Athletic Association to drop its football program in the last 10 days. Northeastern University in Boston announced it was dropping its football program after 74 seasons on Nov. 23.

In a statement obtained by The Associated Press on Thursday, university president Stuart Rabinowitz says "the choice was painful but clear."

He says factors include the cost of running the football program and the team's inability to generate significant interest, financial support or attendance.

The decision follows a two-year review of sports spending at Hofstra. Rabinowitz says there are no plans to cut any other sports at the school.

Hofstra has an enrollment of 12,400 students and is located in Hempstead, N.Y., on Long Island.

School officials told ESPN.com that athletics director Jack Hayes and football coach Dave Cohen were unavailable for comment Thursday morning.

CAA commissioner Thomas Yeager was unavailable for comment, conference spokesman Scott Meyer said.

The Pride went 5-6 this past season, tying for third with a 3-5 record in the CAA North.

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- Northeastern cuts 74-year-old football program

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Comcast Gets NBC From G.E. in Deal That Reshapes TV

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The Comcast Center, second from left, in Philadelphia on Thursday.

By **TIM ARANGO**
Published: December 3, 2009

After nearly nine months of negotiations, [Comcast](#), the nation's largest cable operator, finally reached an agreement Thursday to acquire NBCUniversal, the media and entertainment company owned by General Electric.

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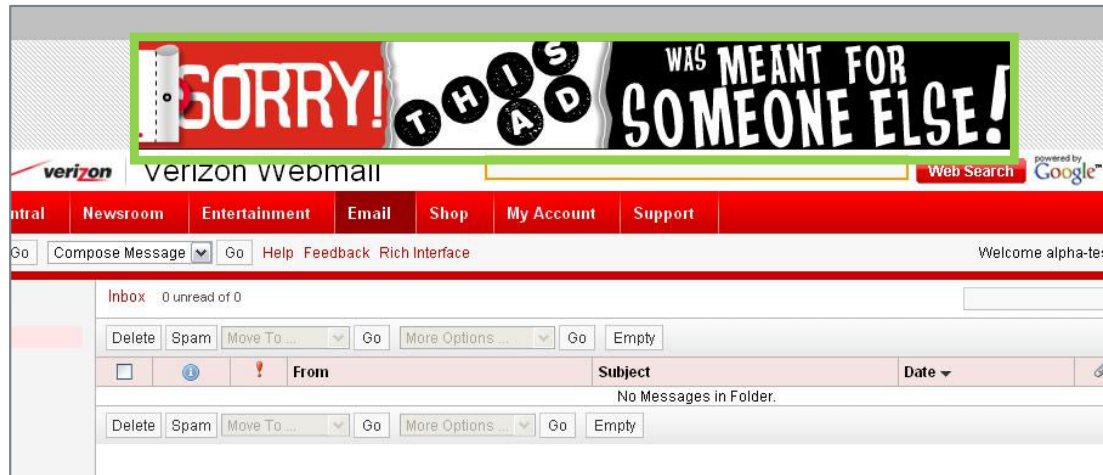
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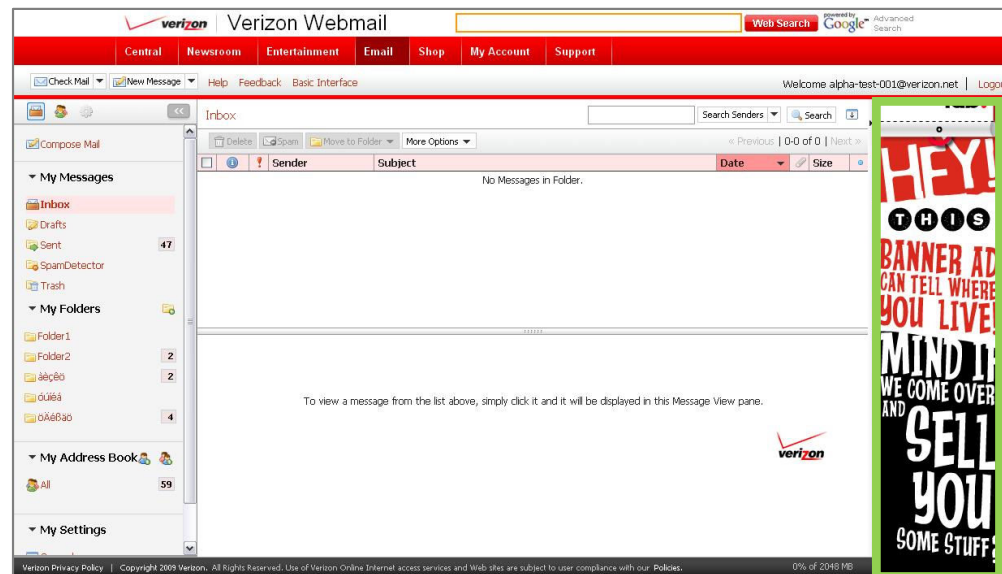
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9:40a **BREAKING**
U.S. stocks lifted at the start by Bank of America

9:39a Energy shares mixed in early action

9:38a Becton Dickinson started with buy rating at Citi

9:37a Gold taps more records, tops \$1,225

Diary of a Recession Baby

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U.S. stock futures gain on Bank of America plan. Jobless claims dip. Bernanke testimony to come.

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- Productivity revised down, still best in 6 years
- Gold keeps climbing | Dollar rises against yen

FINANCIALS

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Bank says it will repay \$45 billion it got from the government after selling new common securities.

- Goldman talking to investors about pay
- U.K.'s Dubai bill seen at \$5 billion
- Citi bonds hurt Abu Dhabi | Citic stake upped

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Independent senator from Vermont calls Fed chief an "architect of the Bush economy."

- ECB stands pat, eyes on Trichet
- Bernanke to testify on Capitol Hill
- Fed's Bullard: Oil, gold spike not inflationary

RETAIL

November disappoints

Despite pre-Black Friday promos and felicitous 2009 comparisons, some stores sales disappoint

- Wal-Mart's T.I.X. | Kohl's | Ross | Nordstrom

Markets »

U.S. EUROPE ASIA CURRENCY/RATES

Dow	10,489	+36	+0.35%	10,494
Nasdaq	2,201	+16	+0.72%	10,489
S&P 500	1,115	+6	+0.54%	
GlobalDow	1,999	+15	+0.76%	
Gold	1,216	+3	+0.23%	
Oil	76.30	-0.30	-0.39%	10,456



11a 1p 3p



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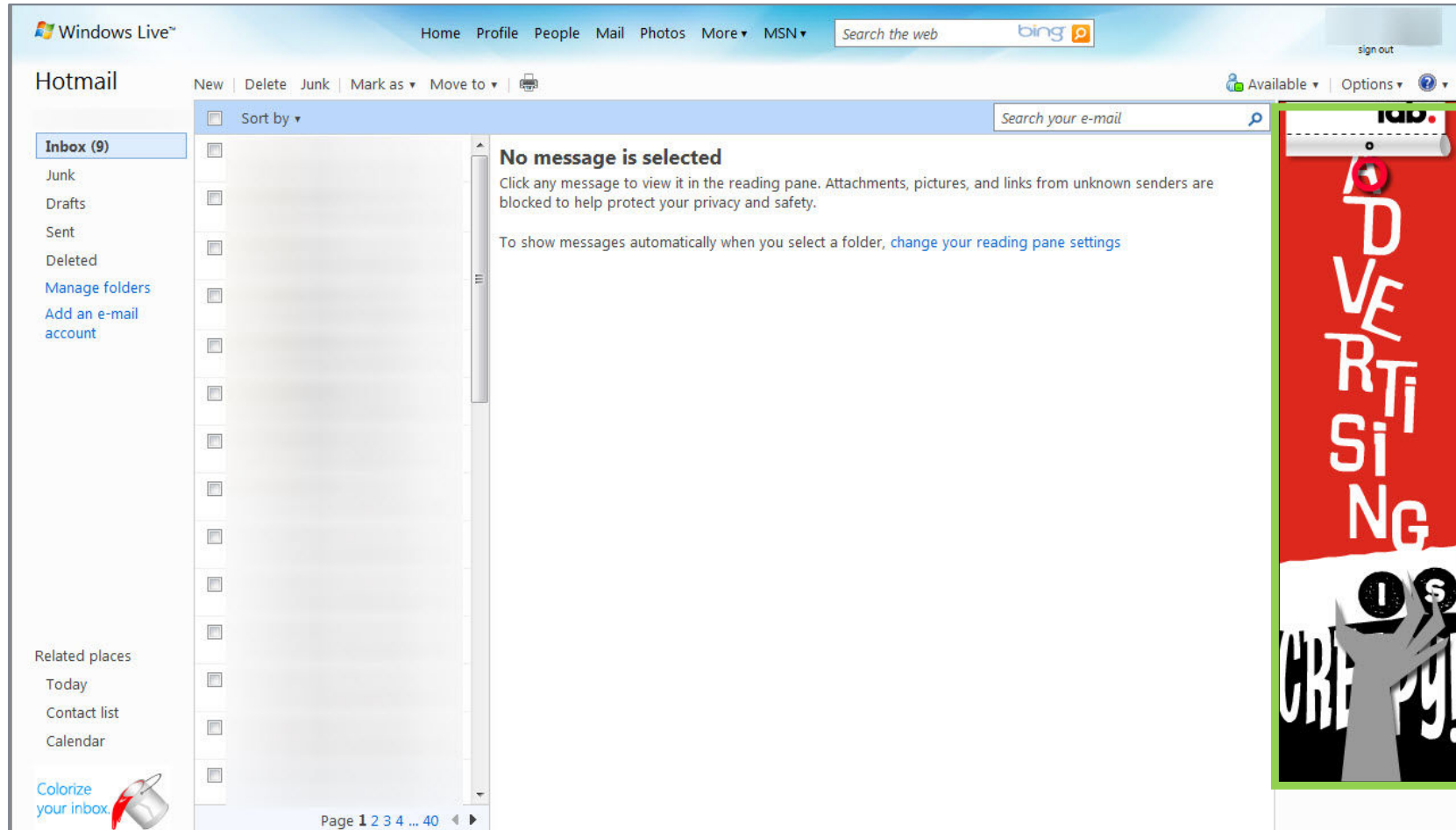
The image is a screenshot of the YouTube homepage as it appeared in early 2009. At the top, the YouTube logo is on the left, followed by a search bar and a 'Search' button. To the right of the search bar are links for 'Create Account' and 'Sign In'. Below the search bar is a navigation bar with links for 'Home', 'Videos', 'Channels', and 'Shows'. On the far right of this bar are links for 'Subscriptions', 'History', and an 'Upload' button.

On the left side, there is a sidebar with a 'Categories' section listing various content types like Autos & Vehicles, Comedy, Education, etc. Below this is a 'People & Blogs' section with links to 'Pets & Animals', 'Science & Technology', 'Sports', 'Travel & Events', 'Shows', 'Movies', 'Trailers', 'Contests', and 'Events'. At the bottom of the sidebar is a 'Recommended for You' section with an 'RSS this page' link and a 'YouTube Music Tuesday' banner.

The main content area is titled 'Videos' and 'Channels'. It features a 'Trending Topics' section with a list of popular search terms like 'yaparak dokumu', 'angelina', 'ladygaga', 'tower dubai', etc. Below this is a grid of video thumbnails. Each thumbnail includes a small video player, a title, and view counts. A large, prominent video thumbnail is highlighted with a green border, featuring the text 'SORRY! THIS AD WAS MEANT FOR SOMEONE ELSE!'. The grid of videos includes titles such as 'Uomini e donne 011209 parte 1', 'It's Not TV! It's Youtube!', 'Marilyn Monroe smoking pot', and 'Protest anti-PSD la Timisoara de...'. Each video entry also shows the number of views and the channel name.

Microsoft

160x600



ABC

ABC ROS 728x90

one life to live About the Show Episode Guide Video Discuss Photos More Recaps More

Tea Delgado
FLORENCIA LOZANO

Came to town: 1997
Marital Status: Single
Occupation: Attorney

CHARACTER BIO
A fierce lawyer, Tea only need whisper to be heard loud and clear. A shark in the courtroom and the bedroom, you never know what side she's playing for, but it's always a blast to watch her manipulate and outmaneuver those around her.

GENERAL HOSPITAL
weekdays 3pm et / 2ptc

All My Children
weekdays 1pm et / 12ptc

FLASHFORWARD
Scary Monsters and Super Creeps

Prep & Landing
a new television special
tuesday december 8th 8:30/7:30c

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Irrelevant advertising is just silly, really. That's why advertisers use targeting technologies to try to show you ads that you'll be interested in. But if you're concerned about data privacy, we'd like it if you'd click and come join us over **on our site**. We've got materials that explain data privacy issues and a place for you to express your thoughts. Thank you!

ABC ROS 300x250

one life to live About the Show Episode Guide Video Discuss Photos More Recaps More

Tea Delgado
FLORENCIA LOZANO

Came to town: 1997
Marital Status: Single
Occupation: Attorney

CHARACTER BIO
A fierce lawyer, Tea only need whisper to be heard loud and clear. A shark in the courtroom and the bedroom, you never know what side she's playing for, but it's always a blast to watch her manipulate and outmaneuver those around her.

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FLASH-HEAD
FIND THE ON-SCREEN KEYWORDS AND RECEIVE BONUS CONTENT

Example for Visualization Purposes

mediaedge:cra

ABC

ABC ROS 160x600

The screenshot shows the ABC website interface. At the top, there's a navigation bar with 'shows', 'schedule', and 'watch episodes' buttons. Below this, the 'GREY'S ANATOMY' section is visible, featuring an article titled 'Keeping a Secret?'. To the right of the article is a large vertical advertisement with the text 'ADVERTISING IS CREEPY'. Below the article is a 'MESSAGE BOARD' section with a table of topics.

TOPICS	POSTED BY	REPLIES	VIEWS	LAST POST
Yang-Hunt Thread	nobody_131	39770	1713852	Today, 10:50am Hope_W
The Meredith and Derek Fight Club	Forever_MerDer	11027	207738	Today, 10:31am pathetictolive
The TRK Fan Appreciation Thread	mar_der_fan77	548	9110	Today, 10:28am Aubreyfr
Sign in here if you don't want Google to use	mayaqueen6	215	6010	Today, 10:28am Aubreyfr

Example for Visualization Purposes

The screenshot shows the ABC News Entertainment page. At the top, there's a banner ad that reads 'HEY! THIS BANNER AD CAN TELL WHERE YOU LIVE!'. Below this, the 'abc NEWS Entertainment' logo is visible. The main article is titled 'Oliver Stone: Greed Is Legal in 'Wall Street 2''. To the right of the article is a 'Watch Video' section with several video thumbnails. Below the article is a 'Share this story with friends' section with links to Digg, Facebook, Twitter, Reddit, StumbleUpon, and more. At the bottom right, there's a large advertisement for Ally bank with the text 'A better bank. A better rate. No minimums. 24/7 live Customer Care. ally 12-MONTH CD 1.90% ANNUAL PERCENTAGE YIELD'.

mediaedge:cra

ABC

ABC News ROS 300x250

The screenshot shows the ABC News website with a 300x250 ROS advertisement at the top. The ad features a stack of books and the text "GOOD MORNING AMERICA BOOKS" with links for "Titles", "Authors", "Reviews", and "and more!". Below the ad, the website header includes the ABC News logo and navigation links. The main content area features a "Watch Live" section with a video player and a "13 New Stem Cell Lines Released for Research" article by Lauren Cox. The article includes a video player and text about the release of 13 new embryonic stem cell lines. A "Watch Video" section is also visible, featuring a video player and a "SORRY! THIS AD WAS MEANT FOR SOMEONE ELSE!" message.

GOOD MORNING AMERICA BOOKS

- Titles
- Authors
- Reviews
- and more!

[Go Now]

abc NEWS Health

Hot Topics: Tiger Woods • Jasper Parrievik • Grammy Nods

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Home Video News Politics Blog/er Health Entertainment Money Tech Travel World News Nightline This Week 20/20 Good Morning America

More Health: Injured Giving Birth, Skater Bids Way to Olympics | OnCall: Mind & Mood Center | OnCall: Men's Health Center | OnCall: Heart Health Center

Watch Live President Obama, Vice President Biden Open Jobs Summit

Watch Video

WATCH Huckabee on Censorship: 'I Feel Awful'

WATCH White House Tackles Gate Crashers and Jobs

WATCH Married Couple Updates Facebook at the Altar

WATCH: Meet NOW! Surprised Kitty

Home > Health

13 New Stem Cell Lines Released for Research

NIH Opens Federal Funding for 13 Embryonic Stem Cell Lines, 96 More Will Likely Follow

By LAUREN COX
ABC News Medical Unit
Dec. 2, 2009

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The National Institutes of Health announced it will make 13 new embryonic stem cell lines will be available for federally funded research, and will consider adding 20 more new embryonic stem cell lines to a national registry on Friday.

For eight years, scientists using federal grants had to vie for access to just 21 approved lines, or colonies of stem cells derived from a human embryo. The Bush administration imposed a moratorium on federally-funded research on new embryonic stem cell lines created after August 9, 2001.

But, President Obama overturned the Bush moratorium on March 9 and announced a new process, along with the NIH, for approving federally-funded

Watch Video

WATCH: Woman Loses 100 Pounds in 10 Months

WATCH: Is There a Race Gap in Medicine?

WATCH: Pet Health Insurance

Health News

Injured Giving Birth, Skater Bids Way to Games

Contest semi-finalist, bedridden for years with pain, rights to go to Vancouver

Example for Visualization Purposes

ABC News ROS 160x600

The screenshot shows the ABC News website with a 160x600 ROS advertisement. The ad features a banner at the top that says "SEE ALL OUR GREAT GIFTS." Below the banner, the website header includes the ABC News logo and navigation links. The main content area features a "Comcast Aims to Reshape Entertainment With NBC" article by Deborah Vito. The article includes a video player and text about Comcast's plans to buy a majority stake in NBC Universal. A "Watch Video" section is also visible, featuring a video player and a "HEY! THIS BANNER AD CAN TELL WHERE YOU LIVE! MIND IF WE COME OVER AND SELL YOU SOME STUFF?" message.

SEE ALL OUR GREAT GIFTS.

abc NEWS Technology & Science

Hot Topics: Tiger Woods • Jasper Parrievik • Grammy Nods

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Home Video News Politics Blog/er Health Entertainment Money Tech Travel World News Nightline This Week 20/20 Good Morning America

More Sci Tech: Holiday Gadget Guide | Ahead of the Curve | Techbytes | Top Gadgets of the Decade | Bing Maps Updated | Asian Carp Threatens Great Lakes

Watch Video

WATCH Huckabee on Censorship: 'I Feel Awful'

WATCH White House Tackles Gate Crashers and Jobs

WATCH Married Couple Updates Facebook at the Altar

WATCH: Meet NOW! Surprised Kitty

Home > Technology & Science

Comcast Aims to Reshape Entertainment With NBC

Comcast's big bet. Deal for control of NBC Universal comes with risks and opposition

By DEBORAH VITO AP Business Writer
PHILADELPHIA December 3, 2009 (AP)

The Associated Press
8 comments

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NBC Studios

Comcast

General Electric and Comcast announced a \$30 billion agreement to shift control of NBC Universal from GE to the Comcast, in one of the biggest deals in media history. (AP Photo)

Comcast Corp. announced Thursday it plans to buy a majority stake in NBC Universal for \$13.75 billion, giving the nation's largest cable TV operator control of the Peacock network, an array of cable channels and a major movie studio.

Although the deal could mean that movies could reach cable more quickly after showing in theaters, and that TV shows could appear faster on cell phones and other devices, it was already raising concerns that Comcast would wield too much power over entertainment.

Indeed, if the deal clears regulatory and other hurdles, Comcast would rival the heft of The Walt Disney Co. — which Comcast CEO Brian Roberts already tried to buy.

Comcast, which already serves a quarter of all U.S. households that pay for TV, would gain control of the NBC broadcast network, the Spanish-language Telemundo and about two dozen cable channels, including USA, Bravo and Syfy. It also would have regional sports networks, Universal Pictures and theme parks.

The deal is a major turning point for Comcast, catapulting the Philadelphia-based company to a media conglomerate and above the pack of cable operators that remain content to run their regional cable systems.

Related

Comcast Deal Closer With Expected Weekend Sale

What Were Top 10 Reality Shows of the Decade?

Is It Time for NBC to Pull Plug on Leno?

Technology & Science News

GOP Galls Obama Science Advisors Over Backed-E-Mail

Obama science advisors questioned over backed climate e-mails

HEY! THIS BANNER AD CAN TELL WHERE YOU LIVE! MIND IF WE COME OVER AND SELL YOU SOME STUFF?

mediaedge:cra

Soapnet ROS 300x250

The screenshot displays the Soapnet website interface. At the top, there's a navigation bar with the SOAPnet logo and a search bar. Below the navigation bar, there's a section for "Featured Galleries" with a grid of image thumbnails and titles. To the right of the galleries is a large graphic with the text "SORRY! THIS WAS MEANT FOR SOMEONE ELSE!". Below the galleries is a "Daytime 101" section with a grid of actor portraits and names. To the right of the "Daytime 101" section is a "Featured Videos" section with a video player and a description. The bottom of the page has a black bar with the text "Example for Visualization Purposes".

Navigation Bar:

- shows | news | video | **photos** | games | schedule | boards | soapnetic | road to stardom
- Search SOAPnet...

Featured Galleries:

- New James Franco Photos!
- Character Corrections
- A Day to Remember!
- Who Knows Michael Killed ...
- Soap Stars at Night
- Top 10 Celebrity Guests o...
- Weekly Crush: James Laffe...
- All My Children: W...
- Days of our Lives:...

Daytime 101:

- Mitch Laurence 101
- Viki vs. Dorian 101
- Rex Balsom 101
- Kendall Hart 101

Featured Videos:

- Credit Check with Sarah Russo!
- Get an update on Sarah Russo's new spending habits!
- WATCH VIDEO »

Example for Visualization Purposes

CBS

Chow Leaderboard

FOOD DRINK FUN

CHOW


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SPECIAL COVERAGE: Sierra Nevada: Still Good Gifts! Holiday Party Time Baking Frenzy Charitable, Delicious

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RECIPES : PASTA/NOODLES



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* Gallery view will only show recipes with images

Pancetta and Pea Fusilli
By wowetflutter | MEMBER RECIPE


Maryland Style Mac 'n' Cheese
Third-place winner in SF Food Wars' 2009 Mac Battle Royale with Cheese.

Baked Macaroni and Cheese
By aemley | MEMBER RECIPE

Vadouvan Mac 'n' Cheese
A crowd favorite at SF Food Wars' 2009 Mac Battle Royale with Cheese.

Lasagna with Eggplant and Chard
By ryandwayne | MEMBER RECIPE

On The Insider: Dakota Fanning Talks 'New Moon'




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IN THE CHOWHOUND BOARDS : HOME COOKING
Yukon Gold potatoes - can I bake/roast/FF them?
Diane in Bexley in Home Cooking
ISO easy delicious pasta recipe
shaebones in Home Cooking
Is a Safeway ham acceptable or should I splash out on Smithfield or Edwards etc?
biodes in Home Cooking
Latkes on the griddle...?

MP3.com 300x250

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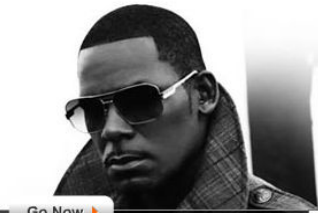


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last.fm
The year's top artists based on Scrobbles



Spoon and William Eggleston
Check out the cover for

SORRY! THIS WAS MEANT FOR SOMEONE ELSE!

Top MP3 Artist Videos | December 4, 2009
1  **Korn**
"Korn - Hold On" **Watch**
2  **Paul McCartney**
"Paul McCartney - Ever Present" **Watch**

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Gamefaqs Skyscraper

Login Required

You must be logged in to track games and add them to your collection. If you don't have an account, you can [register](#) one for free.

User Statistics for All Games

Own It	Now Playing	Played It	Track It
176803 Plan to Get	264341 Now Playing	96013 Want to Play	78553 Basic
80570 Have Access		176643 Played It	7030 New FAQs
1285898 Own It		210715 Played a Lot	11043 New Cheats
		276316 Beaten It	5958 Updated FAQs
		220012 Totally Beaten It	74288 FAQs or Cheats

User Ratings for All Games

Rating	Percentage
1	0.97%
2	0.42%
3	0.71%
4	1.18%
5	2.71%
6	6.14%
7	14.46%
8	27.19%
9	27.81%
10	18.42%

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