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## Buy My Eyeballs

By LOUISE STORY

TAGS: [DVRs](#), [ONLINE ADVERTISING](#), [TIVO](#), [VIDEO](#)

For decades, media companies have struck an implicit bargain with consumers: put up with our advertisements, and we'll give you content for free or on the cheap. But, lately, people have become a bit spoiled. Lots of content on the Internet is free without ads or it runs with ads that can easily be clicked shut. And more and more households have TiVos and other digital video recorders that allow people to zap past commercials.



So some media companies are turning to bribes. Starting the week of June 25, Dwell Magazine, a home décor title, will reward readers for watching online video ads. People who watch six 30-second commercials on Dwell's site will be compensated by either three free issues of the magazine or a half-price subscription.

The magazine has signed up 14 of its advertisers to run video ads or a version of their t.v. commercials on the site and hopes to boost its subscriber base at the same time. Popular Science, another magazine, is will soon also start a similar quid-pro-quo program. Virgin Mobile has been giving its phone subscribers free cell phone minutes in a similar effort to convince them to watch video ads.

"This recognizes that time is valuable," said Barry Soicher, the chief executive of AdPerk, a company in San Francisco that is managing the program for Dwell and Popular Science. "It's not about the money. It's do I really feel compelled to watch your ad?"

Which leaves me asking - why isn't free editorial content online enough compensation for a few measly ads?