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## Rainbow Amps Up Interactive Ads

Wayne Friedman, Mar 03, 2009 03:12 PM

With a difficult upfront advertising market on the horizon, Rainbow Media's cable networks will amp up their offerings for TV advertisers--including, for the first time, new interactive advertising products on a limited basis.

Cablevision System's Rainbow networks--AMC, WE tv, Sundance Channel and IFC--say these futuristic highly prized interactive television applications will be available to a small part of its networks' subscriber bases. Interactive applications will be available only on Cablevision cable systems.

Media analysts are already bracing for a tough TV upfront advertising marketplace, given the weak economy. They expect small- and medium-size TV networks to add to their traditional TV offerings--especially those products that give advertisers more immediate return on investment.

Rainbow advertisers will be able to sample new ad applications that include dedicated advertiser channels, where long-form VOD content is available. They have a "Click to Call" feature that allows consumers to request an immediate call from the advertiser's customer service representative.

In addition, advertisers can get a "telescoping" feature, allowing for overlays of a local 30-second spot that can take consumers directly to a dedicated advertiser channel or content.

Rainbow will also offer vertical VOD/interactive channels for advertisers, such as those focused on automotive, home, health, travel and electronics. In addition to banner ads, advertisers can get a pre-roll 15- or 30-second spot before the start of VOD content. Smaller two- to-five-minute VOD content is also available, where consumers can send messages to get additional product information.