

CBS.com Survivor Promo: Strong Crowd or Missed Opportunity?

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MediaPost.com reports that traffic to CBS.com rose to 1.4 million unique visitors during the week ending May 9, thanks mostly to fans of CBS' popular show Survivor logging on to vote for their favorite cast member. MediaPost notes that close to 1.1 million visitors logged on to CBS.com while at work.

Yesterday's issue of GasPedal's "Damn, I Wish I'd Thought of That" newsletter points out that CBS.com missed its chance at building a strong e-mail list almost instantly by not asking last week's visitors to subscribe to a "Official Survivor Email" list. GasPedal goes on to specify that CBS could have gone on for "years selling six-figure sponsorships."

The Interactive Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC) find spending on sponsorships has declined from 18% of overall online ad spending in the US in 2002 to just 10% in 2003 while e-mail marketing spending declined slightly from 4% of online ad budgets in 2002 to just 2% in 2003.

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