

A New Innovation That May Affect The Way You Earn With Your Website

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Sample of Content:

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Content:

Recently I came across a new innovation that you need to hear about because it may affect the way you earn with your website in the very near future. As you may know, major television networks are in trouble because their advertising revenue is dropping. They are losing market share at a dramatic pace. For the first time in history, website owners are sharing in the ad revenue that was formerly spent with the giant TV networks. Advertisers like Harley Davidson, HBO & Taco Bell are willing to pay you on 100% of your website traffic to make up for the loss of viewers that the big TV networks are experiencing. Here's What The Wall Street Journal States About Pay Per Play "Starting Feb. 1, San Diego-based V2P Communications is offering five-to-eight-second audio ads, called NetAudioAds, that will automatically play when a visitor lands on a blog or Web site. Publishers sign up for the free service and V2P then lines up advertisers,

who bid on rates they will pay to have their ads played on a given blog. Bids generally start around \$14 per 1,000 plays. Blog publishers get a 25% cut of the ad revenue." "About 25,000 publishers have signed up so far, says Michael Knox, V2P's co-founder, and several large companies and 2008 presidential campaigns have expressed interest in becoming advertisers through the service." Now, before I go on, readers need to know that Pay Per Play launches on February 1st, 2008, and it is sponsored by a major top 5 search engine. Thus it will be sponsored by Yahoo, Google, MSN, AOL, or one of the other five. How Website And Blog Owners Could Benefit From the Service When website owners place the code snippet on their website, visitors will hear a five second ad by Taco Bell, Harley Davidson, or another major advertiser, and every time that ad plays on a blog or website the owner of the website will receive a royalty. Thus, website owners will be paid on visitors to their sites, not clicks on their site, which may revolutionize e-commerce as we know it. Website or blog owners also have the option to pick their political party and have political ads placed on their websites. That might also prove lucrative to them due to this being an election year. Also, PPP will be doing the emergency broadcast system as a public service as well, reps won't be paid because that's a public service, but this may help the company's reputability in the long run. Also, there are already 8 million sites signed up, but there are 180 million sites on the internet, so many blog or website owners may want to take advantage . I hope this company ends up making it big for my readers out there who are interested in making money online with a lot less effort. It certainly seems like a very innovative approach for website and blog owners to earn revenue without anyone having to click, fill out forms, or buy anything.

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about this topic Don recommends you visit <http://www.payperplayrevolution.net> or <http://www.leading-online-business.com>