



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

e-News Weekly

August 28, 2008



What is Deep Packet Inspection?

Lately there has been a lot of discussion about deep packet inspection (DPI) on the Hill and in Federal agencies. This type of technology is fundamentally different from technology used for tailored advertising (aka: Behavioral Advertising). Unlike tailored advertising, deep packet inspection tracks all web-related information for an individual and consolidates it in one place. Internet Service Providers (ISPs) like AT&T and Comcast want to use this new technology to serve ads to their respective users. In contrast, tailored advertising only collects information from websites that are in a given ad network to help improve a user's experience.

What's the controversy all about? Data that is transmitted over the Internet is like a letter that with current technology is routed back and forth between users. Next generation routers will not only be able to deliver information but will also have the capability to read, record, store and modify the secure content residing within the data packet (letter). To give a specific example, if one person e-mails another, an advertisement might be inserted without the knowledge of the sender, the recipient, or the e-mail provider.

While some compare these new technologies to tailored advertising nothing could be further from the truth. The current methods used for tailored advertising do not have the capabilities. This information is usually (although not always) in the form of a cookie. These cookies give information about the user to the website the cookie originated from. For example, Amazon.com might put a cookie that tells the website you usually shop for DVDs, so when you visit the website they show you products you might be interested in. Cookies can be deleted at any time by the user and often have beneficial functions not offered by DPI. In general, tailored advertising offers many benefits to consumers without allowing one company to control and surreptitiously monitor or modify almost every part of the Internet.

As this public policy issue is debated, a clear distinction should be made between behavioral advertising and deep packet inspection. We expect this issue to gain prominence during the

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ERA Calendar



Sept. 15, 2008
2:30-3:30 Eastern
Time
ERA Webinar:

The Consumer
Product Safety
Improvement Act of
2008 and You



Sept. 18, 2008
2:30-3:30 Eastern
Time
ERA Webinar:

The New Multi-
Channel
Imperative: How
to Reduce
Channel Conflict,
Drive Sales and
Capture Web-
Empowered
Shoppers



Sept. 21-23, 2008
ERA's 18th Annual
Convention
Paris Hotel
Las Vegas, NV

EARLY BIRD
PRICING ENDS
AUGUST 31!



Oct. 13, 2008
6:00-7:30

Member Networking
Reception Shadow

next legislative cycle and will continue to help educate policy makers of the differences between these two very different methodologies.

Edwin Garrubbo

CEO Creative Commerce, LLC
Chairman, Electronic Retailing Association
www.retailing.org

Bar, Caesars Palace
Las Vegas



This Issue's New ERA Minute Video

Marvin Jones, with MicahTek, talks about custom queue messaging and what you can do to sell to those customers in your call center queue. Watch the video [here](#).

To find out how to submit your own ERA Minute, contact Tom Quash at tquash@retailing.org or call 703.908.1031.

After TV Goes Digital



Television will not go fully digital until February of next year, but the FCC is already taking a few measures to make the transition as smooth as possible. One of the early indicators of how the process will work is an upcoming field test. In a little more than a week, the FCC will have the first trials in Wilmington, North Carolina. We will be watching these trials closely in order to better plan our advocacy in this area.

What is perhaps going to be an even more interesting is how the "white space" that is freed by the transition will be used. This white space has tremendous potential. It could be used to offer Internet service or to support emerging communications technology. This is sure to become a major issue in Congress as well. Telecom service providers are especially keen on requiring licenses for use of the space and a few influential members of Congress have already backed plans for a licensing program.

We look forward to keeping you updated on this issue and to working to make sure the transition is as smooth as possible.

Tomiyo Turner
ERA Government Affairs

Industry News

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CHANNELS



[Infomercials: Revolutionary Political Tool?](#)

According to a June 22nd New York Times article by Jim Rutenberg and Christopher Drew, "Senator Barack Obama is drawing up plans for extensive advertising and voter-turnout drives across the nation.

Adotas

Editor's note: Article by ERA Member Peter Koepfel



[The Bid for International Cyber Property Rights](#)

Who would like to bid the highest amount for the exclusive global rights to the new domain suffix, .dubai, under ICANN's latest policy? Such a suffix will create a powerful domain root that will corner some 180 services underneath it, like go.dubai, hotel.dubai, job.dubai, cars.dubai or fly.dubai.

eCommerce Times



[Ask TV – a great search engine strategy unveiled at SES-San Jose!](#)

Erik Collier digs into the latest iteration of Ask's foray into semantic search, searchable TV listings--proving that innovation is still alive and well at the sometimes forgotten engine.

Ask.com Blog



[TV Ads To Ape Online Ad Model](#)

The TV ad world is ripping a page out of online advertising's playbook. In the next several years, viewers can look forward to the kind of behavioral targeting and user control that Web surfers currently enjoy (or suffer through, depending on whom you're speaking with).

Adotas



[Social Media is Key Component of Back-to-School Marketing Supply List](#)

More retailers are turning to social media as part of their back-to-school marketing campaigns, according to Jupiter Research. From Facebook to widgets, from virtual worlds to online video, retailers are targeting youth, who may not share the same feelings as their parents about a tough economy.

Adotas



[New Clients Embrace DRTV as Sales Soar](#)

When Coca-Cola first introduced its "My Coke Rewards" program in 2006, the global soft drink marketer used relatively little direct response TV advertising to peddle its products. But last year Coke significantly boosted its DRTV advertising to promote the rewards program, which steers consumers to a Web site where they can enter codes collected from purchased Coke products to exchange for free merchandise.

AdWeek

TRENDS



[Reduced Travel Bumps Online Shopping And Advance Movie Tickets](#)

ComScore Monthly analysis shows increase in on-line shopping across a number of categories

Center for Media Research



[Majority of Consumers Using More Coupons](#)

A new study finds that 72% of consumers are using more coupons than they did six months ago. Three-quarters of those respondents claimed the economy made them do it.

BrandWeek

BUSINESS



[Recall Boosted 52% With Contextually Relevant Ads](#)

It's all about the context. That's the word from Google, which commissioned a study examining the effectiveness of targeted Internet advertising as it relates to brand, messaging and recall.

Adotas



[5 Bad PPC Symptoms that Usually are NOT Click Fraud](#)

Click Fraud has been a serious concern for careful marketers for a long time now. But, Click Fraud also has become a scape-goat for some poorly performing campaign symptoms caused by laziness or lack of knowledge

Endless Plain



[The Newest Brands? Open for Business](#)

Many marketers are rapidly becoming more concerned with how retailers think. They want to know their concerns, objectives, equities and images and how they go about creating bonds with shoppers.

AdAge.com

INDUSTRY



[Internet Explorer 8's Privacy Controls Worry Advertisers](#)

Microsoft will incorporate new privacy-protection features into the upcoming Internet Explorer 8, to the delight of privacy advocates and the consternation of advertisers. In particular, the "InPrivate Blocking" feature has the potential to block some advertisements.

eCommerceTimes



[5 New Ways to Buy IAC](#)

Barry Diller's new-media IAC (Nasdaq: IACID) conglomerate is finally trading as five stand-alone companies today.

The Motley Fool



[Microsoft Promotes Live Search in a Big Way](#)

Microsoft ads were in front of 126 million unique Internet users with a total 5.5 billion ad views in June, more than any other display advertiser, according to data released by comScore. It had 1.7 percent share of all display ads.

ClickZ

GOVERNMENT AFFAIRS



[Will Congress Squelch Behavioral Marketing?](#)

Congress has become increasingly interested in the privacy implications of behavioral marketing. This summer, the Senate has held hearings, and the House Committee on Energy and Commerce has followed the charge by seeking more information from Internet service providers (ISPs) and technology companies regarding their privacy policies and targeted advertising.

eCommerce Times

Member Press Releases

- [ShopNBC Board Appoints John Buck as CEO and Keith Stewart as President, COO](#)
- [Hawthorne Direct Promotes Sherri Mineart to Marketing Coordinator](#) (PDF)

ERA IS NOT RESPONSIBLE FOR THE CONTENT OF PRESS RELEASES. NOR INFORMATION AS A RESULT OF LINKING TO INDIVIDUAL COMPANY WEBSITES.

Classified Ads [Advertise in ERA's E-News Weekly](#)

Marketing Director, MediaPower, Inc. (Portland, Maine)

MediaPower has matured into a consumer products company with a focus on selling directly to consumers through multiple channels such as Radio, Television, Print, Catalog, and Internet. Currently, we are seeking a Marketing Director to play a key role in seeking out opportunities that provide sustainable long term revenue strategies for our company utilizing our unique product mix and value proposition.

You will have an opportunity to work and manage a team of talented professionals to help take a thriving, entrepreneurial company to the next stage of its development. Strong creative skills; ranging from concept development to design & copy to editorial review is expected. You must also be a stickler for detail. You will oversee the creative process, from creation through execution of print advertising, direct mail, catalogs, e-mail, website promotions, vendor negotiations and department budgeting. Must demonstrate the ability to react quickly to changing needs in a fast paced, entrepreneurial, dynamic environment. Requires a BS Degree in Marketing or related field with a minimum of 5-10 years of related experience.

Operations Director (Finance/IT), MediaPower, Inc. (Portland, Maine)

Direct the strategic and tactical financial and IT activities to support an inbound/outbound call center. Align with and support other management staff functions in the development and implementation of short-term and long-term plans to meet business objectives. Directs the strategic and operational planning and development of annual and capital operating budgets for the business. Works with other department managers to assist with technical interface between the company and outside partners to ensure technical issues such as network outages, and connectivity/phone systems/server issues are resolved in a timely manner. This position requires a high degree of flexibility and inclination to react quickly to changing needs in a fast paced, entrepreneurial, dynamic environment. Proficient at using Problem Solving tools, performing root cause analysis, and implementing corrective actions. Bachelors Degree required. 5-10 years management and leadership experience preferred.

PER INQUIRY RADIO, TV, PRINT AND INTERNET CLIENTS NEEDED.

William Sullivan Advertising, specialist in per inquiry / remnant radio, TV, print and Internet advertising is looking for more clients to place per inquiry with us across the country. Presently we have over 50 satisfied clients using our per inquiry radio, TV, print and Internet service paying a specific price per lead. Feel free to read some of Bill's articles on DR Radio which had been published in Electronic Retailer Magazine http://www.williamsullivanadvertising.com/articles_0607.html. We are looking for more clients to place advertising in our per Inquiry program. We have a proven model for over 22 years making direct response advertising work for our large and expanding list of clients. For samples of our radio commercials please visit <http://www.williamsullivanadvertising.com/samples.html>. Our present client categories start from Natural Cures book to acne products to stress and anxiety relief programs to inventions companies to hair replacement and much more. We are dedicated to expanding our clients business and you can be a part of our growth. Contact Bill Sullivan at 973-379-8555 or email bill@williamsullivanadvertising.com.



IMPACT YOUR BOTTOM LINE

koeppe**direct**

Submissions

Are you an ERA member? As a membership benefit, you can submit press releases, company/personnel announcements and calendar items to be published in the E-News Weekly. Please contact Peter Howson, phowson@retailing.org.

Advertising Opportunities

If you are interested in advertising, please contact Peter Howson, phowson@retailing.org.

[Please follow this link to opt out of ERA mailings.](#)

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Contact us: Monday – Friday 8:30 am – 5:00 pm ET

[Learn more about the Electronic Retailing Association.](#)



We
never
spam.
We
never
sell
our
lists.
[Read
our
privacy
policy](#)