

Similarly, Facebook's revenue problems are based on much the same underlying issue: Facebook itself is highly interactive and immersive, but the ads you find there are not. And while there are one or two companies I will follow on Facebook, they're invariably companies which are run by my friends. Facebook is a great place to keep up with what your friends are up to, but it still hasn't cracked the nut of working out how to make itself valuable to brand advertisers.

Now, Gawker Media's [Nick Denton](#) has a new idea:

In an internal memo on Thursday, Denton announced the formation of a new sales unit that will focus on helping advertisers and brands [take part in the new commenting system](#)...

According to the memo, Gawker is creating [a new content unit within the sales department](#) that will be headed by Ray Wert, formerly editor of the Gawker-owned automotive blog Jalopnik. This new unit will take over responsibility for all of Gawker's branded content functions, as well as marketing communications and events — and the purpose of the unit will be to promote [the new Gawker discussion platform](#) as a way for marketers and brands to engage with customers in an open forum. Says Denton:

We all know the conventional wisdom: the days of the banner advertisement are numbered. In two years, our primary offering to marketers will be our discussion platform.

Last Friday, Denton gave me, along with a few other New York digital-media types, a preview of his new commenting system; yesterday, I had a pretty geeky conversation with Wert about how he intends to turn it into dollars

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