Exhibit 8

Interactive Electronic Advertising

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Abstract -- Electronic content (information) distribution networks are moving from drawing boards into test beds, and may soon provide consumers access to rich media-based electronic content in both business and home settings. This paper predicts that electronic advertising will become an integral component of any such content distribution networks that will provide electronic content to consumers at rates affordable to consumers. A model for electronic advertising subsidizing electronic content consumption is developed. This will help consumers affordably consume a wide variety of electronic content, while also providing a new service for consumers without invading the consumer's personal space.

I. INTRODUCTION

This paper discusses several elements of interactive electronic advertisements. First, a discussion is presented on why electronic advertising is important in the era of the information superhighway and how this new medium may provide advertising that is consumer-driven, rather than being yet another invasive technology demanding of a person's scarce time and attention resources. Examples are given of potential electronic advertisement structure and usage, along with a sample business model to be used for the consumption of electronic advertising.

Second, technologies are highlighted that can be used in concert with electronic advertisements as well as technologies required to enable such advertisements to be made readily accessible to consumers sitting at endpoints on an electronic content distribution network. Typical consumption devices are personal home computers that are connected to an electronic content distribution network via transport technologies such as cable, satellite, ISDN, POTS, and wireless, each of which has its advantages and drawbacks in this environment.

Finally, there is a discussion of some of the factors currently constraining a rich media content distribution network, containing interactive electronic advertisements, from being a turnkey system widely available from any one company within the next couple of years.

II. ADVERTISING IN TODAY'S MEDIA

Today, television, radio, newspaper, and magazine advertising pays for a major portion of the cost of bringing each of these media to the consumer's kitchen table. This leads to two important points. First, advertisers heavily subsidize these media delivery mechanisms, making them affordable to the consumer. Second, these media are not created equal with regard to the ability of an advertiser to correctly target an advertisement to a specific "demographic and psychographic-specific" (hereafter referred to as "targeted") set of consumers.

In television and radio, advertisers broadcast brand awareness messages to a diverse audience to grow specific brand recognition among these consumers. Due to the broadcast nature of these media, an advertiser has a rough idea (via the Nielson ratings) of consumer demographics available within the reception radius of each media distribution node. Unfortunately, not all desired consumers are going to tune into the medium at the date and time at which the advertiser's commercial is broadcast. The advertisement's success depends upon the number of desirable consumers exposed to the advertisement.

These broadcast media have varying levels of success and reliability in proving to advertisers how many desirable consumers were exposed to a particular advertisement.

In newspapers and magazines, subscriptions and newspaper stands are the primary distribution mechanisms in use today. For those newspapers and magazines sold through news stands, there are no targeted statistics available, other than the raw numbers of the publications that were sold in a particular period of time. Magazine subscriptions are able to extract more targeted data from subscribers than news stand sales, giving advertisers a better targeted picture of available consumers. The better the targeted readership data available for a publication, the better an advertiser is able to target a consumer with a specific advertising message