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Web Companies Turn to "Old Media" for Attention

In a recent article, Daniel Eisenberg of Time magazine points out the irony of dot.coms using conventional media to build market share. "Although network television loses viewers every year, ABC can still produce an audience of 18 million in a prime-time hour. Try to get that many visitors to your Web site in a day or a week," Eisenberg writes. "It's no wonder Web companies are widely dependent on the tube, as well as newspapers, magazines, radio and billboards, to imprint their brand names on as many brains as possible." By the end of 1999, e-commerce companies shelled out \$2.5 billion on traditional advertising, according to Paine Webber.

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