

Believe it or not, Internet outdistances television

The use of the Internet and online services by the American public is reducing time devoted to watching television.

In a June 1998 study of 1,000 households by the Strategis Group Marketing firm, 64 percent of Internet users said that they have reduced the amount of time they spent watching television.

"This nascent impact indicates the future place of Internet use in people's daily lives. Soon the Internet will be as important to users as television, books, newspapers and magazines," said Matt Page of the Strategis marketing firm.

Meanwhile, Economist Robert Samuelson says the Internet's popularity shows the public is becoming fed up with the way traditional media has covered the news. As proof, he cites studies that show how many Americans now go online to find news.

Citing data from the Pew Research Center for the People

and the Presses that compares a startling drop in viewership of the major networks and a stunning rise in Internet usage, Samuelson says the so-called "media elite" who run the TV networks and large newspapers are being rejected by the public.

In 1993, the Pew study says 60 percent of the American population over 16 watched network television stations. This year, that number has dropped to 38 percent.

In 1995, Pew says only four percent of the public used the Internet for news. This year, the number had climbed to 20 percent.

I've run a couple of similar studies on my Web site (www.pemike.com). Now grant-

ed, my audience, by virtue of the fact that they're responding to an online survey, is already using this new medium. But the results of my online web surveys show some heavy usage patterns.

In the first study, I asked 925 users how much time they typically spent online each day, be it from home or work or both.

The majority, 28 percent, said they were online one to two hours every day. Another 19 percent were on the Internet two to three hours; 22 percent used the Net three or more hours.

In the second survey, I asked how the Net affected television viewing.

I surveyed over 650 Internet users and the results should put a chill in a TV programmer's office.

Some 295 respondents, or 44 percent, said that since they wired up to the Internet, they watch six or more hours less television than in their pre-net

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days. Only three percent, or 17, said they watch more TV.

You can review all the findings from the Web site but the handwriting is definitely on the screen. Or should we say monitor. The Internet is emerging as a major threat to television.

The U.S. Commerce Department says the growth of the Internet can be appreciated by comparing it to other media. It took radio 38 years to reach an audience of 50 million.

It took television 13 years to amass an audience of 50 million viewers.

It took the Internet just four years.

Here are some other interest-

ing facts about how the net is impacting our culture.

■ 30 Million persons used e-mail in the past 24 hours (source: CommerceNet).

■ In 1996, three percent of American teenagers used the Internet. This year, 65 percent do (source: Simmons Market research).

■ In 1997, the most Internet-connected metropolitan area in the country is Washington DC, where 44.9 percent of the population had Internet access. Metropolitan Detroit ranked eighth, with 27.4 percent wired. Add five to 10 percent to estimate this year's percentages. (source: Scarborough Consul-

tant).

Seminars: If you want to learn more about how the Internet is being used by businesses, come to my PC Mike Computer/Internet Business Seminar this Tuesday, November 10 from 7-9 p.m. at the MSU Conference Center, Square Lake at Crooks, in Troy. You need a reservation. Call (248) 423-2721.

And on Saturday November 14 from noon to 2 p.m., I'll be conducting an "Intermediate Internet" seminar at the brand new SuperNova Computer Center, at 3412 Walton, just west of Squirrel in Auburn Hills.

Mike Wendland covers the Internet for NBC-TV NewsChannel stations across the country. His "PC Talk" radio show airs Saturday and Sunday afternoons on WXYT-Radio AM1270 and he is the author of a series of Internet books. You can reach him through his Web site at <http://www.pemike.com>



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Simons Michelson Zieve Advertising, an advertising agency based in Troy, has hired Danielle Elbaz as a media assistant. She will assist in the buying of media for the agency's clients.

In June 1998, Elbaz graduated with honors from Oakland University with a bachelor's degree in journalism, a concentration in advertising and a minor in marketing.

"We're excited to add Danielle's energy and enthusiasm to our agency as we continue to create successful advertising programs for our clients," said SMZ Advertising President James Michelson.

Bruce McIntyre has been named Of Counsel to Farmington Hills based-Marx Layne & Co., a full-service marketing and public relations agency. The

announcement was made by agency partners Frederick Marx and Michael Layne.

McIntyre's extensive business experience and media resources will be available to all Marx Layne clients. Of particular importance will be McIntyre's business insights on complex issues pertaining to strategic planning.

Previously, McIntyre served as vice president and group executive, publishing group, Capital Cities/ABC Inc. and president and publisher of The Oakland Press in Pontiac.

McIntyre lives in Orchard Lake.

A Chesapeake Bagel Bakery franchise has come to Sylvan Lake. Owner Musa Farhat, a resident of Livonia, announces that the bakery/cafe is now open for business at 2495 Orchard

Lake Road. Farhat says his staff works all day long preparing a wide variety of bagel products and related items.

Ross Roy Communications Inc. has named Marlene Fischer to the position of senior vice president — legal affairs.

Fischer first joined Ross Roy in 1997 and has nearly 20 years of legal experience in the auto industry.

In addition, Ross Roy has hired Shel Green as vice president, service line manager direct marketing. Green will manage, develop and execute direct marketing programs for all Chrysler brands, Mopar and Chrysler International. Before joining

Ross Roy, Green served as group account manager at Maritz Inc.

Ross Roy is a specialized marketing communications company based in Bloomfield Hills.



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