

up watching. You've got the consumer alone with without much clutter or distraction," he said.

"They have been able to get to a real niche market. They capture your attention," said Bernacchi, adding it is rare for any marketer to capture a consumer's undiluted attention for as long it takes to fill up a gas tank.

Moreover, 70 percent of participants in a recent Nielsen Media Research study recalled advertising shown on the network. In addition, the study also showed that 78 percent of participants agree that GSTV is a good source of product information, and 84 percent will watch or listen to GSTV at their next visit.

"We all know the TV commercial is not dead," Leider said.

"Yet, with DVR penetration reaching its tipping point and millions of people each week getting their TV fix 'off the couch' where they work and play, advertisers are forced to develop new and creative ways to engage their audiences. GSTV has once again proven that it is an effective strategy for reaching today's on-the-go consumer," Leider said.

"As the Nielsen numbers show, consumers are willingly engaged in GSTV's content and extremely receptive to our advertisers' messaging," said Leider, adding consumers appreciate the digital-like video.

CBS President George Schweitzer said Gas Station TV is an excellent new outlet for the network in the fast-growing category of digital, out-of-home media.

"The viewing experience and reach they provide dovetails perfectly with our strategy of finding unique ways to reach a captive audience for our content when viewers are out of their homes," Schweitzer said.

Leider, who worked at

Yahoo! and ad agencies such as J. Walter Thompson, Doner and Organic, said the concept is turning local gas stations into media hubs, and some of the nation's largest, most recognized brands are taking notice.

The only place where GSTV was asked to turn off its screens was in Birmingham, which said they violated local ordinances. "I don't want to say too much because we're still working with the city," he said. "But we did move

the (screens) to Maple and Rochester Road," he said.

Not surprisingly, the list of advertisers on Gas Station TV is skewed toward car-related spots from the likes of Chevrolet, Dodge, Jeep, Ford, Progressive Insurance, Goodyear and Mobil. However, the list also includes companies such as Sony, Nestle, Procter & Gamble, U.S. Cellular and Kellogg's.

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