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Cablevision Launches Interactive Advertising Platform

Long Island based cable carrier Cablevision has launched its new interactive advertising platform (iTV) and signed four advertisers, including Gillette, Benjamin Moore and Century 21.

The lead generation system works as Cablevision subscribers are watching TV, banner ads will appear at the bottom of the screen. Viewers can then click on them for more info, which opens up on another screen that keeps the programming on at the same time.