

New Media Age

07.08.06

NEWS

Waitrose and Faith latest to add a presence on SkyNet platform

Platform: iTV | Author: Gareth Jones and Sam Matthews | Source: NMA magazine | Published: 27.07.06

Supermarket giant Waitrose and high street fashion brand Faith are the latest major retailers to launch on the SkyNet Internet-on-TV platform.

Both brands have been working with interactive TV consultancy Glue4 Technology to launch branded home pages on the service, which is free to Sky's 8m digital satellite subscribers.

Just months after making its first foray into iTV advertising (nma.co.uk 06.01.06), Waitrose is rolling out a SkyNet site to provide viewers with information...

... about the company and the products it sells.

The supermarket chain is planning to expand its SkyNet presence over the coming months with the addition of a store finder and a range of enhanced functions. It says it won't rule out the launch of a full transactional iTV presence.

"We're interested in using emerging technologies to develop our brand," said Fiona Hall, marketing manager for Internet and ecommerce at Waitrose. "SkyNet is a great way for us to communicate with viewers in a highly interactive, low-risk environment."

Women's shoe retailer Faith will launch a similar SkyNet shopfront giving consumers the chance to browse its latest range of products and order a brochure.

Digital record company Craze Productions is also rolling out on SkyNet later this year. The label is planning to launch a full-track music download service allowing viewers to use their mobile phones to buy the music they hear on channels including MTV and VH1.

Craze, which owns the exclusive UK rights to artists Aaliyah and Kool and the Gang, is set to launch on SkyNet to sell music ringtones and videos in September. The full-track music service will be operational by the end of 2006.

It intends to advertise its offering in consumer magazines and *Sky Magazine*, which reaches 25m users a month. It will also run TV ads on Sky music channels.

sky.com

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