

## TiVo and Telecom

As we noted in our newsflash last Thursday, Telecom and Hybrid Television Services, the exclusive licensee of TiVo products in Australia and New Zealand, last week announced a partnership that will see TiVo delivering unmetered entertainment to NZ living rooms from November.

The deal means that consumers wanting TiVo have to sign up to Telecom for their broadband services. Customers who choose the service will thus have the ability to download movies and shows to their TV with no impact to their monthly broadband data allowance. It's a significant commercial advantage for Telecom's Xtra division, one that will doubtless have other Internet Service Providers complaining long and hard to the Commerce Commission and anyone else who will listen.

But what does this deal mean for marketers? For one thing, it removes a significant roadblock to the adoption of TiVo, namely the cost of downloading content. Conversely, it does restrict the potential of the TiVo service, although not unduly -- reportedly, Telecom has 60% of residential broadband customers in NZ. However the key question for marketers to consider is as yet unanswered: what content will TiVo offer, above and beyond its recording and replay of the free-to-air channels? Until we know exactly what content will be available, it's not possible to determine the merit or otherwise of advertising via TiVo.

## Twitter Prepares To Earn Some Money

Over the last week or so, emails have been cascading across the Internet in the name of Twitter cofounder Biz Stone, announcing changes to the Terms of Service of the popular microblogging site. The new TOS, which is far more expansive and specific than the old one (as the company positions itself to attract revenues at some point in the near future), makes changes in four key areas:

**“Advertising**—In the Terms, we leave the door open for advertising. We'd like to keep our options open as we've said before.

**“Ownership**—Twitter is allowed to 'use, copy, reproduce, process, adapt, modify, publish, transmit, display and distribute' your tweets because that's what we do. However, they are your tweets and they belong to you.

**“APIs**—The apps that have grown around the Twitter platform are flourishing and adding value to the ecosystem. You authorize us to make content available via our APIs. We're also working on guidelines for use of the API.

**“SPAM**—Abusive behavior and spam is also outlined in these terms according to the rules we've been operating under for some time.”

## Other Snippets

### TVNZ AND THE NZ QUEST FOR THE APPRENTICE

It's official -- New Zealand is getting its own version of The Apprentice. The search for the Contestants and the Host is about to get underway.

The Apprentice format, of course, is gloriously commercial. The show is all about the marketeting and product placement opportunities, as teams are given sponsor-related tasks to carry out each week. TVNZ is looking for a single Name Association Sponsor for the series and for additional companies to be involved as funding challenge company sponsors (one per week).

### GREENWASHING OUT OF FAVOUR DOWN UNDER

B&T reports that AANA (the Australian Association of National Advertisers) has published a new code to rein in advertisers making spurious "green" claims. The *Environmental Claims in Advertising & Marketing Code* is designed to ensure that marketers use industry-wide standards when they make environmental claims in ads or marketing communications. The new AANA code requires that claims "may not be misleading, vague or ambiguous and that they reflect relevant legislative, scientific and technological developments".

Any green claims should be "truthful and factual; relevant to the product or service and its actual environmental impacts; and that they can be substantiated and verified".