Towards Advertising On Demand
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Users’ complaints have forced AOL to ban pop-up advertisements. Although this kind of intrusive publicity can be a source of revenue in the short term, it should not be the core business of these services providers, who must find better advertising alternatives. For example, if most users who connect to Internet do so to look for information, why not work on advertisement formulae that help users in their searches?

It’s difficult to get everything right to make an advertising campaign successful, not to mention standardising it. And it is even more complicated to do so on the Internet, a media which is still analysing its users’ habits. The same person who patiently tolerates every advertisement that interrupts his favourite film, leaves a website which takes more than a few seconds to load.

Consequently, the ability to personalise the message and have the user accept it or not will make the logical evolution of online advertising become a concept “on demand”. Why then renounce pop-ups if they adjust to the needs of most users? For the moment, AOL’s decision shows that access providers are becoming aware of the strength of their customers, which is strength, clearly one of their most important assets. Whatever formulae companies choose must count on their clients’ approval.