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Monday March 08, 2004

MediaPost's MediaDailyNews

[Martha Stewart Found Guilty, Omnimedia Plummets, Preps Contingencies](#)

Martha Stewart Friday afternoon vowed to appeal a jury's verdict that she made false statements and obstructed justice in connection with the sale of ImClone stock in 2001.

...

[In the Trenches With Todd Chu](#)

Todd Chu, manager of technology solutions at Atlas DMT, makes sure that each step in the online ad-trafficking process doesn't become lost in translation. ...

[Nielsen PVR Plan Gives Agencies Pause](#)

[Advertising on IM Has Yet to Pop](#)

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Bob Vila, who's made millions hawking home improvement tips to the masses, could be in a heap 'o trouble. Vila's website (BobVila.com) has come under scrutiny for alleged violations of the federal Can-Spam law which went into effect earlier this year. [continued](#)

▶ [Real Media Riffs](#)

IT TURNS OUT THAT MADISON AVENUE'S FAVORITE DVR FEATURE MAY BE SLOW-MOTION - "Advertisers are slow to react to change." Harsh words indeed, but they are the main reason a top Wall Street firm doesn't expect to see a significant near-term impact on TV ad spending from the

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Every week we publish thousands of newsletters, sometimes you write back!

rapid acceleration of digital video recorders. [continued](#)

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You've all read the news by now - announced Tuesday. Yahoo! added paid inclusion to its Search results. The announcement was an interesting one, leading with about 500 words dedicated to new relationships with National Public Radio (NPR), The New York Public Library, The National Science Digital Library, and the Library of Congress - each of which should enhance the content that users find in their research-oriented searches, and none of which is paid, of course. [continued](#)



► [Research Brief](#)

Housing Boom Attributed to Boomers

Cheryl Russell, at

newstrategist.com, reports on what's behind the housing boom in 2003, noting that, according to the Census Bureau, homebuilders broke ground on an estimated 1.85 million housing units and sales of existing homes rose to a record 6.1 million units according to the National Association of Realtors.

[continued](#)



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16 W. 19th Street, 9th floor New York, NY 10011

phone: 212-204-2000 fax: 212-204-2038

feedback@mediapost.com

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