

SEARCH [Advanced Sea](#)Home > [All Archives](#) > [Online Media Daily Archives](#) > [Friday, Sep 7, 2007](#)Welcome [Sign-in](#) | [Register](#). Sun,
[EMAIL THIS ARTICLE](#) [PRINT](#) [REPLY](#) [SUBSCRIBE](#) [TODAY'S EDITION](#)

Google Considers Video for Search Listings

by Tameka Kee, Friday, Sep 7, 2007 6:00 AM ET

VIDEO AND IMAGE ADS IN search listings would have to be incremental and evolutionary, say Google executives.

Sundar Pichai, Google's director of product management, and Nicholas Fox, Google's group business product manager, addressed the possibility of bundling image or video ads into Google's Universal Search. The discussion took place Thursday at the Citigroup Technology Conference in New York.

Fox says integrating video or image ads into sponsored search results is an option that has come up in internal discussions, since search ads are there to give users information that is most relevant to their query. "In many cases that's a text ad," Fox says. "In some cases, it may be an image, a video, or something else. But the risk is not showing something garish or flashy, because users would become blind to the ads and it would hurt the business long-term."

He gives the example of a local butcher: A video with shots of fresh meat and the overall store experience would be more enticing than a 10-word text ad. More value is provided to both the consumer and advertiser. Currently there is more thinking than action around the issue at Mountain View, and for potential experiments, Google will proceed "cautiously and slowly," Fox says.

According to Pichai, "the images and video ads you see today on content networks are not what will work. They won't carry over well." Any steps Google makes will have to be "incremental and evolutionary."



Today's Most Read

1. [How Deep In The Sand Can You Shove Yo](#)
2. [Real Media Riffs - Tuesday, May 15, 2007](#)
3. [Groups Challenge Credit Card Marketing Colleges](#)
4. [Marketers Unprepared For New World Dis ANA](#)
5. [ARF Meeting Reveals Nielsen Ratings Dat Will Remain Unaccredited Until Next Year](#)

In terms of the overall Universal Search experience, Pichai acknowledges that the search giant has a ways to go before every search yields blended results.

"We've started triggering [Universal Search] on certain queries, but not for all," Pichai says. "But we do have a good base to measure user experience and satisfaction." While Google does not break down or disclose details in terms of percentage of click-throughs or actual number queries, the feature has been "well received."

When asked why Universal Search wasn't rolled out much sooner, given Google's tech-intensive culture, Pichai says that solving the three challenges of managing the infrastructure, determining relevance ranking and keeping the user experience clean and unchanged took a few years.

"People don't see the differences on the surface, because our goal is to keep the user experience easy," Pichai says. "But Universal Search is still in a nascent stage."

Tameka Kee can be reached at tameka@mediapost.com

Recent Online Media Daily Articles

Passion For Consumer Tops Successful Leader Mindset Oct 12, 6:00 AM

What makes a successful leader in the emerging Marketing and Media Ecosystem 2010? New research from...

Marketers Unprepared For New World Disorder: ANA Oct 12, 6:00 AM

More than 90% of the 250-plus marketers surveyed for a study set for release at the...

Online Ad Marketplace To Exceed \$61B By 2012: Forrester Oct 12, 6:00 AM

Online publishers need to offer increasingly innovative ways for marketers to reach their audiences if they...

CBS Pays \$10 Million For Celebrity Blog Oct 12, 6:00 AM

Continuing on the acquisition track, CBS has paid \$10 million for a nine-month-old celebrity gossip site...

IAB To Lead Gen Industry: Shape Up By April 1 Oct 12, 6:00 AM

The Interactive Advertising Bureau and its Lead Generation Committee have set a firm deadline for the...

SendMe Acquires mbuzzy Online, Mobile Community Oct 12, 6:00 AM

The mobile content and services feeding frenzy continues, as San Francisco-based SendMe has announced its ac...

GPhone Buzz Hits Frenzy After Google's Jaiku Deal Oct 11, 6:00 AM

Google's latest acquisition puts it deeper into SMS territory. The search giant announced that it acquired...

IAB Issues Final Word On Rich Media Impressions Oct 11, 6:00 AM

The Interactive Advertising Bureau has issued final guidelines on how to count rich online media ad...

Cablevision Names TBWACHiatDay For Commerce Work Oct 11, 6:00 AM

The digital marketing and commerce division of Cablevision Systems has retained TBWACHiatDay in New York to

IGA Worldwide Gets Into Casual Games Oct 11, 6:00 AM

New York-based in-game ad firm IGA Worldwide has begun its push into the casual game space,...

>> [Online Media Daily Archives](#)



©2007 MediaPost Communications. All rights reserved.
1140 Broadway, 4th Floor, New York, NY 10001
tel. 212-204-2000, fax 212-204-2038, feedback@mediapost.com