For financial reporting purposes, Gifts, Pronto and iBuy are part of IAC’s Emerging Businesses Sector.
Cornerstone Brands

Garnet Hill

The Territory Ahead

Frontgate

Ballard Designs
Special! Save today with Free Shipping, Free Return Shipping, & No Sales Tax on every order.

Women's Shoes
- Athletic Shoes
- Boots
- Business Shoes
- Casual Shoes
- Classics
- Clous
- Comfort Shoes
- Dress Shoes
- Evening Shoes
- Fashion Shoes
- Flats
- Heels
- Loafers
- Mules
- Running Shoes
- Sandals

Men's Shoes
- Athletic Shoes
- Boots
- Business Shoes
- Cap Toe Shoes
- Casual Shoes
- Comfort Shoes
- Deck Shoes
- Dress Shoes
- Fashion Shoes
- Fitness Shoes
- Loafers
- Moc Toe Shoes
- Monceasing
- Oxfords
- Plan Toe Shoes
- Running Shoes
- Sandals
- Slip-on Shoes
- Sneakers
- Walking Shoes
- Work Boots
- New
- Sale
- View All

Over 200 Brands Of Shoes
- Johnston & Murphy
- Reebok
- Harbors
- Naturalizer
- adidas
- Aerocless
- Allen-Edmonds
- Born
- Dexter
- Dr. Martens
- Florshiem
- Gioraro Bruni
- Mephisto
- Merrill
- Naturalizer
- New Balance
- Sebago
- Skechers
- Softspots
- Sperry Top-Sider
FreeFalling Now on Sky 631

Start Price: £ 199

Current Price £ 199
8 Remaining

Click here to retrieve your login details.

Toshiba M70-267
Mobile computing has never been so good. The Toshiba M70-267 combines the latest in mobile technology in a sleek anthracite design. It's ideal for people on the move whether for business or home-use, at a very affordable price...

iBuy Price: £599

Also available Toshiba L30, Price £590
Pronto

The easiest way to save money online

➤ Shop Easier
Find the best products and prices instantly from tens of thousands of online merchants

➤ Shop Smarter
Discover when prices drop on products you're looking to buy

➤ Save More
Get special offers delivered directly to you while you shop

Free Download
Download Now

System Requirements
We now support Firefox
IAC Retailing Advantage

- Interactive, Multi-Channel, Multi-Model Approach
- Focus on Differentiation
- Mix of Home Grown/Acquired
- Disciplined Capital Allocation
An Internet Retailing Retrospective

- Growth Expectations Largely Met
- Barriers-to-Entry: Low
- Profit: Function of Cross-Channel Leverage
- Fragmented Market
- Paucity of Scaled Innovation
What’s Next? – Creating Personalized Experiences

- Site Architecture/Customization
- Demand Creation and Identification
- Customized Product Definition
- Contextual/Local Selling

Personalization
Site Architecture / Customization
Demand Creation and Identification ... Pronto
Demand Creation and Identification ... **Pronto**

**Pronto**

*The easiest way to save money online*

**Search**

**Samsung SyncMaster 204T (Black) 20" LCD Monitor**

Last viewed at: Computermerchant.com

Prices: $359.00 + $26.32 tax = $385.32

**Compare Prices** (from 64 merchants)

- **Samsung SyncMaster 204T (Black) 20" Monitor**
  - Merchant: TigerDirect.com
  - Rating: 100% (17 ratings)
  - Price: $349.00
  - Offers: 18% off
  - Total: $449.99

- **Samsung SyncMaster 204T (Black) 20" Monitor**
  - Merchant: Techforless.com
  - Rating: 75% (3 ratings)
  - Price: $359.99
  - Total: $439.99

- **Samsung SyncMaster 204T (Black) 20" Monitor**
  - Merchant: Newegg.com
  - Rating: 83% (5 ratings)
  - Price: $425.99
  - Total: $445.99

- **Samsung SyncMaster 204T (Black) 20" Monitor**
  - Merchant: Aie.com
  - Rating: 83% (15 ratings)
  - Price: $428.99
  - Total: $469.57

**Set a Price Alert**

Notify me if the price drops to: $300

**$11 - $300**
Customized Product Definition

CUSTOMIZE your own product

+  

myspace.com
a place for friends
Contextual / Local Selling

Chicago Shopping
Welcome to Citysearch's Chicago shopping guide

Chicago's Shopping Scene
Find Chicago shopping centers and malls, bargain outlet stores, discount clothing, home decor and more.

NEW! Are you a shop owner? Submit your sales events here, and we'll feature them on our site.

Style file
Your invitation to Chicago trunk shows, previews, shopping events and more from StyleChicago

Featured in Shopping

demain SCAASI
5 South Wabash Avenue, 17th Floor, Chicago, IL
Winner: BEST CHICAGO JEWELER (as voted on by Citysearch users)

LAC
What’s Next? – Creating A Broadband Experience

Subscribers in millions

Source: Management Estimates based on Kagan data ’04 -’10
Video Consumption Poised to Take Off

Entertainment Multi-Media Share of Total Internet Visits

Source: Hitwise
HSN: Highly Complimentary Sales Channels

- Detailed explanation
- Highly visual
- Call to action
- Entertaining
- Credibility from personality

- Customer controlled
- Non-linear
- Always accessible
- Additional product
- Credibility from information
## HSN: Daily Program Guide

**HSN daily program guide for:**

**Thursday, June 01, 2006**

### Weekly View

**Watch HSNtv live**

Don't miss a second.

Available with high speed (cable/dsl)

<table>
<thead>
<tr>
<th>(est)</th>
<th>show title</th>
<th>host name</th>
<th>guest name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12am</td>
<td>DeStress With Tony Little 3rd Anniversary</td>
<td>Marlo Tejera</td>
<td>Tony Little</td>
</tr>
<tr>
<td>1am</td>
<td>Gifts For Dad</td>
<td>Marlo Tejera</td>
<td>Dan Ferrazza, Dan Lier, Michael Miranda, Tony Little</td>
</tr>
<tr>
<td>2am</td>
<td>Toni Brattin Beauty Secrets</td>
<td>Rachel Huber</td>
<td>Toni Brattin</td>
</tr>
<tr>
<td>3am</td>
<td>Fashion Alert: Dresses</td>
<td>Rachel Huber</td>
<td></td>
</tr>
<tr>
<td>4am</td>
<td>Ultrex Kitchen</td>
<td>Rachel Huber</td>
<td>Dave Crusoe</td>
</tr>
<tr>
<td>5am</td>
<td>Ultrex Kitchen</td>
<td>Kelly Repass</td>
<td>Dave Crusoe</td>
</tr>
<tr>
<td>6am</td>
<td>Ultrex Kitchen</td>
<td>Kelly Repass</td>
<td>Dave Crusoe</td>
</tr>
<tr>
<td>7am</td>
<td>Sunrise</td>
<td>John Cremeans, Kelly Repass</td>
<td>Adrian Cordova, Cecilia Stock, Jillian Barberie</td>
</tr>
</tbody>
</table>
Video – Product Information

Feature Rich

“Touch and Feel”

Demonstration
Video – Creating Context
Video – Content and Community

Retailer Generated

Community

SHOP TRIED AND TRUE FAVORITES
On average, HSN shoppers rated these items at least 4 out of 5 stars.

CUSTOMER PICKS

new arrivals

Web only – back in stock

customer picks

special pricing

see all

see all

see all

see all

Wolfgang Puck Blender
64 oz. Electric Blender
HSN Price: $54.99

Wolfgang Puck Blender
4-Piece Mixing Bowl & Whisk Set
HSN Price: $29.99

Wolfgang Puck Blender
Pastry Maker with Removable Plates
HSN Price: $89.99

Wolfgang Puck Blender
Carafe Insulator (for Carafe & Jar Base)
HSN Price: $144.00
Sale Price: $99.99
Video – Distribution Drives Transactions
What’s Next? – Digital TV Creates Opportunity

Digital cable and satellite households in millions

- 2004: 50
- 2006: 60
- 2008: 68

Source: Kagan Research
iTV Demo
iTV Demo
iTV Demo

Select an option

- Silver
- Blue
- Pink
- Green
- Black

More Options
iTV Demo
iTV Demo

Add a Protection Plus Plan?
2 year Protection Plus for $34.95

SEL
Yes
No

DXG 305V Digital Camcorder and MP3 Player...

Sale Price
$118.95
S&H FREE
4 flex $29.73

Back Help Exit HSN iTV
iTV Demo

Select the quantity

Select 1, 2, 3, 4, or 5 and press SEL.

More Options

Sale Price
$118.95
S&H FREE

4 flex $29.73
iTV Demo

NEW USERS
To purchase with your remote, you must have an existing HSN account. If this is your first HSN purchase, call HSN iTV Customer Service to set up an account:
1-800-436-6464

HSN CUSTOMERS
Please enter your 10-digit phone number and 5-digit ZIP code using the number buttons on your remote.

Phone Number: (888) 515 - 2121
ZIP Code: 90001

SEL Continue
Back

Help Exit HSN iTV
iTV Demo

Thank you for your order.
Order Number: 123456789
You will receive your order within 7–10 business days. If we have your email address on file, you will receive notification once your order ships.

DXG 305V Digital Camcorder and MP3 Player...
Sale Price
$118.95
S&H FREE
4 flex $29.73

Return to HSN iTV Home
Exit HSN iTV
iTV Meets onDemand
onDemand: What You Want, When You Want It
Categories for onDemand
Concluding Thoughts