



## TVBizWire

---

June 4, 2008 3:25 AM

---

### CBS Sports New Ad Format Online WSJ

CBS plans to stream the wacky "The Burly Sports Show" on CBSSports.com and announce plans to use the "skin" advertising format, in which the Web video is surrounded by a graphic featuring the sponsor, the **Wall Street Journal** reports. "Burly," produced by Web company Heavy, already attracts 2 million visitors a month. Heavy claims that 1.68% of viewers click on its skin ads, which is much higher than the click rate on other Web ad forms.