

Jon Rappoport: American Culture and TV Ads – The Missing Link

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“I don’t think that’s true.

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[American culture and TV ads; the missing link; I make another breakthrough](#)

by [Jon Rappoport](#)

August 4, 2023

The common wisdom is people are sick of TV commercials. They mute them. They change the channel to avoid them.

I don’t think that’s true.

The basic missing link is: the ads aren’t just promoting products; the ads ARE products.

But viewers have no way of expressing their preferences. Hence we need this:

THE COMMERCIALS CHANNEL.

It could start out on cable. I think it'd soon make it to network television. Possibly it would wind up on YouTube, where it would garner far more viewers than NBC or CBS could attract.

The Commercials Channel (CC) has no shows. It plays commercials 24 hours a day. Back to back. In an unending stream.

AND VIEWERS VOTE FOR THEIR FAVORITE COMMERCIALS.

That's the key.

That's what the audience wants.

The ads are products. The viewers decide which ones are best.

The channel runs contests, all day and all night.

Here are 16 pharmaceutical commercials. Which one do you like best? Vote now.

Announce the winners.

Drug ads, fast food ads, insurance ads, bank ads, ads for movies, car ads, ads for lawyers, beer ads, soda ads...

All sorts of contests around the clock. VOTE FOR YOUR FAVORITE NOW.

And maybe you can bet.

Which of these 10 ads do you think will win? Lay your money down in the next 3 minutes.

You'd have 2 or 3 AI talking heads representing CC, on-air, hosting the contests.

CC runs 24/7. All ads all the time. That's revenue for the channel.

Almost no overhead.

ADS ARE PRODUCTS.

LET THE PUBLIC DECIDE WHICH ONES THEY WANT TO "BUY."

I mean, come on. Advertising is perhaps the most visible industry in America. Give it its due.

Instead of "Is the Chevy better than the Ford," it's "Is the Chevy ad better than the Ford ad."

NOW you're cooking.

Now you've got audience interest.

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