

KNBC Rolling Out TV Bingo

Local channel hopes it has viewers' number with weekly game.

By [Joel Russell](#)

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Remember “Dialing for Dollars,” local shows that kept TV viewers glued to their screens in hopes that the host would give them a call for a cash giveaway? Now KNBC (Channel 4) in Burbank has a new form of watch-and-win television: TV Bingo.

To play, viewers register online at the KNBC website. Then each Friday morning, the station e-mails players two bingo cards that they can print. At 7:28 p.m. that night, a commercial shows seven numbers that viewers can mark on their cards. If they get a bingo, they e-mail back a code to win \$500.

The bingo promotion underwent a brief test in San Diego before reaching Los Angeles, its first major TV market, on Oct. 22. The first sponsor is the San Manuel Indian Bingo & Casino in Highland, which has signed up through December.

“This gives them multiple ways to touch the consumer,” said Christopher Dolan, KNBC sales manager. “They can print offers on the bingo cards and they also develop an e-mail database they can market to after the promotion ends.”

Besides the 60-second commercial Friday night, the sponsor buys 15-second ads during the week to get viewers to sign up.

Technically, the game is a scratch sweepstakes, not bingo, because there’s no race to be the first to shout the magic word. The game is designed with only one winner per week.

Dolan expects it will roll out soon on other NBC-owned stations in Chicago, San Francisco, Miami, Dallas and elsewhere.

While casino advertisers are a natural fit for games, NBC will also target hospitality, entertainment and video game advertisers.

The game will continue as long as there are sponsors who buy ad time – and pay the jackpots.



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