



The next million-dollar idea: Internet ad space for global brands

The Million Dollar In One Piece Homepage, June 06, 2006

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Inspired by Alex Tew's sensational idea of The Million Dollar Homepage, two young entrepreneurs have set up a Web site to sell the same amount of ad pixels for the same amount of money as Tew did – but only in one piece.

PR9.NET June 06, 2006 - Budapest, Hungary – Two young entrepreneurs launched a pixel advertising Web site at MillionDollarInOnePieceHomepage.com to earn one million dollars the same way as Alex Tew did on his famous Web site, by selling one million advertising pixels for \$1 each. The only difference from the original homepage is that the million pixels are now for sale in one piece – for one big advertiser only.

Last December, Alex Tew's homepage at MillionDollarHomepage.com received worldwide media attention when he started to sell his one million ad pixels in 10x10 pixel blocks. The British entrepreneur aimed to pay his way through university from the \$1 million he earned with this idea. Although Tew's Web site has been cloned since then – approximately 3000 pixel ad Web sites have been set up, by simply copying his idea or by making it more compound – none of their creators could become a millionaire from it the way Tew did.

The creators of The Million Dollar In One Piece Homepage, Attila Szita (22) and Zoltán Stekkelpak (26) from Budapest, Hungary, expect that a multinational company with a giant advertising budget will buy the ad space.

"Not for the big ad surface or creative possibilities itself, but moreover for the worldwide media coverage that will follow the sensational sale," explains Stekkelpak.

Szita adds, "We made a rough estimation based on the media coverage Tew's site received on how much it is worth for a company to get that much publicity. Appearing on TV news, in thousands of newspapers, books and Web sites in many languages is worth even several million dollars in exposure."

As for what the entrepreneurs want to spend the \$1 million on, there is a straightforward post on their blog: "We know that giving a nice goal to spend the money on (e.g., studies or parents), is a key element in pixel ad businesses like this. To be honest with you, we still have just a few ideas on what to do with this big sum, however. Attila would like to set up a company, and Zoltan wants to travel and buy a flat. But these are things we will do even if we don't sell the pixels."

Stekkelpak further explains where the two came up with their idea based on Tew's creation.

"Six months after Mr. Tew came up with his homepage, we were wondering if we were the first ones to think about how to make \$1 million by an even simpler idea," he said.

Szita adds, "The idea of selling the one million advertising pixels in one piece was just a joke I made to Zoltan while talking about potential online business ideas. We were laughing at it at first, but finally this enterprise grew out of it."

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About The Million Dollar In One Piece Homepage

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