

**LIVE ADVERTISEMENT - BARNES AND NOBLE**

OPEN ON: THE INTERIOR OF A BOOKSTORE (A COUPLE OF SHELVES OF BOOKS WILL DO WITH A GREEN SCREEN BEHIND IT OF A BARNES AND NOBLE STORE) WITH THE COMPANY CEO MICHAEL P. HUSEBY (BECK) STANDING IN FRONT OF THE SHELVES.

BECK

My name is Michael P. Huseby and I'm proud to be the CEO of Barnes and Noble Booksellers. When I took over this post in January 2014, our sales were down thanks to competition from Amazon and other online retailers. But I'm here today to remind you that buying and reading books the old fashion way is actually much simpler than going online and downloading an e-book.

BECK WALKS OVER TO THE BOOKSELF BEHIND HIM.

BECK (cont)

It's really just a three step process. Step one, pick out your book. Step two, walk over to the check out counter. Step three, pay and take your book home that day, right then and there. Simple as that.

CUSTOMER # 1 WALKS OVER AND UP TO BECK HOLDING A BOOK AND AN IPAD.

CUSTOMER # 1

But how do you get this onto my iPad?

BECK

You don't, you actually read the book right here on the book itself.

BECK GRABS THE BOOK FROM CUSTOMER # 1 AND STARTS FLIPPING THROUGH THE PAGES WITH HIM. CUSTOMER #1 STARTS TO DO IT HIMSELF, AS IF HE HAS NEVER SEEN A BOOK BEFORE IN HIS LIFE. HE IS NERVOUS AND UNSURE OF HIMSELF AS HE FLIPS THROUGH THE PAGES. HE CONTINUES DOING IT AS HE WALKS OFF STAGE AND CUSTOMER # 2 ENTERS HOLDING ANOTHER BOOK.

CUSTOMER # 2

So where do I plug it in?

BECK

It actually doesn't require power at all.

CUSTOMER # 3 WALKS UP AND JOINS CUSTOMER # 2.

CUSTOMER # 3

So it has a battery then?

BECK

No, no battery. No anything but beautiful paper pages to read through.

CUSTOMER # 2 AND # 3 LOOK AT EACH OTHER AND THEN AT THE BOOKS. THEY ARE VERY CONFUSED. THEY WALK AWAY AS BECK STEPS BACK TOWARDS THE CAMERA.

BECK (cont)

It's hard to believe it can be this simple right?

CUT TO: PRE-TAPE OF A PERSON SITTING AT A COMPUTER SURFING THE INTERNET. AS BECK TALKS HE GOES THROUGH THE PROCESS OF ORDERING A BOOK THAT QUICKLY AND HE GETS UP AND WALKS AWAY FROM THE COMPUTER.

BECK (cont) (VO)

When you go online to download the latest novel from your favorite writer, or that cookbook you know your Mom has been longing for, you can't hold the book, page through it. Sometimes you can't even look inside it before you buy it.

CUT TO: BECK BACK IN FRONT OF THE SHELVES STANDING NEXT TO CUSTOMER # 4

BECK (cont)

But at Barnes and Noble, you can...

CUSTOMER # 4 CUTS BECK OFF

CUSTOMER # 4

Wait, wait wait. In the time it took you to say all that I could have downloaded the book, plus I wouldn't have to drive here or put on pants. And, how does this thing even remember where I was when I

get tired of reading and need to take a break?

BECK

That's why we give you one of these.

HANDS CUSTOMER #4 A BOOKMARK. HE TAKES IT CAUTIOUSLY, LOOKING AT IT WITH A CONFUSED LOOK ON HIS FACE.

BECK (cont)

It's a bookmark. Just stick it in the page where you left off and then next time, pick back up right there.

CUSTOMER #4

I don't know, seems like a lot of work.

CUSTOMER # 5 WALKS INTO THE SCENE.

CUSTOMER # 5

(talking to the book)

Please define the word maestro

BECK

Are you talking to the book?

CUSTOMER # 4

That's pretty cool, you can talk right to it just like my iPad.

BECK

No, you can't actually. There are no apps on the book. It's just a book.

BECK REACHES ONTO THE SHELF BEHIND HIM AND PULLS OFF A DICTIONARY

BECK (cont)

If you're unsure of a word's meaning, you'll need a dictionary.

CUSTOMER # 5

Wait, so to use this book I need another book?

BECK

It's really not this complicated folks.

CUSTOMER # 4

What if I really like the book, can I buy the next one in the series like through an in-book purchase?

BECK

(getting frustrated)

No, again, that is an app thing. You're thinking of in-app purchases. This is a book. If you want the next book, just come back to Barnes and Noble and pick it up. Simple as that.

CUSTOMER # 5

It's actually not that simple as all.

CUSTOMER #4

This does seem like a lot of work.

CUT TO: BECK STANDING ALONE AGAINST THE BOOK SHELVES

BECK

Sure, maybe it is a bit more complicated that just downloading the book, but isn't it a great feeling holding a book in your hand.

CUT TO: CUSTOMER #4 AND #5 BOTH HOLDING PHONES IN THEIR HANDS, NOT PAYING ATTENTION TO BECK

CUSTOMER # 4

Here, here it is. Since we're already here, we can hit the Apple Store and pick up new phones.

CUSTOMER # 5

(talking to the phone)

I am so sorry I thought I could replace you.

SIRI (VO)

I forgive you. I know it won't happen again.

CUSTOMER # 4 and 5 WALK OUT OF THE STORE.

FADE TO: ART CARD OF A BARNES AND NOBLE STORE. CHYRON OF THE VOICEOVER BELOW APPEARS ON THE SCREEN SHORTLY BEFORE IT IS HEARD.

ANNOUNCER (VO)

Barnes and Noble. Yup, we know it's only a matter of time.