Jonathan Beacher is Senior Vice President of Reymer & Gersin Associates, a 110-person marketing research firm that specializes in researching electronic media and telecommunications.

His firm has probably conducted more primary research on home information services than any other, having interviewed over 30,000 people on behalf of fifty-seven clients, including AT&T, Bank of America, CBS, Centel, Chemical Bank, Citibank, Comsat, Knight-Ridder, Times-Mirror, Southern New England Telephone, and many others. Most of the research the firm does is for the proprietary use of an individual client.

Among the videotex projects they've conducted are: researching Miami subscribers to Viewtron, the nation's first consumer videotex service; developing the first NAPLPS business videotex service, VideoLog; and studying over 6000 peoples' reactions to purchasing videotex in the National Electronic Home Services Test.

Jonathan began researching videotex six years ago, while serving as Vice President of Marketing for Gannett's broadcast division. Prior to that, he worked for Cosmos Broadcasting, and three advertising agencies. He was graduated in 1971 from Michigan State University with a degree in telecommunications.