Teach your child to read??

I was listening to the radio in the car and I heard a commercial for a reading program for kids. It sounded like you sat the kid (under 5) in front of the TV and turned on a video. The 'mother' was happy that she didn't have to do any work!!!

While I'm all for getting kids to read early in life, I am totally against sitting the kid in front of the TV to have them learn? What ever happened to reading to your children? What ever happened to children reading to their parents? I remember reading many stories to my girls. We read almost every day, from Dr Seuss to the Narnia series. Did it help? I can only say that the girls all like to read.

If I hear the commercial again, I will try to post a link. I want to make sure what I hear was correct.