

Context Advertising Trends: Market Research Report

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Abstracts

Context advertising is one of the most popular forms of advertising used for automatically and dynamically selecting and displaying targeted classified advertisements on websites or mobile services based on the content currently viewed by the user.

The report analyzes and presents an overview of Context Advertising market worldwide. Supported with 4 market data tables, the report provides a review of market trends, growth drivers, and strategic industry activities of major companies worldwide. The report further discusses about the advantages Context advertising presents to advertisers in ensuring the effectiveness of their marketing campaigns. In addition, 10 companies operating in the Contextual Advertising arena worldwide including Ataxo Czech Sro, Baidu.com Inc., Google Inc., Mail.Ru Group Ltd., Microsoft Corp., Moat Inc., Rambler, Runner, Yahoo Inc., and Yandex NV are profiled.

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Rambler Media Purchases Remaining Interest in Begun

Yahoo! Inks Agreement with Media. net

Rambler and Yandex Ink Agreement

Clear Channel Radio Announces Availability of Contextual Ads for Broadcast Radio

3. MARKET PARTICIPANTS

Ataxo Czech Sro (Czech Republic)

Baidu. com, Inc. (China)

Google, Inc. (USA)

Mail. Ru Group Ltd. (Russia)

Microsoft Corporation (Bing) (USA)

Moat, Inc. (USA)

Rambler (Russia)

Runner (Russia)
Yahoo, Inc. (USA)
Yandex NV (The Netherlands)

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