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Advertising and the Second Screen: When TV Becomes Interactive and Targeted

https://marketpublishers.com/r/A224961B5A5EN.html
Date: July 2015
Pages: 56
Price: US$ 2,200.00 (Single User License)
ID: A224961B5A5EN

Abstracts

This report explores how live TV will need to change its advertising practices to handle growing competition from the Internet and protect its status as top mass medium. It compares the way ad revenue is progressing for both TV and the Internet, and looks at the rapid changes in TV viewers' behaviour. The report examines whether live TV needs to borrow certain recipes from the Web, to line up with viewers' new habits and advertisers' new demands. It explores the new possibilities opened up by the simultaneous use of the second screen by TV viewers, to deliver a new, more interactive and targeted experience to users and advertisers alike. It concludes by assessing the development outlook for these new brands of advertising, and details the obstacles that are likely to impede television's path to merging with the Internet.

Television is the only traditional media to still be enjoying an increase in advertising revenue around the globe. But the Internet’s stronger rate of growth is steadily closing the gap between how ad spending is split between the Internet and TV. At the same time, the swift development of both fixed and mobile Internet access in Western countries, and the rapid adoption of new screens have resulted in the widespread use of second screens to access TV content, both live and on-demand, along with a growing tendency to multitask, i.e. use a companion screen while watching TV...

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Channel 7 MTV
DirecTV NBCUniversal

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Disney RTL
Endemol TF1
Fox Univision
Fox Televisions USA Networks
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Blippar Viggle
Internet companies
Facebook Pinterest
Google Twitter
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Technological solutions providers
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