

# Advanced Advertising Outlook 2Q 2011

<https://marketpublishers.com/r/AB6E90FAAABEN.html>

Date: December 2010

Pages: 54

Price: US\$ 3,500.00 (Single User License)

ID: AB6E90FAAABEN

## Abstracts

This report evaluates U.S. digital media usage trends and consumer behavior while updating Parks Associates previously published advertising revenue projections. The report focuses on the advanced television, online video, and mobile advertising markets, including analysis of industry developments and updated U.S. advertising revenue forecasts from 2010 – 2015.

“Emerging media devices, platforms, and services continue to reshape the advertising marketplace, requiring industry professionals to reevaluate the industry’s advertising potential on a continual basis,” said Heather Way, Research Analyst, Parks Associates. “Parks Associates predicts connected device diffusion presents a new advertising revenue prospect for the marketplace moving forward.”

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