

Advanced Advertising Outlook 2Q 2011

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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.”

Contents

1 REPORT SUMMARY

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
 - 1.3.1 Source of Data
 - 1.3.2 GLOSSARY of Terms

2 ADVANCED TV ADVERTISING MARKET UPDATE

- 2.1 Digital TV Households and Usage Trends
- 2.2 Key Market Developments
- 2.3 Advanced TV Advertising Forecasts – U.S. 2010 – 2015

3 ONLINE VIDEO ADVERTISING MARKET UPDATE

- 3.1 Online Video Usage Trends
- 3.2 Key Market Developments
- 3.3 Online Video Advertising Forecasts – U.S. 2010 – 2015

4 MOBILE ADVERTISING MARKET UPDATE

- 4.1 Mobile Device Penetration and Usage Trends
- 4.2 Key Market Developments
- 4.3 Mobile Advertising Forecasts – U.S. 2010 – 2015

5 CONCLUDING STATEMENTS

- 5.1 Advanced TV Advertising
- 5.2 Online Video Advertising
- 5.3 Mobile Advertising

List Of Figures

LIST OF FIGURES

Advanced Advertising GLOSSARY of Terms
U.S. Television Services Market Share – 2010
U.S. Digital Television Households 2010 – 2015
U.S. Digital Television Households Market Share 2011-2015
Weekly Time Spent Watching Video on TV Set
Major U.S. Television Service Providers – Cable TV
Major U.S. Television Service Providers - DBS
Major U.S. Television Service Providers – Telco/IPTV
Advanced TV Advertising Revenue Forecast Methodology
U.S. Advanced TV Advertising Revenue 2010 -2015
U.S. Cable/DBS/Telco/Network Advertising Revenue: Traditional Linear & Advanced TV
2010 – 2015
U.S. Advanced Advertising Revenue by Format 2010 - 2015
U.S. Broadband Households 2010 – 2015
U.S. Online Video Viewers 2010 – 2015
U.S. Connected Device Households 2010 – 2015
Video Viewing Device Preference
Method of Connecting TV to the Internet
Active Internet Connected Devices
Online Content Type Accessed via Connected TV
Appeal of TV Everywhere
Appeal of Cross-Platform Video Service
TV Everywhere Initiatives
Rovi TotalGuide, Rovi Corporation
Online Video Advertising Revenue Forecast Methodology
U.S. Online Video Advertising Revenue 2010 – 2015
U.S. Smartphone Owners 2010 – 2015
U.S. Tablet Unit Sales 2010 – 2015
Top Mobile Phone Activities
Number of Mobile App Download
Mobile Advertising Revenues – N.A. 2010 – 2015
% of Mobile Advertising Revenue by Format – N.A. 2010 - 2015

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