

Advertising Strategies on Connected TVs 3Q 2011

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Abstracts

This report provides an early assessment of the U.S. connected TV advertising market. The report evaluates the main connected TV advertising business segments, assesses connected TV device usage, reviews connected TV advertising strategies, and examines the revenue potential for the emerging ad medium. The study concludes with a presentation of the strategic opportunities and market challenges for industry investors.

“The television advertising industry is currently in a state of transition due to the emergence of connected TV platforms, which offer a new content source as well as an advertising delivery method,” said Heather Way, Research Analyst, Parks Associates. “While digital media platforms, services, and content proliferate in the marketplace, a host of advertising industry participants and their clients are developing innovative ways to monetize the connected, multiscreen consumer experience.”

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