

# Advertising Trends and Converged Media 2Q 2013

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## Abstracts

Advertising Trends & Converged Media assesses growth patterns for connected device and multiplatform media use and the monetization strategies for the U.S. advanced TV, online video, and mobile app media markets. The report includes market conditions, implications, strategic outcomes, and an update to Parks Associates' advanced TV, online video, and mobile in-app advertising revenue forecasts from 2013 to 2017.

“The advertising marketplace continues to transform due to Internet-enabled consumer electronic (CE) device growth and shifts in how consumers find, use, and share content. Connected CE adoption and nontraditional consumption habits create new revenue opportunities but pose business and logistic challenges as well,” said Heather Way, Senior Research Analyst, Parks Associates. “Advertising stakeholders— specifically content owners, service providers, and brand advertisers— must evaluate market developments, industry trends, and monetization strategies to remain competitive.”

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