

The Evolution of Advanced TV Advertising Strategies 2Q 2014

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Abstracts

This report provides a contextual review of the evolution of advanced TV advertising strategies and examines their transformation as a result of rising Internet-connected device penetration and consumer demand for multiscreen video viewing. The report assesses the up-and-coming market trends reshaping how content owners, service providers, and brand advertisers engage consumers in multiscreen video environments. It also provides examples of strategies implemented across the major types of stakeholders.

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