

Harnessing the Power of Big Data: New Media and Advertising 4Q 2013

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Abstracts

This report examines the state of personalized advertising, analyzing the technologies and companies that are mining vast amounts of consumer data to recommend and enhance relevant advertising across various platforms. It identifies and profiles key players and predicts sectors of early growth.

"When connected consumer electronic (CE) device ownership and digital media consumption interact, data emerges—vast and limitless amounts of user data of all types," said Heather Way, Senior Analyst, Parks Associates. "The digitization of media and the emergence of advanced advertising technology have allowed new analytic sources to enter the marketplace creating new obstacles for investors to accurately management multiple device and user datasets."

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