

# Tracking Eyeballs: Video Analytics and Measurement

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## Abstracts

With margins for content shrinking in the on-demand digital video world, many digital video service providers must rely increasingly on advertising revenue to retain customers with low-price or free content services. The mass audience measurement tools from the past are proving ineffective in the age of personalization, requiring new focus by content and service providers to demonstrate the value of digital "air time" to potential advertisers.

This report evaluates current audience metrics tools being implemented in digital video, identifies key players in the audience measurement services industry, and assesses the future for digital video advertising and audience measurement.

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