

# Trends in Behavioral and Contextual-Based Advertising 1Q 2011

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## Abstracts

This report provides a guide to the online behavioral targeting and contextual-based advertising markets. The study addresses consumer acceptance and privacy concerns related to audience-based and interest-based advertising strategies. The report presents the opportunities and challenges of targeting online consumers with BT and content-based advertising and concludes with online behavioral targeting and contextual-based advertising revenue forecasts in the U.S. from 2010 – 2015.

“The ability to deliver relevant advertising messages draws advertisers to the Internet platform with the aim to eliminate ad waste by reaching target audiences down to the individual user,” said Heather Way, research analyst, Parks Associates. “However, paramount to the success of the advanced advertising strategies is self-regulation, which includes providing full transparency and opt-in/opt-out solutions and continuing to test consumer threshold for audience-based advertising techniques.”

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