

# Trends in Multiscreen Advertising 4Q 2014

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## Abstracts

This report assesses growth patterns for connected device and multiplatform media use as well as monetization strategies for the U.S. advanced TV, online video, and mobile app media markets. It includes market conditions, implications, strategic outcomes, and an update to Parks Associates' advanced TV, online video, and mobile in-app advertising revenue forecasts.

## Contents

### **1. REPORT SUMMARY**

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach/Sources

### **2. STATE OF THE MULTISCREEN ADVERTISING INDUSTRY**

#### 2.1 Multiscreen Use Cases and Consumer Behaviors

- Simultaneous Use

- Sequential Use

#### 2.2 Industry Perspectives on Multiscreen Advertising

##### 2.2.1 Challenges to Deliver Multiscreen Advertising

##### 2.2.2 Brand & Marketer Perspectives

- Creative Design

- Ad Targeting

- Ad Buying

##### 2.2.3 Publisher Perspectives

- TV broadcasters and cable networks

- Web/Mobile Publishers

- Ad Selling

- Ad Serving

- Ad Campaign Management and Measurement

##### 2.2.4 Ad Technology Provider Perspectives

### **3. INNOVATIONS IN MULTISCREEN ADVERTISING**

#### 3.1 Automatic Content Recognition

#### 3.2 Programmatic Buying & Real-Time Bidding (RTB)

#### 3.3 Advertising Big Data

### **4. U.S. MULTISCREEN ADVERTISING REVENUE FORECASTS 2014-2019**

#### 4.1 Forecast Methodology and Assumptions

#### 4.2 TV & Internet Advertising Spending in the U.S. from 2014–2019

#### 4.3 Multiscreen Ad Spending in the U.S. from 2014–2019

## **5. MARKET IMPLICATIONS AND RECOMMENDATIONS**

## **6. APPENDIX**

6.1 Glossary

6.2 Company Index

## List Of Figures

### LIST OF FIGURES

Companies Researched and Interviewed for This Report

Adoption of Connected Devices with a Digital Screen: 2009-2014

Trends on Percentage of Consumers Watching Video on a Screen: 2010-2014

Video Genres on Different Screens: TV Shows vs. Movies vs. Other Types of Clips

Smartphone and Tablet Use While Watching TV: Percentage of Users by Age Group

Second Screen Activities by Age Group

Second Screen Activity by Access Options: Mobile Web Browser vs. App

Awareness of TV Everywhere Services by Pay TV Provider Brand: 2012-2013

E-Commerce Traffic and Sales on Cyber Monday 2014: Breakdown by Device Platform

Google Data: Online Shopping is a Multiscreen Activity

Multiscreen Advertising Use Cases

Fragmentation a Fundamental Challenge to Multiscreen Ad Delivery

Major Ad Campaign Functions and Challenges in a Multiscreen Environment

Example--Creative Ad Design with Interactivity

Trends and Challenges for Multiscreen Ad Creative Designs

Leading Ad Tech Companies with Ad Creative Solutions

Trends and Challenges for Multiscreen Ad Targeting

Leading Ad Targeting Technology Providers

Trends and Challenges for Multiscreen Ad Buying

Leading Independent Ad Buying Technology Providers

Challenges & Trends for Multiscreen Ad Selling

Leading Independent Ad Selling Solution Providers

Challenges and Trends for Multiscreen Ad Serving

Leading Independent Ad Serving Technology Providers

Challenges and Trends in Multiscreen Ad Management and Measurement

Leading Independent Ad Measurement Companies

Comparison Between ACR-enabled First-Screen App vs. Second Screen App

Leading ACR Technology Providers and First/Second-Screen Ad Solution Providers

Leading Independent RTB Exchange Operators

U.S. Multiscreen Ad Spending Forecast Models

U.S. TV Ad Revenue Forecasts by TV Service Providers: 2014-2019

U.S. Internet Ad Spending Forecasts: 2014-2019

U.S. Multiscreen Ad Spending Forecasts: 2014-2019

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