

# **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.



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