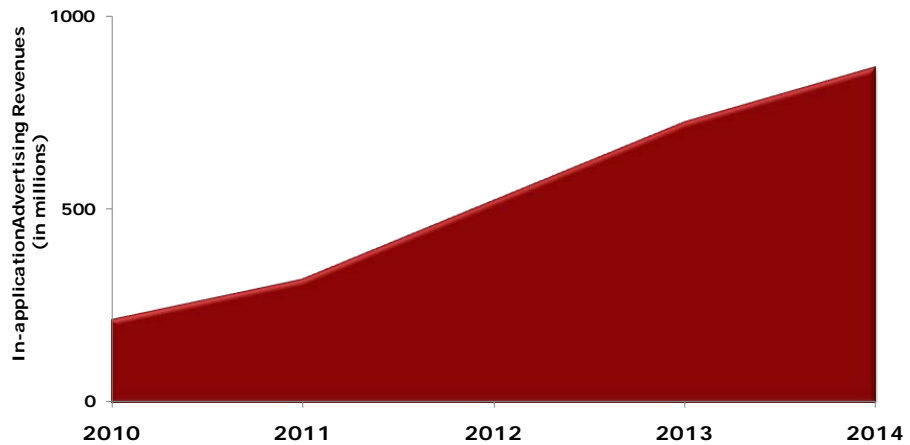


Synopsis **In-app Advertising Revenues**

This report provides a U.S.-centric view of digital media usage trends and behavior while updating Parks Associates' previously published advertising revenue projections (2011-2015) for the advanced television (TV), online video, and mobile markets in U.S.

**Mobile In-application Advertising Revenues
North America - 2010- 2014**



Source: *Monetizing Downloadable Mobile Applications*
© 2011 Parks Associates

Publish Date: 1Q 11

“Emerging media devices and platforms continue to reform the advertising marketplace, requiring industry professions to continue reevaluating the industry’s advertising potential,” said Heather Way, research analyst, Parks Associates. “Parks Associates’ advanced advertising coverage provides the most up-to-date examination of the digital media realms by providing a regular assessment of the advertising revenue opportunities.”

Contents

The Bottom Line

Data Points

1.0 Report Summary

- 1.1 Purpose of Report
- 1.2 Scope of Report
- 1.3 Research Approach
 - 1.3.1 Source of Data
 - 1.3.2 Glossary of Terms

2.0 Digital Media Usage Trends

- 2.1 Digital Video Usage Trends
- 2.2 Mobile Device Diffusion and Consumer Behavior

3.0 U.S. Advanced Advertising Revenue Forecast Updates

- 3.1 Advanced TV Advertising
 - 3.1.1 Forecast Methodology
 - 3.1.2 Forecast Assumptions
 - 3.1.3 Advanced TV Advertising Forecasts – U.S. 2011 - 2015
- 3.2 Online Video Advertising

3.2.1 Forecast Methodology
 3.2.2 Forecast Assumptions
 3.2.3 Online Video Advertising Forecasts – U.S. 2011 - 2015
 3.3 Mobile Advertising
 3.3.1 Forecast Methodology
 3.3.2 Forecast Assumptions
 3.3.3 Mobile Advertising Forecasts – U.S. 2011 - 2015

4.0 Implications and Recommendations

4.1 Market Conditions
 4.2 Recommendations

Attributes

Parks Associates
 5310 Harvest Hill Road
 Suite 235
 Lock Box 162
 Dallas TX 75230-5805

800.727.5711 toll free
 972.490.1113 phone
 972.490.1133 fax

parksassociates.com
 sales@
 parksassociates.com

Authored by Heather Way
 Executive Editor: Tricia Parks
 Published by Parks Associates

© February 2011 Parks Associates
 Dallas, Texas 75230

All rights reserved. No part of this book may be reproduced, in any form or by any means, without permission in writing from the publisher.

Printed in the United States of America.

Disclaimer

Parks Associates has made every reasonable effort to ensure that all information in this report is correct. We assume no responsibility for any inadvertent errors.