Addressable, Interactive TV Advertising in the U.S.

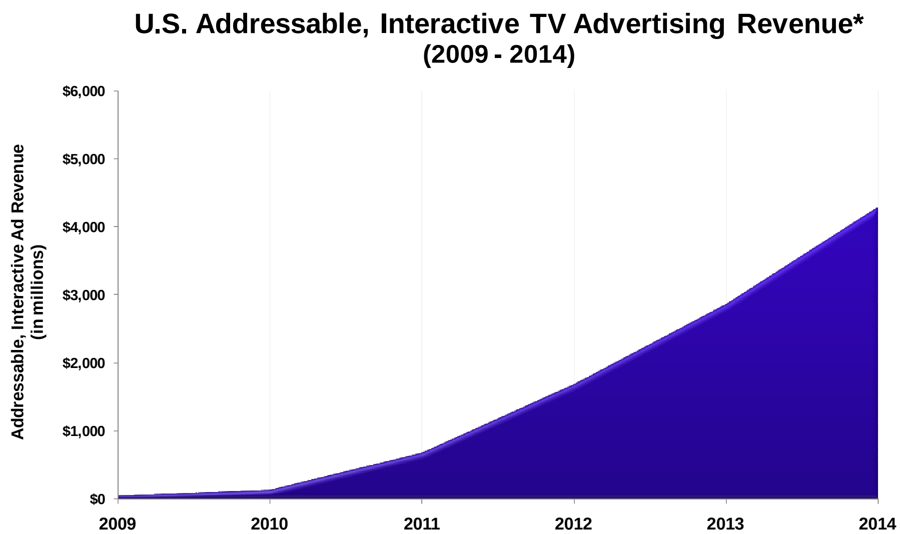
By Heather Way, Research Analyst 4Q 2009

Synopsis

This report highlights the major advanced TV advertising industry players and examines the key business and technology drivers shaping the advanced television services segment. In addition, the report studies the existing business models and discusses how the models will change to accommodate addressable and interactive TV advertising solutions. The report provides implications and recommendations for industry investors and concludes with advanced TV advertising revenue forecasts.

Publish Date: 4Q 09

Interactive Ad Revenue



Source: *Addressable, Interactive TV Advertising in the U.S.*
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*Includes traditional linear :30 addressable ads and non-linear formats; VOD, DVR-based, overlay, tags, IPG banner, microsite, RFI, showcase, and telescoping.

"Major U.S. cable television operators, direct broadcast satellite (DBS) TV providers, and telcos have identified advanced advertising as a key revenue opportunity moving forward," said Heather Way, research analyst with Parks Associates. "In the short term, digital TV operators continue to ramp up their investment in advanced advertising solutions as a preemptive move to sustain ad revenues. In the long term, the investment serves to grow the advertising business segment."

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