

Synopsis	Consumer Preferences for Targeted Ads																
<p>This report provides a market overview of the behavioral targeting (BT) and contextual-based advertising markets. The study evaluates consumer acceptance and privacy concerns related to audience-based advertising strategies. The report presents the opportunities and challenges of targeting online consumers with BT and contextual advertising technologies, networks, and platforms. The report concludes with behavioral and contextual-based advertising revenue forecasts in the U.S. from 2011 – 2015.</p>	<p style="text-align: center;">Consumer Willingness to Provide Personal Information to Receive Relevant Advertisements</p> <table border="1"> <caption>Consumer Willingness to Provide Personal Information to Receive Relevant Advertisements</caption> <thead> <tr> <th>Ad Type</th> <th>No, I won't give my personal info</th> <th>Maybe...</th> <th>Sure! The more relevant the ad, the better. to receive relevant ads.</th> </tr> </thead> <tbody> <tr> <td>TV ads</td> <td>~55%</td> <td>~35%</td> <td>~10%</td> </tr> <tr> <td>Online ads</td> <td>~50%</td> <td>~40%</td> <td>~10%</td> </tr> <tr> <td>Mobile ads</td> <td>~65%</td> <td>~25%</td> <td>~10%</td> </tr> </tbody> </table> <p>Source: <i>Digital Media Evolution II, 2Q 2010</i> © 2011 Parks Associates</p>	Ad Type	No, I won't give my personal info	Maybe...	Sure! The more relevant the ad, the better. to receive relevant ads.	TV ads	~55%	~35%	~10%	Online ads	~50%	~40%	~10%	Mobile ads	~65%	~25%	~10%
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“The ability to deliver relevant advertising messages draws advertisers to the Internet platform with 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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