

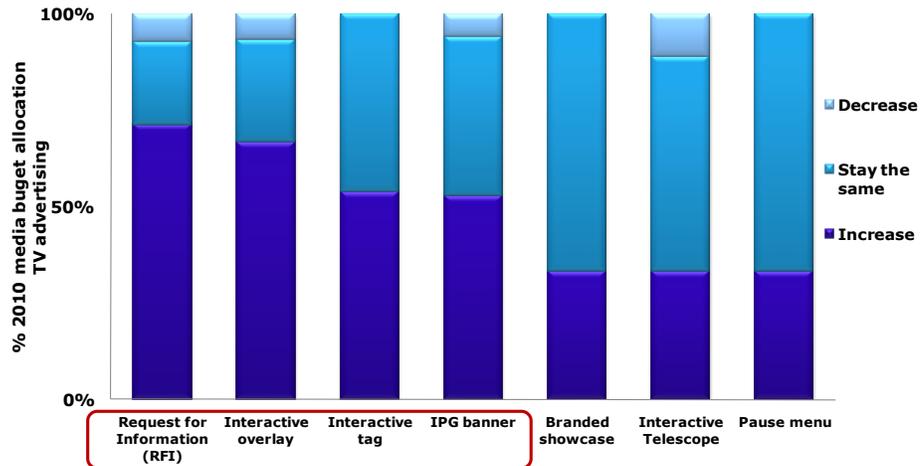
Synopsis

This study includes a survey of top-level U.S. advertising and media executives. It gathers industry insight on current and planned media budget allocation for television, Internet, and mobile platforms. The survey focuses on advanced advertising formats by medium, including agency usage and perceptions of addressable TV ads and online video ad formats.

Budgets for Interactive TV Advertising

Interactive Television Media Budget Allocation (2010 versus 2009)

(Among U.S. ad or media executives who plan/buy specific TV format)



Source: Advertising Outlook: Shifting Dollars © 2010 Parks Associates

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“In order to remain competitive, service and content providers in both traditional and digital media require greater insight from agency decision makers regarding the shift of advertising expenditures among major media channels,” said Heather Way, research analyst, Parks Associates. “As digital media consumption increases, advertisers are incorporating emerging advertising platforms such as advanced TV, online video, social networking, and mobile applications into their overall media mix.”

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