

Synopsis	Consumers who regularly view online video								
<p>This report provides in-depth profiles of the major U.S. online video advertising industry players. The report analyzes consumer use of online video and patterns based on key advertising demographics. Additionally, the report reviews existing business and pricing models and details major online video ad formats. Finally, the study provides recommendations for industry investors and five-year forecasts for U.S. online video advertising revenues.</p>	<p>Download or Stream Online Video - At Least Once a Month (Among U.S. BB HHs)</p> <table border="1"> <caption>Download or Stream Online Video - At Least Once a Month (Among U.S. BB HHs)</caption> <thead> <tr> <th>Age Group</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Adults 18-34</td> <td>~75%</td> </tr> <tr> <td>Adults 25-54</td> <td>~55%</td> </tr> <tr> <td>Adults 55+</td> <td>~25%</td> </tr> </tbody> </table> <p>Source: <i>All Eyes on Video, U.S.</i>, December 2009 © 2010 Parks Associates</p> <p>*Via computer, iPod, mobile phone, game console, or other device</p>	Age Group	Percentage	Adults 18-34	~75%	Adults 25-54	~55%	Adults 55+	~25%
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"Online video viewing will continue to increase at high rates, therefore advertisers, content providers, and service operators must identify the true impact of online video on the traditional broadcast and cable TV industry," said Heather Way, research analyst, Parks Associates. "While inadequate audience reach, metric standardization, and consumer affinity for traditional TV viewing inhibit immediate growth, advertisers' ability to incorporate cross-platform audience targeting as well as increased content offerings via TV Everywhere initiatives drive steady, long-term online video advertising revenue growth."

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Online Video Advertising: Strategies & Results

By Heather Way, Research Analyst

2Q 2010

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Attributes

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