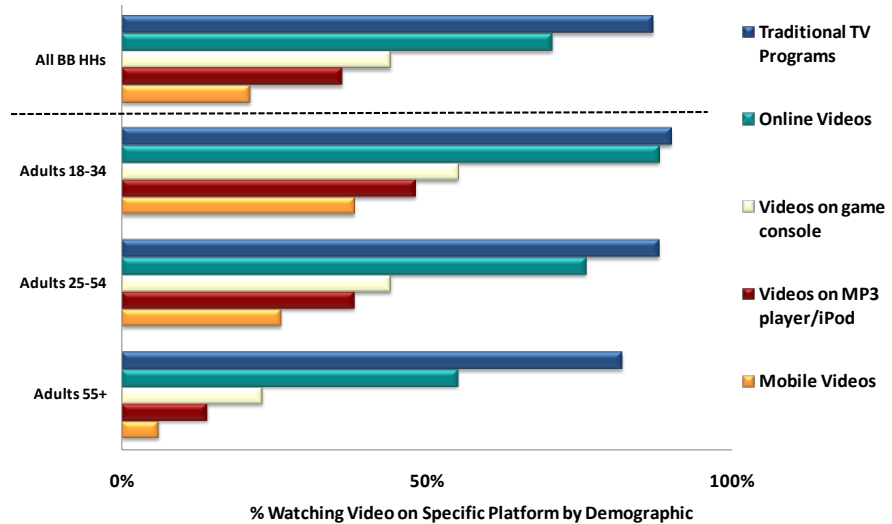


Synopsis

This report employs a competitor analysis framework to assess the major U.S. digital video (digital TV and online video) audience measurement firms. The study constructs competitor profiles to determine which digital video audience measurement firm(s) is strategically positioned to provide an industry-recognized, cross-platform digital video audience metric standard.

Multiplatform Viewers (U.S.)

Multiplatform Video Viewers



Source: *Digital Media Evolution II, 2Q 2010*
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“Increasing demand to quantify and evaluate the impact of video content as it is consumed individually and across multiple screens is driving innovation in the audience measurement field,” said Heather Way, research analyst, Parks Associates. “Industry efforts to develop an integrated video measurement standard have been incredibly complex. To date, there is no scalable, single-source TV and online video audience metric system to determine if or how the two mediums complement or overlap one another from a usage and advertising perspective.”

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