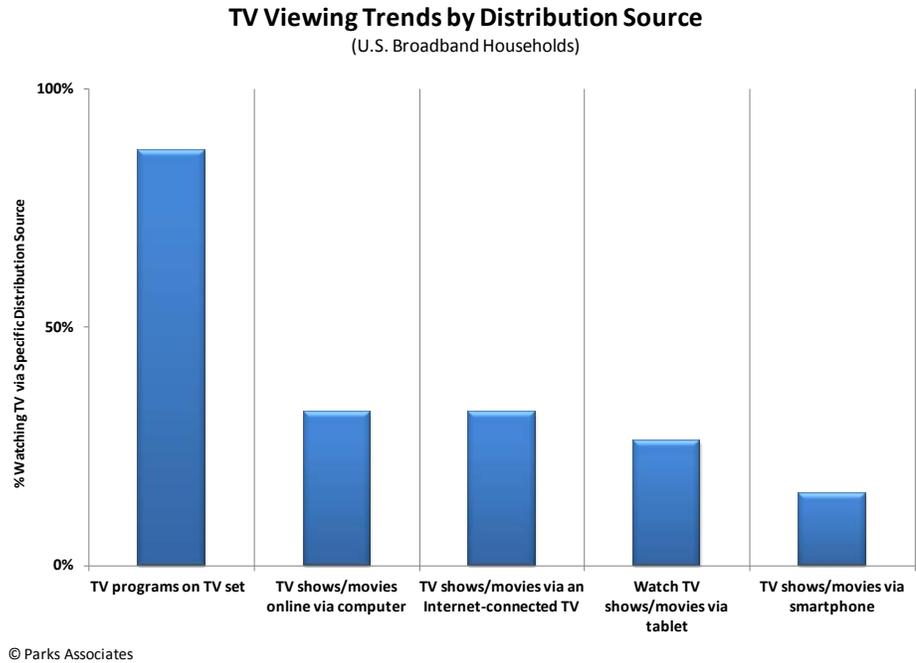


Synopsis **TV Viewing Trends**

The Evolution of Advanced TV Advertising Strategies provides a review of the evolution of the advanced TV advertising industry. The report assesses the up-and-coming market trends reshaping how content owners, service providers, and brand advertisers engage consumers in multiscreen TV environments. The report provides examples of strategies implemented by major stakeholders and five-year advanced TV advertising revenue forecasts.



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"During the past decade, the TV advertising industry has slowly transitioned from creating one-directional linear TV ads to developing ads that target individual consumers and provide viewer interactivity," said Heather Way, Senior Analyst, Parks Associates. "While advanced TV advertising has been slow to gain a foothold, due to the technical challenges of scaling ad technologies across multiple TV distribution systems, the industry has experienced incredible change since 2009, spurred by Internet connectivity, connected device ownership, and consumer demand for TV programs whenever, wherever."

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The Evolution of Advanced TV Advertising Strategies

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