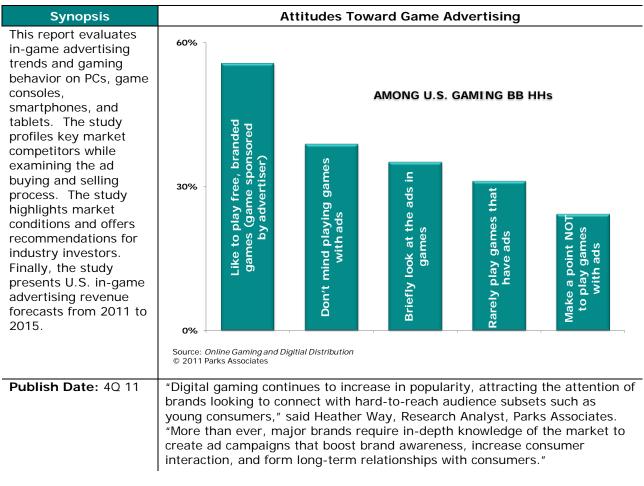


## In-game Advertising Market Update

By Heather Way, Research Analyst & Pietro Macchiarella, Research Analyst

4Q 2011



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U.S. In-Game Advertising Revenue Forecasts by Platform 2011-2015

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Attributes		
Parks Associates	Authored by Heather Way and Pietro Macchiarella	
15950 N. Dallas Pkwy	Executive Editor: Tricia Parks	
Suite 575	Published by Parks Associates	
Dallas TX 75248		
	© October 2011 Parks Associates	
800.727.5711 toll free	Dallas, Texas 75248	
972.490.1113 phone		
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parksassociates.com sales@ parksassociates.com	Printed in the United States of America.	
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