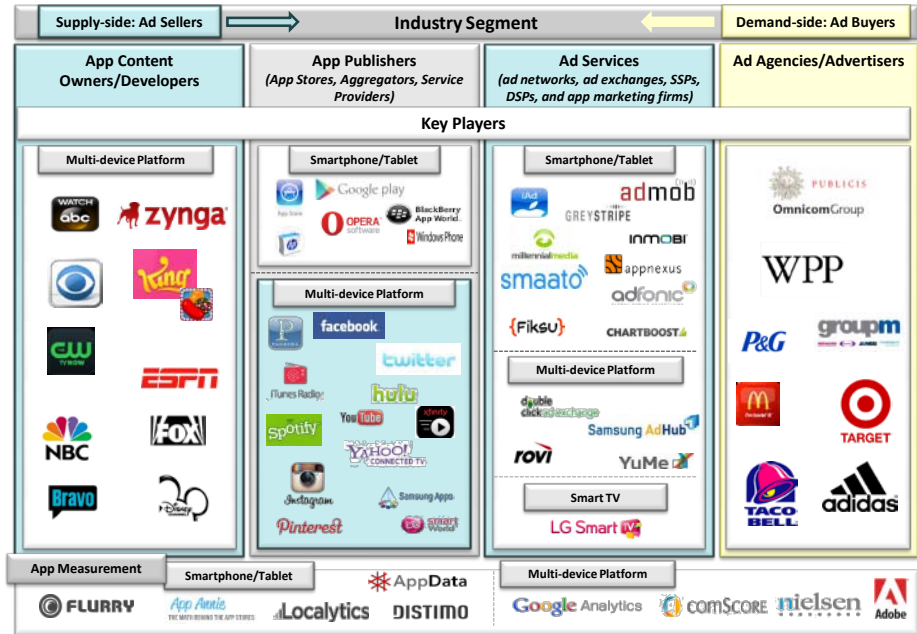


Synopsis

In-app Advertising on Connected Devices tracks the explosive growth of ad-supported app use in the U.S. on the primary app-enabled devices—smartphones, tablets, and smart TVs. The report examines in-app advertising strategies employed by industry stakeholders, including app content owners, publishers, ad services, and brand advertisers, to engage consumers and monetize the burgeoning app marketplace.

Industry Segments and Key Players

In-App Advertising Industry Segments & Key Players



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“Advertising is a core business model employed by app content owners and publishers to support the development and publication of app products,” said Heather Way, Senior Analyst, Parks Associates. “As consumer demand for free apps intensifies, ad agencies and brand advertisers have quickly realized the value of mobile apps as an effective channel to reach and engage target audience segments.”

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