PARKS ASSOCIATES

Trends in Multiscreen Advertising

By Harry Wang, Director of Research, Health & Mobile Product, and Tejas Mehta, Research Analyst

4Q 2014

## Synopsis

This report assesses growth patterns for connected device and multiplatform media use as well as monetization strategies for the U.S. advanced TV, online video, and mobile app media markets. It includes market conditions, implications, strategic outcomes, and an update to Parks Associates' advanced TV, online video, and mobile in-app advertising revenue forecasts.

TV Viewing on Different Platforms

TV Viewing Trends by Distribution Source
(U.S. broadband households)
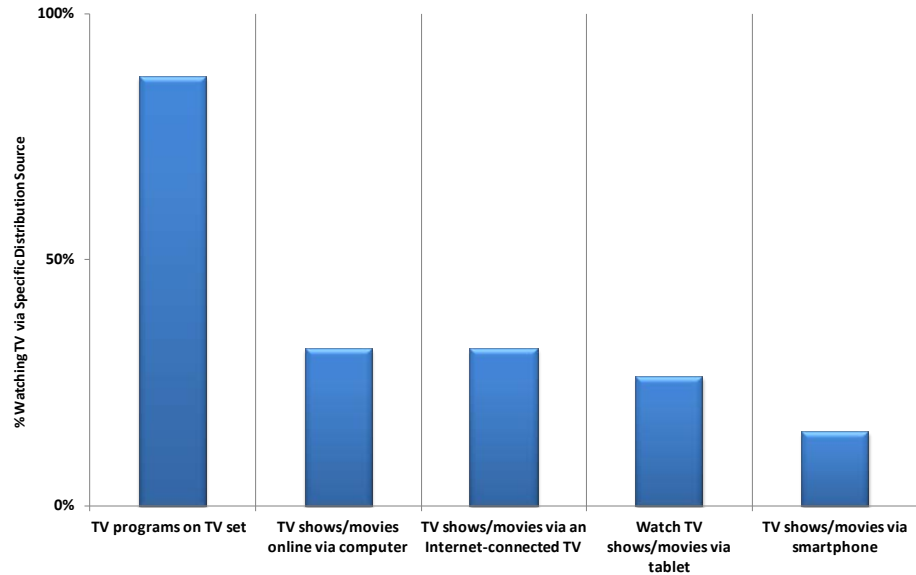
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"Advertisers have become creative; they have adapted the production and distribution of their ad messages to multiscreen ad campaigns," said Harry Wang, Director of Health and Mobile Product Research, Parks Associates. "There is also a growing use of interactivity elements in the ad creative to increase user engagement."

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U.S. Internet Ad Spending Forecasts: 2014-2019
U.S. Multiscreen Ad Spending Forecasts: 2014-2019

List of Companies

ActiveVideo Network	Innovid
Acxiom	Integral Ad Science
AdBrain	Mixpo
Adobe	NBCSports
AdTheorent	Nielsen
Apple	OpenX
AppNexus	PointRoll
Audible Magic	PubMatic
Axonix	Rubicon Project
BBC	Samba TV
BlueKai	Sizmek
Casale Media	Smaato
Civolution	Time Warner Cable
Cognitive Networks	Turn
comScore	Twitter
ComScore	ValueClick
DataXu	Verizon
DISH Network	Vindico
DoubleVerify	WatchESPN
Facebook	Wi-Fi Alliance
Google	WyWy
Gracenote	Yahoo
HBO GO	YouTube
Inneractive	YuMe

Attributes

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