"With an average monthly household expenditure of less than half a dollar in 2006, compared to $37 for broadcast TV, electronic gaming represents a seriously under-leveraged advertising medium," said Yuanzhe (Michael) Cai, Director of Broadband and Gaming at Parks Associates. "Nevertheless, if executed in the right way, game advertising can provide a win-win solution for advertisers, game developers and publishers, console manufacturers, game portals, and even gamers."

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Exent Publisher Partner and Game Titles
Exent Milestones
Trymedia Milestones

Attributes

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Published by Parks Associates

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Dallas, Texas 75230

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