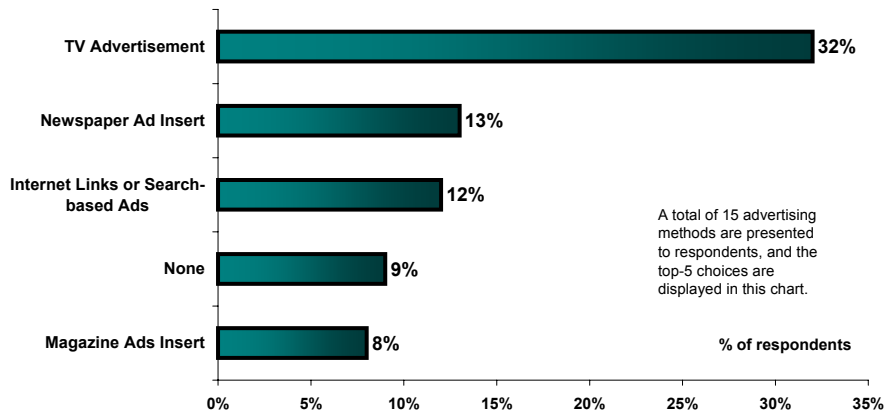


**Synopsis** **Methods of Advertising**

*The Changing Face of Advertising in the Digital Age* is a comprehensive industry report analyzing the changes taking place in the advertising industry. It probes the challenges and opportunities created by digital technologies for the advertising industry, examines new advertising solutions and business models, analyzes consumer uptake, and predicts industry growth patterns and winning solutions.

**Most Relevant Form of Advertising Methods**

(From your perspective, what one advertising or marketing method provides you with the most relevant information to you?)



Source: *Digital Entertainment: Changing Consumer Habits*, a survey of 2,084 U.S. Internet Households © 2005 Parks Associates

**Publish Date:** Dec 05

"It's not surprising that 9% of the consumers in our survey said none of the advertising methods presented is relevant to them," said Harry Wang, research analyst at Parks Associates. "New advertising models for the next decade must leverage emerging digital technologies to enhance consumers' viewing experience, increase information relevancy, and offer higher ROI for advertisers."

**Contents**

**The Bottom Line** is a concise, executive-level summary of the current state of the market, evolutionary path, and the implications for companies doing business in this space.

A Parks Associates' **Resource Book** contains a wealth of consumer survey data and company profiles—a must-have reference for product/market planning.

**The Bottom Line**

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**Resource Book**

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**Section II: Consumers' Attitude towards Advertising**

**Section III: Overview of Advertising Channels**

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- DoubleClick
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- Gizmondo Europe Ltd.
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- Macromedia Inc.
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- OpenTV Corp.
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Attributes	
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