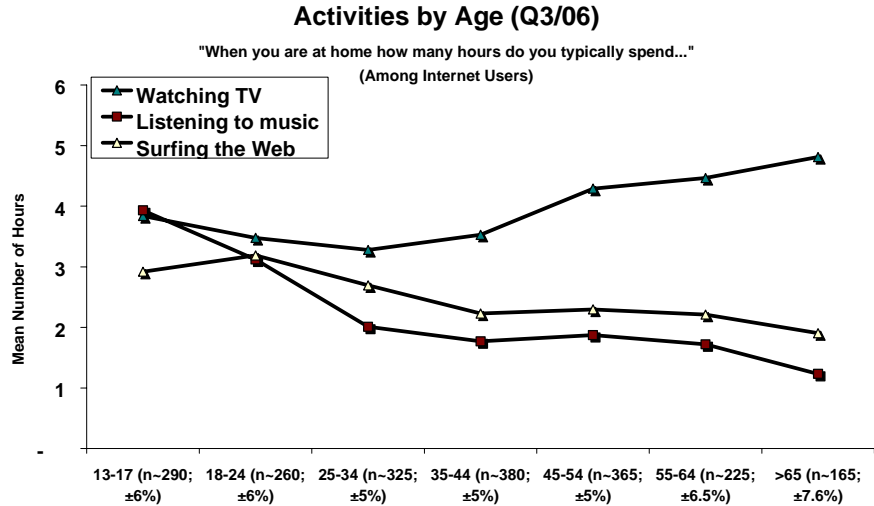


Synopsis

This report profiles new digital media platforms including online video, IPTV, VOD/DVR, Podcast, and mobile phone and evaluates their viability as ad platforms for advertisers, content owners/publishers, and consumers. It also analyzes new ad-serving technologies and highlights innovative approaches of tracking and measuring audience engagement levels for new ad revenue models.

Time Spent on Various Activities



Source: Digital Media Habits
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Publish Date: Feb 08

"New media create both opportunities and challenges for advertisers," said Harry Wang, senior analyst with Parks Associates. "Growing these new entertainment platforms requires not only delivering compelling content but also sending the right message to the right person at the right moment and reporting back to advertisers with convincing and reliable engagement metrics."

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' Attitudes toward Advertising

Section III: Company Profiles—Vendors for Online Video Ad Technologies

blinkx
Castfire
ScanScout

Section IV: Company Profiles—Vendors for Ad Delivery on Provider Platforms

BigBand Networks
BlackArrow
C-Cor
ExtendMedia Inc.
ICTV
Packet Vision Limited
SeaChange
Tandberg TV

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VoloMedia (Formerly Podbridge, Inc.)

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CellFire
Enpocket
go2
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Resource Book

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Attributes	
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