

Internet Ads: Search, Display and Video - US - May 2015

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"Search and video have historically driven the market, but consumers are increasingly ambivalent about ads that disruptive their normal online experiences. Given that consumers also now have tools, such as ad blockers, that offer them greater control over the digital content they see, online advertising must be more contextually aware and especially relevant to its audience."

- Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- How consumers respond to online advertising
- How consumers feel about video, search, animated, and static ads

Total advertising revenue has grown considerably since 2009 – has not fallen below 18%. Digital advertising has been driven by increases in household broadband speed as well as growth in smartphone penetration. The former has driven the growth of rich media ads, such as video, while the latter has given marketers an always-connected audience.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Market Factors

- The push for ad viewability standards
- Broadband speeds continue to increase

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Abbreviations

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