

Advertising: Mobile, TV and Internet - US - July 2016

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"The advertising landscape is more complex than ever as consumers now relate to ads across television, online, and mobile platforms. Consumers can be influenced by marketing messages, but only if the message is received over the most strategic platform."

- Billy Hulkower, Senior Technology Analyst

This report looks at the following areas:

- Large segment of consumers unfazed by advertisements
- More-affluent consumers not interested, despite seeing more ads
- Many consumers view mobile ads negatively

The advertising landscape is more complex than ever as consumers now relate to ads across television, online, and mobile platforms. Consumers can be influenced by marketing messages, but only if the message is received over the most strategic platform. Demographics play a key role in which marketing channels are most effective and how consumers engage (or don't) with ads in various forms.

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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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