

Oct 14, 2007



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By David Hallerman
December 2006
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Internet Video Audience

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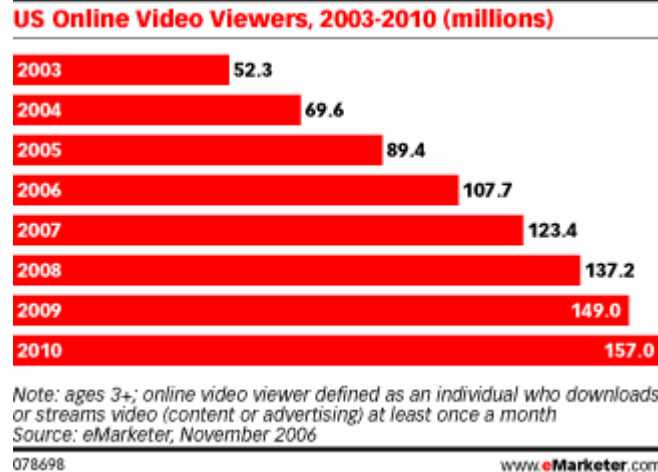
No matter how you measure it, more people are watching more online video more frequently than ever before. And yet rapidly increasing audience size and interest have not translated into a large advertising market. The question is: Will it ever?

Attention: Advertising Agencies, Marketers, Television and Cable Executives, Film, Video and Music Producers, Newscasters and Movie Distributors.

The *Internet Video Audience* report analyzes not only who's watching video content online, but also what they watch and how they watch it.

After virtually controlling video viewing, content and timing for half a century, advertisers are facing a new virtual reality. As A. G. Lafley, CEO of Procter & Gamble, told the Association of National Advertisers conference in October 2006, marketers must "begin to let go."

Viewers are taking control of their media-consumption. Sometimes that means ad skipping with DVRs. Other times viewing consumer-generated video on the Internet. Sometimes watching clips of TV shows online — all at their leisure and not a network's schedule.



Key questions the "Internet Video Audience" report answers:

- How many people watch Internet video? And how much do they watch?
- What are the demographics of the audience, such as age, gender, and household income?
- What do people like about online video? What do they dislike?
- Can Internet video ads be as effective, or even more so, than TV commercials?
- How, where and when do people watch video online?
- And many others...

eMarketer Reports—On-Target and Up-to-Date

The *Internet Video Audience* report aggregates the latest data from leading marketing and communications researchers with eMarketer numbers, projections and analysis to provide the information you need to make the *right* business decision — *right* when you need to.

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