Video Advertising Networks and Media Platforms: Revenue Forecasts 2010 - 2012

Description: Online video advertising networks and media ad serving platforms are forecast to generate $377 million in video CPM share and fee-based revenue in 2010, an increase of 41% over the prior year comparable. This report, Video Advertising Networks and Media Platforms: Revenue Forecasts 2010 - 2012, tallies provider and segment revenue by analyzing video inventory, sellout rates, CPMs, participation percentages and serving fee components of gross media spend. That data is aligned with business model analytics surrounding in-banner video serving, premium and remnant/3rd party pre-roll sales and ad serving, video overlays, search and the emerging mobile platform, each presented and detailed. The report's historical (2007 – 2009), current year and extended revenue forecast is amplified and supported by detailed industry Q & As, plus rigorous business model analysis spanning CPM share to inventory barter. Each video advertising network and platform is analyzed by total inventory (exclusive, non-exclusive, monthly and annually), business model, sell-out percentages, CPMs by avail format, media spend and related revenue by provider, R & D initiatives and strategies to engage Smartphone users. In-banner video and rich media platforms Eyewonder, Pointroll, Eyeblaster and Google's DoubleClick are user reach and inventory scale market leaders of the multi-screen platform advertising group. 3rd party video networks representing premium pre-roll inventory, overlays and promotional executions analyzed in the report include BBE, Tremor Media, YuMe, ScanScout, Adap.tv, Magnify.net, SpotXChange, Turnhere, Wizzard Media and VideoEgg, among others. Search and discovery platforms and services include both Blinkx and Truveo. Video advertising networks with CPM share business models joined with dedicated ad sales teams generate 75% of the segment's revenue. Multi-screen video inventory continues to grow at rates faster than publisher ability to sell it, positioning networks with sales proficiency for increasing participation in a market with substantial revenue share upside. Revenue growth and ongoing consolidation within the video advertising platform segment is driven by publisher exploitation ambitions requiring powerful, vertically integrated solutions opportunistically endorsed by strategic acquirors.

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