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## Video Advertising Online: Spending and Audience

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In 2011, nearly one in every ten dollars spent for advertising on the Internet will be for video advertising. As advertisers continue to shift budgets from television advertising, video ads will become a driving force in overall Internet ad spending gains.

The **Video Advertising Online** report examines the impact this new and developing channel will have on advertising revenues—online and off.

Video's high engagement factor, combined with the Internet's tracking and targeting capabilities potentially, offers brand advertisers a highly accountable method to sway the hearts and minds of their target audience. For Web publishers, video advertising represents an important revenue stream.

Unfortunately, a third element in the equation—the audience—is not entirely ready for TV-like advertising on the Internet.

By David Hallerman  
July 2007  
28 Pages, 84 Charts

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### Online Video Advertising Spending As a Percent of Total Internet, Rich Media and Television Advertising Spending in the US, 2003-2011

	Total Internet*	Rich media	TV**
2003	1.2%	11.7%	0.1%
2004	1.4%	14.0%	0.2%
2005	1.8%	22.4%	0.3%
2006	2.4%	34.4%	0.6%
2007	3.6%	44.6%	1.1%
2008	4.7%	53.3%	1.7%
2009	6.2%	61.8%	2.6%
2010	7.9%	69.1%	3.6%
2011	9.8%	78.2%	n/a

Note: eMarketer benchmarks its US online advertising spending projections against the Interactive Advertising Bureau (IAB)/PricewaterhouseCoopers (PWC) data, for which the last full year measured was 2006; online video includes in-page and streaming video; \*total Internet includes rich media, which includes online video; \*\*Veronis Suhler Stevenson television spending data include broadcast, cable and satellite (network, national spot, local, national cable, local/regional cable)  
Source: Veronis Suhler Stevenson, September 2006; eMarketer, June 2007

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#### Key questions the "Video Advertising Online" report answers:

- What factors could hold online video back?
- What factors may boost online video ad spending?
- What elements will help attract a larger online video audience?
- What types of video content do viewers watch the most?
- What length ads will viewers tolerate when watching videos online?
- And many others...

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

The **Video Advertising Online** report aggregates the latest data from marketing and communications researchers with eMarketer numbers, projections and analysis to provide the information you need to make the right business decisions—*right now*.

To download the report to your desktop—or receive a bound-paper copy via FedEx—click Add to Cart:

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