

Synopsis	Attitudes Toward Game Advertising												
<p>This report evaluates in-game advertising trends and gaming behavior on PCs, game consoles, smartphones, and tablets. The study profiles key market competitors while examining the ad buying and selling process. The study highlights market conditions and offers recommendations for industry investors. Finally, the study presents U.S. in-game advertising revenue forecasts from 2011 to 2015.</p>	<p style="text-align: center;"><b>AMONG U.S. GAMING BB HHs</b></p> <table border="1"> <caption>Attitudes Toward Game Advertising Data</caption> <thead> <tr> <th>Attitude</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Like to play free, branded games (game sponsored by advertiser)</td> <td>~55%</td> </tr> <tr> <td>Don't mind playing games with ads</td> <td>~40%</td> </tr> <tr> <td>Briefly look at the ads in games</td> <td>~35%</td> </tr> <tr> <td>Rarely play games that have ads</td> <td>~30%</td> </tr> <tr> <td>Make a point NOT to play games with ads</td> <td>~20%</td> </tr> </tbody> </table> <p>Source: <i>Online Gaming and Digital Distribution</i> © 2011 Parks Associates</p>	Attitude	Percentage	Like to play free, branded games (game sponsored by advertiser)	~55%	Don't mind playing games with ads	~40%	Briefly look at the ads in games	~35%	Rarely play games that have ads	~30%	Make a point NOT to play games with ads	~20%
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<p><b>Publish Date:</b> 4Q 11</p>	<p>“Digital gaming continues to increase in popularity, attracting the attention of brands looking to connect with hard-to-reach audience subsets such as young consumers,” said Heather Way, Research Analyst, Parks Associates. “More than ever, major brands require in-depth knowledge of the market to create ad campaigns that boost brand awareness, increase consumer interaction, and form long-term relationships with consumers.”</p>
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## In-game Advertising Market Update

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4Q 2011

U.S. In-Game Advertising Revenue Forecasts by Platform 2011-2015

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