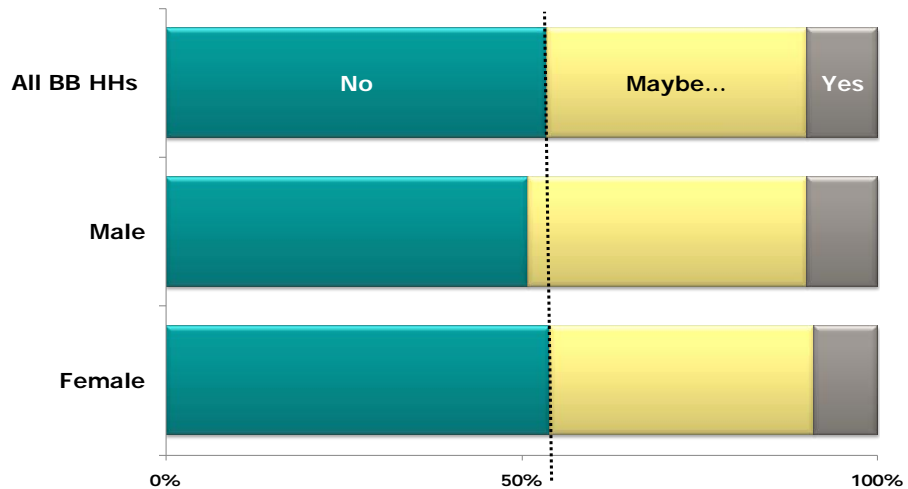


**Synopsis**

This report provides a guide to the online behavioral targeting and contextual-based advertising markets. The study addresses consumer acceptance and privacy concerns related to audience-based and interest-based advertising strategies. The report presents the opportunities and challenges of targeting online consumers with BT and content-based advertising and concludes with online behavioral targeting and contextual-based advertising revenue forecasts in the U.S. from 2010 – 2015.

**Consumer Preferences for Targeted Ads**

**Consumer Willingness to Provide Personal Information to Receive Relevant *Internet* Advertisements**



Source: *Digital Media Evolution II*  
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“The ability to deliver relevant advertising messages draws advertisers to the Internet platform with the aim to eliminate ad waste by reaching target audiences down to the individual user,” said Heather Way, research analyst, Parks Associates. “However, paramount to the success of the advanced advertising strategies is self-regulation, which includes providing full transparency and opt-in/opt-out solutions and continuing to test consumer threshold for audience-based advertising techniques.”

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**Attributes**

Parks Associates  
5310 Harvest Hill Road  
Suite 235  
Lock Box 162  
Dallas TX 75230-5805

800.727.5711 toll free  
972.490.1113 phone  
972.490.1133 fax

parksassociates.com  
sales@  
parksassociates.com

Authored by Heather Way  
Executive Editor: Tricia Parks  
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