

Media Dynamics, Inc. Introduces a Brand New Report

INTERNET ADVERTISING 2.0 **Time for a New Media Mix?**

With recession-plagued advertisers groping for more effective ways to spend their media dollars, the time has come for many to re-evaluate the Internet. It's been more than a decade since this unique medium burst upon the scene and established itself as a most selective targeting and direct response vehicle. Yet many advertisers, particularly those in the consumer or packaged goods categories, have lagged well behind in utilizing the Internet's powerful array of advertising and sales-motivating options. This provocative 90-100 page report explains why advertisers weaned on traditional media have hesitated to commit fully to the Internet, limiting their explorations to mere dabbling or testing for so long. It also suggests steps that the Internet, as well as advertisers and agencies, can take to rectify this situation.

Drawing upon data from many sources, including Nielsen, MRI, Simmons and Dynamic Logic, as well as Media Dynamics, Inc.'s own projections, **Internet Advertising 2.0** provides an up-to-date analysis of the Internet's performance relative to traditional media in terms anyone can understand: ad spending, reach, CPMs and audience profiles, and relevant indicators of advertising impact. A detailed chapter-by-chapter outline follows.

This report challenges agencies and their clients to optimize their media dollars, while also urging Internet ad sellers to create platforms that allow advertisers to use their medium more effectively. **Internet Advertising 2.0** will test the way you think about the Internet as an advertising medium.

Internet Advertising 2.0 will be released this May in ebook format at the list price of \$425. *Customers ordering by April 30, 2009, will receive a \$50 discount and pay only the pre-publication rate of \$375.* Orders may be placed securely online at www.MediaDynamicsInc.com or by calling 212-704-0024.



Editorial Outline follows...

INTERNET ADVERTISING 2.0

Time for a New Media Mix?

Partial Editorial Outline

I. Branding Advertisers and the Internet: Why the Disconnect?

Explains why the Internet has not been embraced by so-called branding advertisers to the degree expected, and identifies some of the issues that need to be addressed to correct this situation. The stumbling blocks so far have been a failure to appreciate how such advertisers conduct business, their internal and external divisions of responsibilities and, yes, let's face it, the aversion they, like most people, have to risk-taking.

II. Internet Ad Types and Spending Patterns

Examines the growth of Internet ad spending relative to other media. This chapter describes the various kinds of ads used on the Internet, their many functions, the division of ad spending by product/service class and finally, the relative rarity of consumer packaged goods ads on the Net.

III. Internet Penetration/Use and Demographics

Shows how Internet usage has risen since 1999, by key sex, age and vocational breakdowns. Describes its heavy user profile relative to other media and the average user's monthly activity in terms of time spent (including per-page-view), domains visited, etc. At-home vs. at-work distinctions are also noted, as is the ability of selected websites to target selective constituencies.

IV. Internet Reach Attainment

Shows how the Internet's daily reach varies by day of week and demographics, and how it compares to other media on a daily/weekly/monthly basis. Notes reach and frequency distinctions between mass audience and more selective websites. Compares anticipated daily/weekly/monthly reach attainment for the Internet and other media at constant GRP levels. Closes with a discussion of how a media planner might estimate the reach and frequency of a TV and Internet ad schedule in the absence of a pure single source study that provides such data.

V. CPMs/Intermedia Pricing and Standard Ad Units

Reviews why CPMs and cost-per-rating-point (CPP) ratios are important to the media planning function. Explores typical Internet CPMs with variations by type of unit, format, etc. Shows how Internet display ad CPMs compare to those for TV, magazine and radio. Suggests the development of a single standard Internet ad unit that is comparable—CPM-wise—to its counterparts in TV and magazines, and forms a rational starting point for making realistic media mix decisions.

Continued

VI. Consumer Perceptions of Ads in the Media

Using MRI data, this chapter probes the attitudes consumers have developed about ads in the various media and notes interesting parallels between their view of the Internet as a medium and its place in the overall media scene.

VII. Engagement and Advertising Receptivity

Shows how the Internet compares to TV and magazines in terms of engagement metrics, as noted by Experian Simmons' 2008 research, including examples of specific TV shows/magazines/websites.

VIII. Internet Ad Impact Variables

Using data from Dynamic Logic's extensive database, this chapter shows how awareness and motivational metrics vary for Internet ads by type/size of ad, demographics, product class, types of websites used. It also reviews evidence on the effects of frequency of exposure.

IX. Rich Media Response Rates by Ad Size and Product Class

Using data from DoubleClick, this chapter discusses the importance of click-throughs and other user actions to our discussion of advertising impact.

X. How the Internet Performs Relative to other Media in ROI-style Research

Drawing upon studies sponsored by a TV network, the Magazine Publisher's Association and radio, this section examines the Internet's performance as part of real world multi-media ad campaigns. Reveals how the individual media rank in generating ad awareness and motivational effects—especially intent-to-buy metrics.

XI. Summary & Recommendations

Offers suggestions to speed the process of improving the Internet in the eyes of branding advertisers, and cautions about pitfalls to be avoided.



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