

Quotes & News:
symbol/fund/keyword

Quote/Chart/News



[Find symbol](#)

[Search News](#)

[Site Index](#)

Research and Markets: Streaming Media Advertising and Subscription: A Complete Market Analysis 2003-2005

Streaming Media Advertising, the Way of the Future?

9/9/2004 10:50:00 AM

 [E-mail this article](#)

 [Printer-friendly](#)

 [Create Alert](#)

DUBLIN, Ireland, Sep 9, 2004 (BUSINESS WIRE) -- Research and Markets (<http://www.researchandmarkets.com>) has announced the addition of Streaming Media Advertising and Subscription: A Complete Market Analysis 2003-2005 to their offering.

A new research report that examines one of the highest growth segments in media today: Streaming subscription and advertising. The report includes an analysis of business models, streaming advertising formats, CPMs, how the industry is now being engaged by agencies, rep firms and marketing departments from traditional broadcasting to package goods companies.

This detailed report contains an analysis of:

- Streaming media based subscription and advertising-supported services generated \$368 million dollars in total revenue in 2003, 28% of that total was made up by advertising
- Total subscription revenue is forecast to grow by 57% in 2004
- Streaming advertising is forecast to grow by 121% in 2004
- A site by site, network by network, platform by platform analysis of pricing, inventory, avail formats, types of campaigns, who is buying and selling
- Expert commentary from agencies (StarCom, Universal McCann), Rep firms (RL Radio, Net Radio Sales), Application providers (Eyewonder, Klipmart, UNICAST, Macromedia), sites (IFILM, CNET, MSN Video, Live365, FeedRoom and others) and platforms (AOL and AOL for broadband)

Report Contents:

Executive Summary

- Market Analysis: 2003 and Beyond
- Streaming Audio and Video Gross Ad Billings: 2003-2005
- Streaming Video Gross Ad Billings: 2003-2005
- Internet Radio Gross Ad Billings: 2003-2005
- Total Streaming and Download Media Subscription and Advertising Revenue: 2003-2005
- Category Summary Analysis: 2003

Chapter One

- Streaming Media Advertising: 2003 - 2005

Chapter Two

-- Subscription Streaming Media Services and Revenue 2003-2005

Chapter Three

-- The Top Ten Streaming Video Sites January through December 2003: Monetization

Chapter Four

-- The Industry Speaks

Chapter Five

-- The Growth in Streaming Media: Internet Radio and Video 1999-2006

For more information visit <http://www.researchandmarkets.com/reports/c4768>

SOURCE: Research and Markets Ltd.

Research and Markets
Laura Wood
Senior Manager
press@researchandmarkets.com
Fax : +353 1 4100 980

Customize your Business Wire news & multimedia to match your needs.
Get breaking news from companies and organizations worldwide.
Logon for FREE today at www.BusinessWire.com.

Copyright (C) 2004 Business Wire. All rights reserved.

 [E-mail this article](#)

 [Printer-friendly](#)

 [Create Alert](#)

TRADING CENTER



Top-Rated Service AND
\$7 Trades! GO!

Free offer when you join
Ameritrade now.

Open a Harrisdirect
account!

\$5 trades. Do you
qualify?

Get 50 Commission Free
Trades

Get 30 Commission Free
Trades

© 1997-2004 MarketWatch, Inc. All rights reserved. [Terms of Service](#). [See our Privacy Policy](#) - updated 4/3/03.

MARKETWATCH, the MarketWatch logo, and BIGCHARTS are registered trademarks of MarketWatch, Inc. CBS and the CBS "eye device" are registered trademarks of CBS Broadcasting, Inc.

Intraday data provided by [Comstock](#), a division of Interactive Data Corp. and subject to [terms of use](#).

Historical and current end-of-day data provided by [FT Interactive Data](#).

Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges.

SEHK intraday data is provided by Comstock and is at least 60-minutes delayed.

All quotes are in local exchange time.