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Online Ad Spending Scores Strong Gains in 2nd Half of 2009

The Internet ad business registered a solid uptick in spending during the second half of last year. U.S. online ad spending reached \$6.3 billion during the fourth quarter of 2009—the largest quarter on record for Internet advertising. Spending during the fourth quarter increased 2.6% from the same period in 2008 according to a report from PriceWaterhouseCoopers and the Interactive Advertising Bureau.

Dr. John Morse of Byron Media forecasts increased ad sales in most media, including radio, through 2011. He expects to see Internet advertising increase 7% to over \$24 billion by the end of next year.

Fourth-quarter growth in 2009 capped a bleak year in the digital-media business, where total online-ad spending dropped 3.4% to \$22.7 billion. That yearly decline marked the first drop in the online-ad market since 2002, when online-ad spending fell 16% following the burst of the dot-com bubble. Search remains the largest online ad format of the U.S. online-ad market, comprising 47 % of 2009 ad revenue, up from 45% in 2008. Search-ad spending increased 1% in 2009 to \$10.7 billion compared with 2008.

Wall Street Journal, April 8, 2010

Even Poor Economy Can't Stop Surging Internet

The economic crisis appeared to have little effect on Internet growth. The latest numbers show all parts of the world registering advances as last year ended with 1,802,330,108 Internet users. This represents a 26.6% penetration rate. Asia with 764 million, Europe with 425 million and North America with 259 million had the largest number of Internet users

IWS Newsletter, April 4, 2010

TV Auto Ad Sales Poised for Significant Turnaround in 2010

A Wall Street firm has upped its growth estimate for auto ad sales on TV. This comes after an extremely difficult 2009 in this category. Barclays Capital has placed a 5.5% estimate on growth in the U.S. market, up from its previous 3.5% forecast.

Barclays has become more bullish as General Motors and Toyota have offered and promoted purchasing incentives. Additional growth would mostly benefit local stations and sports programmers such as ESPN.

Mediapost, March 26, 2010

Call Byron Media at 212-726-1093. Our team will find the best way to slash your budget by outsourcing market research that drives sales, marketing, and content development. We specialize in custom and syndicated data analysis as well as set top box and cross-media audience analytics