

2009 Internet Ad Sales Numbers Revised Downward

emarketer has updated its Internet ad spending forecast predicting a drop of 2.9% to \$22.8 billion. The previous estimate for 2009 was \$24.5 billion -- a growth rate of 4.5%. Also, calculations based on Internet Retailer data reveal that U.S. online retailers are now aggressively employing social networking sites to sell their products. The top sites ranked by the percentage of retail users include:

Facebook 56.8%
YouTube 41.4%
MySpace. 28.6%
Twitter 20.4%

Twitter is also a popular site for experimentation. Retailers see it as a channel for customer service, promoting the deal of the day and more. As people spend more time on various social networks, retailers feel pressure to be there as well.

emarketer, October, 2009

FOLLOW-UP FACTS:

- 81% of Americans go online to socialize, compared to 31% who go online to shop.
Ruder Finn, Summer, 2009
- The average U.S. weekday newspaper circulation dropped by nearly 11% to 30.4 million and nearly two-thirds of the 25 largest papers in the U.S. posted circulation declines of 10% or more.
Audit Bureau of Circulation, October, 2009

Set Top Box Initiative Unlocks Valuable Data

Dr. John Morse and former top Nielsen executive **Ed DeNicola** continue to spearhead a project regarding the increasingly more important Set Top Box technology. They will be working with industry executives to outline the elements of STB data, data providers, data issues and STB analytics. Some major topics include:

- how box on/set off is handled in data acceptance
- the impact of sets not attached to a STB
- fusing demographics and purchase behavior with STB data.

Dr. Morse comments, "We are finding that on average one third of TV viewing is not captured by STBs and we have explored the underlying reasons for that." For information regarding STB's and this project, please call **212-726-1093** or contact John@ByronMedia.com.