

Internet Ad Sales Set for Sharp Gains in 2010

Global Internet spending is projected to surge 11 percent next year to almost \$65 billion and account for nearly 15 percent of all measured media according to a report released by *Group M*. Spending this year will garner a 13 percent share of measured media. The gains will be fueled by growth in the areas of search and mobile, combined with continuing shifts in spending away from traditional ad channels.

In the U.S., digital advertising is expected to climb 7 percent next year to \$24.4 billion constituting 17 percent of total spending, compared to 15.4 percent in 2009. Most of the U.S. growth will be driven by search and video, which compensates for declines in Internet display advertising and sponsorships. The report also indicates that much of the U.S. growth will be fueled by sharp declines in traditional print advertising, particularly newspapers.

Group M, September, 2009

DeNicola and Morse to Launch Sweeping Set Top Box Program

Dr. John Morse has announced that former long-time Nielsen executive **Ed DeNicola** will help to spearhead a project regarding the burgeoning Set Top Box technology. DeNicola will be working with industry executives to outline the elements of STB data, data providers, data issues and STB analytics.

DeNicola authored and implemented marketing plans for new Nielsen research initiatives including: Charter LA Set Top Box (STB) Service; Nielsen-TiVo Service; Direct Broadcast Satellite Service and People Meter VOD Service. For information, please call **212-726-1093**

Sagging Economy Causes Dramatic Changes in Buying Habits of American Consumers

Buying anything you want and assuming large amounts of debt is a strategy no longer in vogue for American consumers, according to *BIGresearch's* analysis of data from 2006 to 2009. The emphasis is now on practicality, thrift, staying on budget and deferring purchases. Consumers are much less confident in the economy than they were three years ago, are more practical in their purchasing and focused more on needs rather than wants. Report highlights include:

CONSUMERS 18+

	SEP 06	SEP 09
Confident/very confident in the economy	43.4%	29.8%
More practical in purchases	39.7%	49.7%
Focus more on needs vs. wants	49.5%	56.1%
Become more budget conscious	38.7%	44.2%
Buying store brands	23.5%	35.3%
Shopping for sales	32.6%	43.1%
Shopping on the Internet	11.1%	14.5%

BIGresearch, CIA-Trends, September, 2009