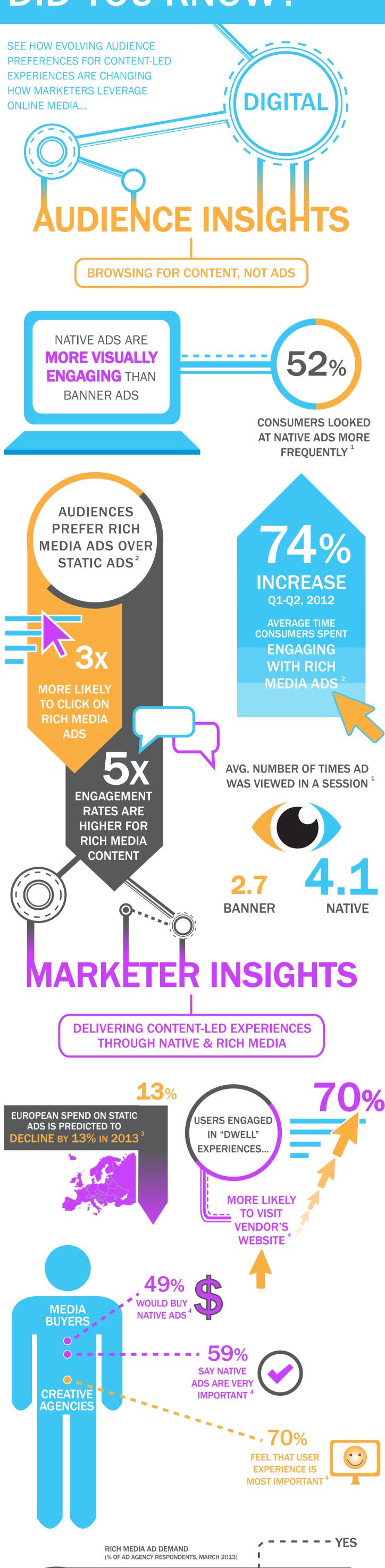
## DID YOU KNOW?



29% REQUESTING DYNAMIC 20%

NO, BUT EXPECT TO SEE **MORE INTEREST IN 2013** WHAT'S **DRIVING AUDIENCES EXHIBIT A INNOVATION:** 

> AUDIENCES CONTINUE TO DEMONSTRATE BANNER

PREFERENCE FOR **NATIVE EXPERIENCES** THAT EDUCATE, **ENTERTAIN** AND **ENGAGE** 

- NO

**51**%



HAS THE NUMBER OF CLIENTS

**RICH MEDIA ADS** 

INCREASED?<sup>5</sup>

1: 2013 NATIVE ADVERTISING EFFECTIVENESS STUDY, IPG MEDIA LAB AND SHARETHROUGH

**BLINDNESS** 

- 2:2012 ADFORM'S MEDIA BAROMETER 3 : FORRESTER RESEARCH ONLINE DISPLAY ADVERTISING FORECAST, 2012-2017 (US)
- 4 : SOLVE MEDIA, "NATIVE ADVERTISING: ADVERTISING THAT GIVES BACK TO THE CONSUMER" DEC. 2012

5: 2013 THE JIVOX RICH MEDIA SURVEY