

CONVENIENCE TV TOPS MARKET SHARE FOR VIDEO ADVERTISING



Video advertising has experienced a growth within the digital advertising market in Los Angeles when Convenience TV grabbed the number 1 market share position this week. The company, who reaches advertisers through video systems placed in convenience stores hit high, with an audience of a million viewers. Convenience TV plans to expand greatly throughout the Los Angeles area. They anticipate 100 displays by the end of first quarter 2011. By the end of 2011, the company expects to have five times the amount of video displays in convenience stores across Southern California. According to Nielsen research, the market for video advertising is on the rise. Nielsen released its first report on the industry in April of this year showing that the market possesses a network of 237 million adult viewers.

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