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Abstract

## Consumer Media Preferences in Advertising

### Report Fast Facts

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### Abstract

The advertising market is undergoing a rapid transformation due to a shift in consumer media consumption patterns and communication preferences. InfoTrends has polled over 1,300 European consumers from five countries across Europe to get a better understanding of the dynamics at work, and has complemented those insights with the latest figures on European advertising expenditures. This analysis concludes with how to assess the impact of potentially disrupting technologies and provides recommendations on how to develop strategies that promote print in a world where communications are increasingly produced electronically and online.

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