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Press Release

Source: Acacia Research Group

Interactive Advertising Spurs Tool and Middleware Growth

Tuesday December 6, 9:12 am ET

Sales of Entertainment Tools and Middleware for Interactive Advertising Could Approach \$190 Million by the End of 2010, According to New Acacia Study

VANCOUVER, Wash.--(BUSINESS WIRE)--Dec. 6, 2005--Tool and middleware vendors can expect to see increased sales of their products to the interactive advertising industry over the next five years, possibly nearing \$190 million annually by 2010, according to Acacia Research Group's Interactive Advertising: Opportunities for Tools & Middleware 2005-2010.

"The platforms and technologies for richer interactive communications are finally falling into place," said Acacia Senior Analyst Christine Arrington, "and entertainment tool and middleware vendors are uniquely situated to provide the solutions that will enable advertising in games, on mobile devices, and on interactive television."

"This is really about knowledge transfer," Arrington said. "The technologies and techniques that have

been developed to create and deliver interactive entertainment across multiple platforms are exactly what the advertising industry needs to truly exploit these channels and achieve positive results for their clients."

Revenue for interactive advertising is expected to more than double over the next five years, growing to nearly \$52 billion by the end of 2010. Products that enable advertisers to create interactive content for television and the Internet will benefit the most from growing usage, but mobile, in-game, and other forms are growing quickly as well.

About Interactive Advertising

Interactive Advertising: Opportunities for Tools & Middleware 2005-2010 is available for purchase via the company's web site at www.acaciarg.com. Journalists working on related stories may contact Christine Arrington (christinea@acaciarg.com) for quotes, additional data points, and charts and tables.

About Acacia

Acacia Research Group provides timely and accurate business intelligence to decision makers across the high technology industry -- covering tools and middleware for interactive

content creation, consumer entertainment and communications hardware, content distribution channels, and business models for content deployment.

Acacia's products and services include in-depth market studies, executive forums, periodicals, and custom consulting. The company is headquartered in Vancouver, WA. For more information please visit www.acaciarg.com.

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