

Title:

Google's Next Move ~ Video Game Ads?

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907

Summary:

Since AdWords was launched in 2001, Google has expanded to image ads, video ads, and print ads.

Earlier this year Massive Incorporated, a video game advertising network, announced a landmark

Keywords:

google, advertising, video games

Article Body:

Since AdWords was launched in 2001, Google has expanded to image ads, video ads, and print ads.

Earlier this year Massive Incorporated, a video game advertising network, announced a landmark

Why Should Google Care?

The Entertainment Software Association put U.S. sales of video game hardware and software at \$

In a recent interview with TechNewsWorld, EA's John Schappert, who oversees the largest intera

Starting with Microsoft's Xbox and Sony's PS2, and continuing into the next generation of onli

Is History Repeating Itself?

The potential flaw in what Massive Incorporated does is that their ad network still only inclu

Way back in 1996, long before Overture (now Yahoo! Search Marketing) and Google AdWords, a com

How Would Google Do It

There's no doubt that with the best programmers in the world Google is capable of developing a

As opposed to signing up websites to display their ads by copying some code on to their site,

This enforces the fact that the main difference between what happened with DoubleClick and wha

When Will They Do It?

In my opinion it's not a matter of if, it's a matter of when. The potential revenue from the g

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