ABSTRACT
Multi-platform advertising has become a global phenomenon. It is also widely known as cross-device, cross-media, cross-platform, cross-touchpoints, and cross-channel advertising. This book chapter provides an overview of multi-platform advertising in terms of its consumer platform usage behavior, global diffusion, emerging metrics, opportunities and challenges as perceived by major players, regulatory concerns, and technological developments. This book chapter offers the up-dated contextual information to allow readers of this edited volume to comprehend better the phenomenon of multi-platform advertising around the world.

INTRODUCTION

Defining Multi-Platform and Multi-Platform Advertising

Traditionally linked to computing and information technology areas, the term, “multi-platform”, in today’s media ecosystem often refers to “different forms of video and media entertainment on different devices” (CTAM, n. d.). The same CTAM website also offers a very thorough definition of “multi-platform” as seen below:
Multi-Platform Advertising as a Global Phenomenon

The secure delivery of rich media, information and applications to any device, regardless of transport, distribution system or user interface, providing the consumer with seamless, integrated and interactive access and management of their entertainment and communication services. (CTAM, n. d.)

Advertising and marketing communication messages delivered through a combination of these platforms are called “multi-platform”, “multi-screen”, “cross-platform”, “cross-channel”, “cross-media”, “cross-touchpoints”, or “cross-device” advertising (Doyle, 2010; Erdal, 2009; Hubbard, Kang, & Crawford, 2016; Marks, 2016; McIntyre, 2006; Neijens & Voorveld, 2015; Nielsen, 2014). New advertising awards, such as Shorty Awards (Shorty Awards, 2016), have been created to select the best multi-platform advertising campaigns that “multi-platform “how content was modified and enhanced for each platform, worked together to create a unifying message and succeeded in meeting its goals” (n. d.). For example, the 7th Shorty Award selected Project Architeuthis, launched by U.S. Navy, to locate ideal candidates for its cryptology unit (The Shorty Awards, 2015). This multi-platform advertising campaign employed alternate reality game (ARG) to solicit hard-to-recruit target (less than 0.004% of the U.S. population) who is characterized as creative, curious, highly intelligence, logical, self-motivated, and tenacious unit (The Shorty Awards, 2015). The campaign employed puzzle from Facebook, delivered clues through Twitter to engage consumers for 21 days. In the end, the client’s recruitment goal was successfully accomplished unit (The Shorty Awards, 2015).

The growing popularity of multi-platform advertising has attracted the attention and interest of many mainstream agencies, marketers, and media operators. According to a 2013 survey study by Association of National Advertisers and Nielsen, agencies, marketers, and media sellers have predicted the advertising spending on multi-platform advertising campaigns is expected to grow from 20% to 50% within the next three years (Nielsen, 2013). Among many media buyers who are most critical to the adoption of multi-platform advertising, the 2014 Advertiser Perceptions Survey by Internet Advertising Bureau (IAB) indicated that the majority of media buyers agreed with the importance of buying both TV and video at the same time (Robertson, 2014). Eighty-two percent of the respondents in this study perceived a multi-platform media buying solution to be “extremely/very important, while seventeen percent of them were ambivalent of its usefulness (Robertson, 2014).

As defined by Nielsen (2013), multi-screen, cross-channel, or multi-platform, advertising campaigns refer to advertising/marketing communications activities “that run during a similar timeframe across two or more screens including TV, computer, tablet, mobile phone and digital place-based media” (n.p.). Recent discussions of multi-platform advertising have focused on a combination of multi-platform TV (e.g., television programming in different devices) and digital channels (e.g., display, ...
An Innovative Approach: Electronic Textbooks By CMS Drupal
[www.igi-global.com/article/an-innovative-approach/116436?camid=4v1a](www.igi-global.com/article/an-innovative-approach/116436?camid=4v1a)

Using Bibliometrics and Text Mining to Explore the Trends of E-Marketing Literature from 2001 to 2010
Wu He, Thad Chee, Dazhi Chong and Elizabeth Rasnick (2012). *International Journal of Online Marketing* (pp. 16-24).
[www.igi-global.com/article/using-bibliometrics-text-mining-explore/63009?camid=4v1a](www.igi-global.com/article/using-bibliometrics-text-mining-explore/63009?camid=4v1a)