

Telcos Beware: Cable Takes Aim at Targeted Advertising

Companies analyzed in this report include:

- ActiveVideo Networks Inc.
- Backchannelmedia Inc.
- Biap Systems Inc.
- BlackArrow Inc.
- Ensequence Inc.
- Google Inc. (Nasdaq: GOOG)
- Invidi Technologies Corp.
- Microsoft APS Group (Nasdaq: MSFT)
- NDS Group plc (Nasdaq: NNDS)
- OpenTV Corp. (Nasdaq: OPTV)
- Visible World Inc.
- Zodiac Interactive Corp.