

# 2011/2012 DISPLAY ADVERTISING ECO-SYSTEM EUROPE

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## Trading Desks



## Audience Targeting / Re-Targeting



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## Ad Exchanges

## Verification & Privacy



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## AD EXCHANGE

A technology platform that facilitates the connection of supply and demand and enables automated buying and selling of online media (in real time).

## AD NETWORK

Provides an outsourced sales capability for publishers and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may offer specific technologies to enhance the value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimisation (Source: IAB). Unlike sales houses, ad networks often do not work exclusively and focus mainly on standard ad sizes. Aside from technology, ad networks differentiate themselves through the quality of publishers they represent, the quality of their advertisers/campaigns and their targeting possibilities.

## AGENCY

Media agencies help companies to communicate with current and potential consumers and/or the general public. They work with their clients to understand the business issues, their markets and their consumers. The media agency then identifies the consumer insights, which can help to devise a channel-neutral communication strategy to connect with those consumers; using means ranging from public relations (PR), events and sponsorship to advertising, interactive advertising, word of mouth and direct mail; to build a genuinely integrated campaign. (Source: Wikipedia)

## AGENCY TRADING DESK

The specialised arms of larger media buying agency groups that use either proprietary technology or a demand side platform (DSP) to buy and optimise media and audiences, often in real time, on ad exchanges, ad networks, sell side platforms (SSPs) and other available inventory sources they are connected with.

## AUDIENCE NETWORK

Networks that focus on advertising targeted at specific audiences based on their behaviour, demographics, buying intent etc, rather than content.

## AUTOMATED TRADING AGENCY/TRADING DESK

Specialise in buying and optimising media and audiences, often in real time, on ad exchanges, ad networks, SSPs and other available inventory sources they are connected with, either through proprietary technology or DSPs.

## DATA EXCHANGE

A marketplace where anonymous (online) consumer data can be bought and sold independently of media in order to generate additional revenue or to improve the targeting of online advertising.

## DATA MANAGEMENT PLATFORM

A platform to manage, protect and collect data from different sources and turn it into actionable information that can be used in a publisher's advertising proposition.

## DATA SUPPLIER

Data suppliers collect, compile and sell (anonymous) data on (online) consumers. This data can be provided at an individual level (geographic, demographic, lifestyle, income, shopping behaviour, etc) or at an aggregate level (by postal code or by territory).

## DELIVERY SYSTEMS, TOOL & ANALYTICS

Delivery systems, tools and analytics are the technologies that ensure different types of ads can be served, and are served correctly. They also support the process of booking and managing online campaigns, forecasting, billing, tag management, verifying and measuring online advertising.

## DEMAND SIDE PLATFORM (DSP)

DSPs provide centralised media buying from different inventory sources such as ad exchanges, ad networks, sell side platforms (SSPs) or other sources of inventory they are connected to. They offer benefits such as workflow simplification, integrated reporting, algorithmic buying optimisation, and Real-Time Bidding (RTB) capabilities.

## SALES HOUSE

Sales houses sell advertising on behalf of media owners, often on an exclusive basis. They act as a publisher's 'outsourced' sales team selling both standard ads and customised advertising space.

## SELL SIDE PLATFORM (SSP)

An SSP is a technology platform with the single mission of enabling publishers to manage their inventory and maximise revenue from digital media, specifically through the Automated Channel. As such they offer an efficient, automated and secure way to tap into the different sources of demand that are available, and provide insight into the various revenue streams and audiences.

## VERIFICATION & PRIVACY

Tools to verify that ads have been served on the agreed location, prevent malware from being served and privacy management.

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