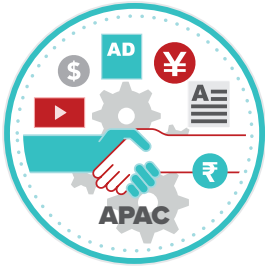


APAC Media Marketplace



1 Lesson



Learn about

APAC is a region of huge diversity, but also of huge opportunity. In this lesson, we begin by looking at who APAC audiences are and how they engage with media. We then explore the ways in which programmatic has changed how advertising is bought and sold; before giving an insight into the key issues affecting the marketplace: ad blocking, data privacy, ad fraud and China's distinct media ecosystem.

Learn about the current audiences and media trends in APAC; the ways in which the buying and selling of advertising is evolving in the region; and how ad blocking, data privacy, ad fraud and China's isolated media ecosystem all affect the marketplace.



Lesson Overview

Lesson 1

In this lesson you will learn:

- ✓ About the current audience and media trends in APAC
- ✓ The ways advertising is bought and sold in APAC
- ✓ The key issues that are affecting the APAC media marketplace