

# Digital Marketplace



**2 Lessons**



## Learn about

Learn how the marketplace for digital advertising is structured and the range of opportunities it has created for advertisers to connect with their audiences.

**By the end of these 2 lessons you will understand:**

- ✓ How to assess website audiences and ad propositions
- ✓ How to identify different site types and media categories



## Lesson Overview

### Lesson 1

Learn how to assess the profile, relevance and audience size of different types of website, understand supply & inventory dynamics, and how these have challenged the business models of many publisher businesses.

**In this lesson you will learn:**

- ✓ About the difference between vertical and broad content offerings
- ✓ About some of the criteria relied on to assess site profile & the implications for targeting, inventory and pricing

### Lesson 2

Social media platforms have shaken up the advertising landscape, making a big impact on ad yields for some of the other players in the market, and forcing many media owners to evolve their business models.

**In this lesson you will learn:**

- ✓ About the growth of social media and the advertising & targeting opportunities that accompanied it
- ✓ Some of the challenges faced by publishers and media owners as they transition from “offline” to “online & offline” as the market continues to grow