

Europe Media Marketplace



▶ 1 Lesson

💡 Learn about

Digital's presence within Europe is one of the most significant in the world. The rapidly growing number of available media touchpoints; changing media consumption patterns; and the digitisation of trading have created a new, challenging landscape for brands to navigate. In this lesson, we begin by looking at the current audience and media trends affecting European markets. We then turn to digital's effect on the planning and buying of advertising in Europe, before outlining the key issues you should know about.

Learn how digital's influence is affecting consumer behaviour and media trends in Europe; how programmatic's presence is changing the way advertising is bought and sold; and how to safely navigate through issues such as GDPR, ad blockers and ad fraud.

📄 Lesson Overview

Lesson 1

In this lesson you will learn:

- ✓ About the current audience and media trends in Europe
- ✓ The way's digital has affected how advertising is bought and sold in Europe
- ✓ The key issues that are affecting the Europe media marketplace