

On-line Advertising

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Summary

- Overview of Market
- Mechanics of On-line Advertising
- Advertising
- Publishers
- Legal Issues

Overview of Market

- On-line Ad Spending
 - 2006 = \$1.6B
 - 2007 = \$21.4B
 - 2008 = \$27.5B
 - 2011 = \$42B
- Internet Advertising as Share of Total Advertising Spend
 - 2007 = 7.4%
 - 2011 = 13.3%

Source: Forbes.com, Nov. 6, 2007

Mechanics of On-line Advertising

- Advertiser
- Publisher; search engine provider
- Ad Servers
- Cookies
- Targeted Ads
- Pricing of Ads

Advertising

- Types of on-line advertising
 - Contextual, Search, Banner, Graphical
 - Rich Media, Video
 - Classifieds, Email, Mobile, In-game
- Emerging Markets
 - On-demand video, IPTV
- Purchasing Ads
 - Ad Agencies, Publishers, Ad Networks, Exchanges
 - Google, Yahoo!, MSN, AOL

Publishers

- News organizations moving to ad-based business models
- Selling ads
 - Direct sales force
 - Ad Networks

Legal Issues

- IAB/AAAA terms
- Agency
- Privacy
- IP issues