



Internet
Advertising
Bureau
UK

Content / Native working group April 2014

Advertiser owned	Media owner revenues (brand-based)		
Brand-owned Content	Paid for content	Advertising	Native distribution (Native tools / forms)
Owned	Paid	Paid	Owned Earned Paid
<p>Advertiser owned: conceived, made and managed</p> <p>Eg website / app Content elements (article, slides, video, app, social pages / sharing)</p> <p>Contract publishing</p>	<p>Sponsored content (publisher made, looks like surrounding editorial – signed off by publisher)</p> <p>Advertisement feature (signed-off by advertiser, managed by the publisher, best practice to distinguish from surrounding content – not always case)</p> <p>Customised</p>	<p>Customised / Proprietary / Standard ad formats</p> <p>Looks like an ad format – can be populated with dynamic, related content</p>	<p>Automated (scale) content / audience aggregators / content matching:</p> <p>In-feed In-line 3rd party recommendation tools 3rd party discovery tools 3rd party curated</p> <p>‘Content experience’ formats</p>