

Welcome to this introductory eLearning module that will prepare you for your upcoming “Introduction to Digital Media” training program. The material found here will give you a taste of the topics we’ll cover in more detail in your face-to-face session, or within future modules. With this module we want to give you a chance to become familiar with the concepts by exploring them in your own time.

The objective of the Introduction to Digital Media course is to introduce you to the fundamentals of online advertising, which may be new to you. This short module will give you a chance to become familiar with the jargon, and have a play with some of the sites and concepts we’ll cover in your training session.

What is Digital Media?

Now, let’s put things into perspective. When addressing the changes in media, Rupert Murdoch said the technology is shifting power away from the editors, publishers and the media elite. Now it’s the people who are taking control.

We’re in the midst of a seismic change in the way media is produced and consumed. The web has become part of everyday life, which is part of the reason you’re here.

As you know, many media and marketing professionals are under pressure to grow the online side of the business.

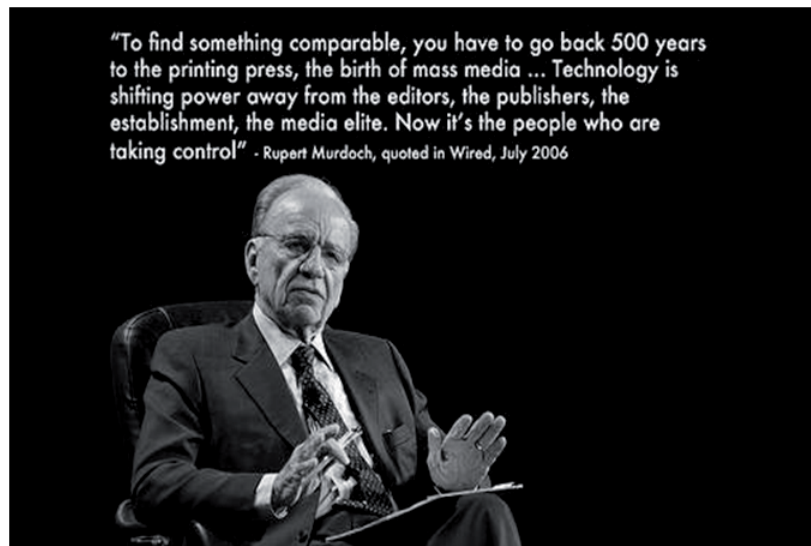
There are new players, new jargon, new planning/selling/buying models.

You need an overview of the market, knowledge of the players, and how online media is being bought and sold.

Your training session will give you the terms, tools, tips and tactics you can use to do your job in this new media landscape.

So, what is digital media? Henry Jenkins, in his book “Convergence Culture – Where Old and New Media Collide,” says “Digitization is the process by which images, sounds, and information get transformed into bytes of information that can move fluidly across media platforms and be easily reconfigured in different contexts.”

What does that mean? Let’s go back to Murdoch’s quote – the technology that makes digitization possible has given consumers the power to choose when, where, and how they access media content. No longer are they content to live around programming schedules. This in no way means “traditional” media channels are on the way out – people want good, well produced content as much as ever. They just want to choose the platform they access it from.



Market Snapshot

Nielsen's "The Global Online Media Landscape" report points to some long-term opportunities for the online medium:

- Around the globe, the online population is looking more like the overall population, meaning that access is moving from being a luxury to a basic requirement.
- Packaged goods, pharmaceuticals and telecommunications are moving online at a pace not seen before.
- Audience growth and engagement of online video is forcing marketers to re-assess the value of the online experience
- Adoption of social networking capabilities, by consumers as well as companies, has crossed the chasm.
- Search continues to be an indispensable tool. Search across social media networks is the likely next opportunity for search engines.
- Access to social networking sites via mobile devices nearly tripled during 2008, largely due to rising smartphone penetration and improved network speeds.

See full report in your Resource Bank.



Audience Measurement

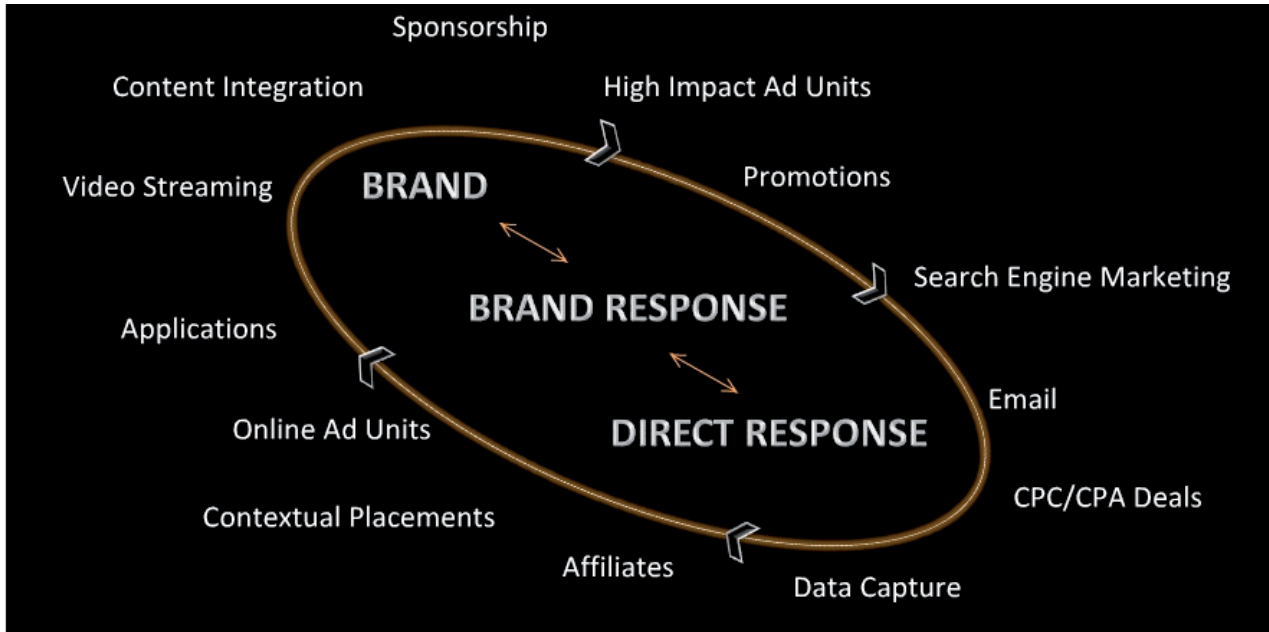
In your full course, you'll learn about the various ways website audiences are measured for buying and selling advertising. There are research services that buyers and sellers subscribe to - such as Nielsen Online's NetRatings and Comscore, as well as some free services.

Beware that the free resources aren't proper research, but you might want to visit some of them and see what information is available. Some examples of these are available via your module.



Campaign Strategy, Planning & Buying

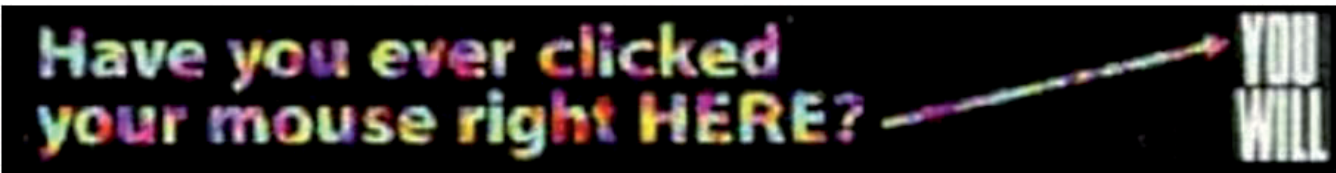
Campaign strategy & objectives will be covered in your course. You'll learn how important it is to understand each campaign's objectives, to know what metrics equal success for a campaign, which vehicles work for different objectives, and how to measure campaigns based on objectives.



We'll also take a look at online planning & buying - who sells what and the vast range of media options.

Display Advertising

Here's one of the first banner ads that ran on the web - on the Wired magazine site. Have a look at the headline ...



October 1994 AT&T ad (one of the first internet ads) on HotWired. Source: Doubleclick's "The Decade in Online."

The IAB has established standard online ad formats that you can view in your module or on the IAB Australia and NZ sites.

Banners are still bought and sold online, but technology and creativity has surged ahead and rich media dominates the advertising on the web today. Rich media refers to ads using animation, sound, video and/or interactivity. In your course we'll look at examples of great online ads.

We'll also review pricing models for online advertising.

Brand	Performance	Hybrid
CPM IMPRESSIONS (Cost per 1000)	COST PER CLICK	CPM + CPA
<ul style="list-style-type: none"> 100,000 banner impressions at \$20 CPM. 100,000/1,000 = 100x20=\$2,000 for 100,000views of your ad. 	10,000 CLICKS AT \$1CPC = 10,000x \$1 = \$10,000	Combination buy e.g. CPM with a CPA rate attached
SPONSORSHIP	COST PER ACQUISITION	
Flat fee, generally including exclusivity, content integration and contextually relevant placement.	\$50/completed application or purchase – 100 'acquisitions' = \$5,000	
TIME		
Weekly, daily – fixed price, estimated uniques & impressions		

Campaign Measurement & Adserving

Campaign tracking and delivery are where the rubber meets the road. In this session you'll see why it's so important that what you're measuring tracks back to the original campaign objectives.

We'll look at adserving - the technology that delivers online ads and manages the inventory you're buying and selling. Adservers are the brains behind campaign delivery.

Social Media

In your course, we'll also review some of the social networks people are spending time on. You may have your own pages on Facebook, or you may read (or even write!) blogs.

Some of the sites we'll cover include Wikipedia, Second Life, YouTube, Facebook, MySpace, and Flickr.

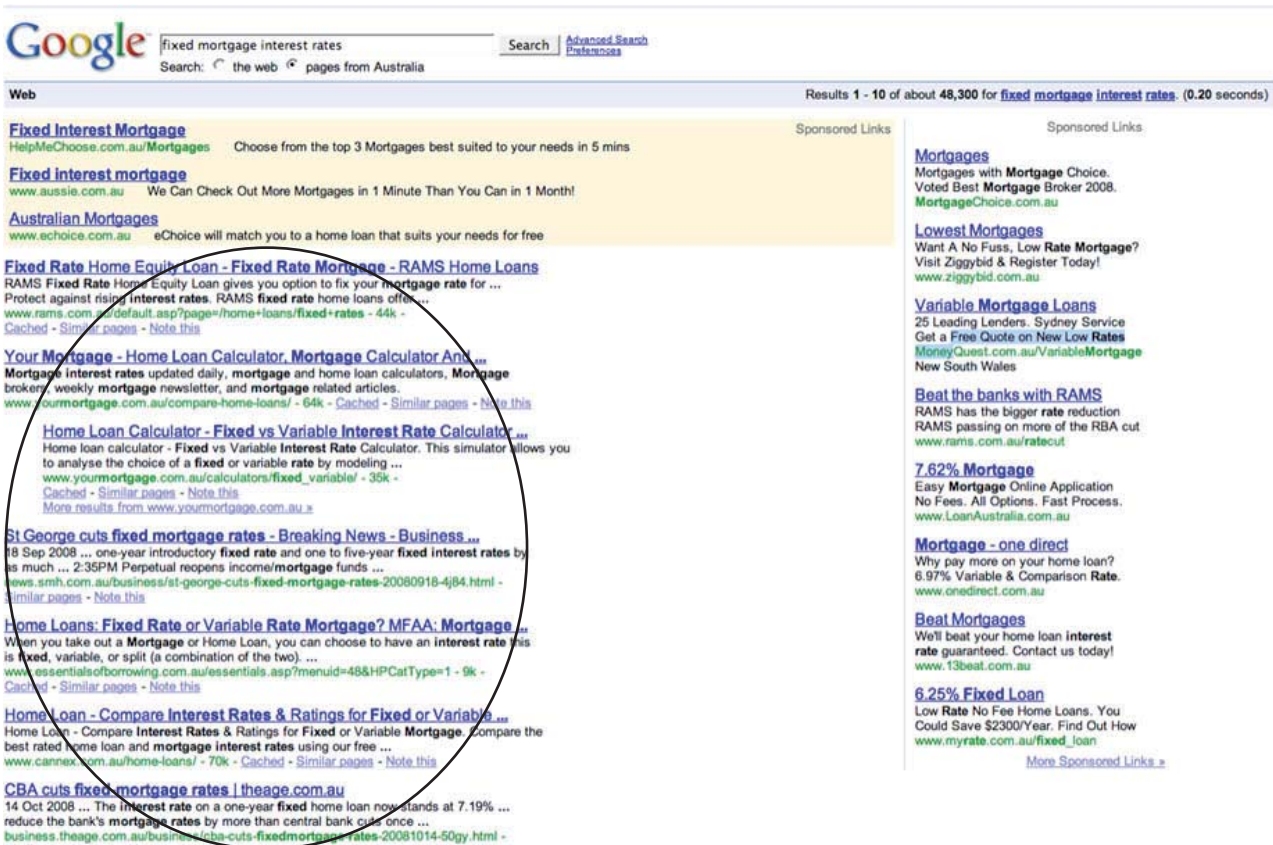


We'll also look at Web 2.0, what it means and how marketers are using it.

Search

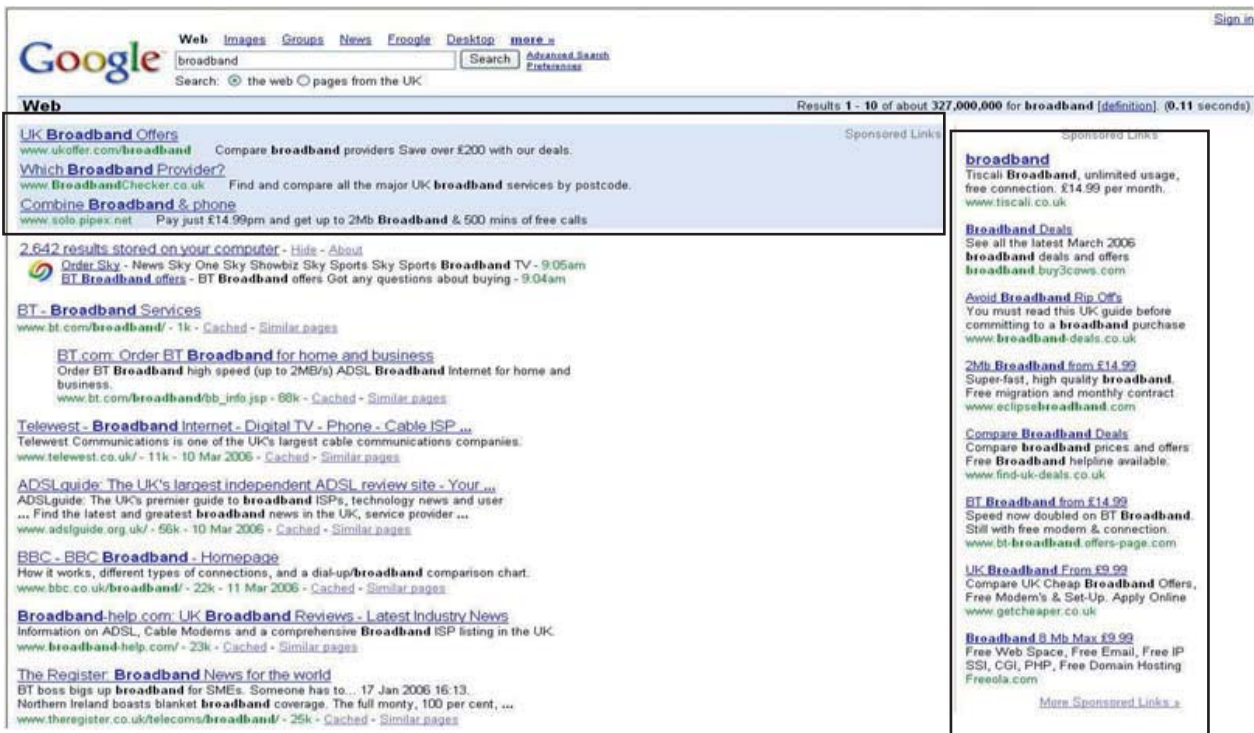
One of the “killer applications” of the web is search. It’s probably something you often use and probably don’t think about how it works or how Search Engines make money. In some markets, search dominates the online category in terms of where advertisers are spending their dollars.

Do you know the difference between paid search (SEM) and organic or free search (SEO)? Here is an example of organic search results that are ranked in terms of what the search engine sees as relevant results.



The site owner pays nothing to the SE when someone clicks on his search result.

And these are the paid search results, which are bought on a cost per click.



The screenshot shows a Google search for 'broadband'. The search bar contains 'broadband' and the search button is visible. Below the search bar, there are navigation links for 'Web', 'Images', 'Groups', 'News', 'Froogle', 'Desktop', and 'more...'. The search results are displayed in a list format. The first result is a sponsored link for 'UK Broadband Offers' from ukoffer.com, with a description: 'Compare broadband providers Save over £200 with our deals.' Below this, there are several organic search results, including 'Which Broadband Provider?' from broadbandchecker.co.uk, 'Combine Broadband & phone' from solo.pipex.net, and 'BT Broadband offers' from bt.com. On the right side of the search results, there is a 'Sponsored Links' section with several ads for broadband services, including 'broadband' from tiscali.co.uk, 'Broadband Deals' from broadbandbuy3cows.com, 'Avoid Broadband Rip Off's' from broadband-deals.co.uk, '2Mb Broadband from £14.99' from eclipsesbroadband.com, 'Compare Broadband Deals' from find-uk-deals.co.uk, 'BT Broadband from £14.99' from bt-broadband-offers-page.com, 'UK Broadband From £9.99' from getcheaper.co.uk, and 'Broadband 8 Mb Max £9.99' from freeola.com.

Do some searches yourself and try to notice things you may not have paid attention to in the past. Where are the paid ads and the “organic” search results? Do you tend to click on paid results? Be aware of your habits – do you tend to look beyond the first page of search results, or do you refine your search terms if you don’t find what you’re after? We’ll cover all of this and more in your course.

We hope this pre-course preparation module gave you a taste of what’s to come in the course, and has given you a sense of what to expect. If some, or all, of this is new to you, spend some time clicking (and maybe having some fun!) and exploring in this safe environment. You’ll be that much further ahead during your course.

Thank you for your time, and we hope you enjoy the rest of the course!

If you haven't already enrolled in the Digital FastTrack series, here are some reasons to sign up today:

- You'll gain confidence in discussing, preparing, and evaluating digital media options and recommendations
- You'll be better equipped to approach integrated programs
- You'll be more confident discussing online options without having a "digital expert" in the room
- You'll be skilled in the fastest growing media sector
- And you can do it all in your own time, at your own computer!

For more information, or to order your subscription, visit us at www.digitalchameleon.net, email: info@digitalchameleon.net, or call us on +61 2 9997 4417

Geek Speak

Source: IAB Glossary of Interactive Advertising Terms v. 2.0 and Digital Chameleon

Term	Definition
Ad Impressions	The number of times an ad has been displayed ; exposure; opportunity to see. Online advertising is purchased on a cost per thousand (CPM) ad impression basis. This does not refer to the number of people having viewed the ad, but simply the number of times the ad was displayed.
Cookies	Code applied to users' browsers by a site so that the browser can be identified at a later time. Commonly used by sites that require registration, as well as by ad servers.
CPA	Cost per action or acquisition , is a pricing model involving an agreement between advertiser and publisher as to the value of a specified action, and the buy is negotiated and tracked on that basis. For example, an advertiser might pay a site based on \$\$\$ per lead generated by the advertising that ran on that site. These can sometimes be by hybrid buys where there is a CPM component in addition to an agreed payment for each action.
CPC	Cost per click , is expressed as a dollar amount, and derived by dividing total cost by number of clicks received . Some online advertising is purchased on a CPC basis, most commonly via ad networks, or as remnant inventory buys across large networks.
CTR	Click through rate , is expressed as a percentage derived from dividing the number of clicks an ad received by the number of impressions it generated.
Hit	When users access a Web site, their computer sends a request to the site's server to begin downloading a page. Each element of a requested page (including graphics, text and interactive items) is recorded by the site's Web server log file as a 'hit'. If a page containing two graphics is accessed by a user, those hits will be recorded once for the page itself and once for each of the graphics. Webmasters use hits to measure their servers' workload. Because page designs and visit patterns vary from site to site, the number of hits bears no relationship to the number of pages downloaded, and is therefore a poor guide for traffic measurement.
OTP	Over the page , refers to a rich media ad which runs over the editorial content of a site for a specified number of seconds, and then reverts to rest in a fixed ad unit on the page. OTPs are generally frequency capped and bought on a daily basis for a fixed cost, based on an estimated number of unique visitors to that page in a day.
Page Views	A page view (or page impression) refers to the number of times a web page is requested . If a page includes two ad units, every time that page is requested, it logs one page view, and two ad impressions.
Pixel	Short for picture element , a pixel is a single point in a graphic image. Online advertising material specifications use pixels as the unit of measurement . A standard size banner is 468 pixels wide by 60 pixels high.

Geek Speak

Source: IAB Glossary of Interactive Advertising Terms v. 2.0 and Digital Chameleon

Term	Definition
SEM	<p>Search Engine Marketing refers to pay for performance advertising on search engines whereby advertisers bid on search terms/phrases in order to optimise their placement within paid search results, often called sponsored links.</p> <p>Search Engine Marketing is also used to refer to agencies which provide SEM services.</p>
SEO	<p>Search Engine Optimisation refers to technical things that can be done to a website from the design stage which help the site naturally rank higher in search results for particular terms and phrases. Also referred to as a natural or organic search.</p>
SOV	<p>Share of Voice is used by publishers to give buyers a sense of how much of the inventory their ad will get based on the number of total impressions available on a specific page, section, or site versus the number of impressions they have purchased. Some ad units are sold on an SOV basis, for example; four advertisers rotating through one ad slot would give each advertiser 25% SOV.</p>
Uniques	<p>Unique browsers (UBs), unique visitors and unique audience are all terms referring to the number of different users or browsers having visited a website.</p> <p>There is currently no industry standard in terms of a true and accepted measure of people (or reach) for the purpose of buying and selling advertising. Consequently, there are several different research tools and methodologies in the market that are used by publishers and agencies/advertisers.</p>