THEMES IN MEDIA | 2025

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Introduction

Welcome, esteemed colleagues and media experts. My name is Dan Hills, and I am delighted to bring you a selection of pivotal topics that will shape the media landscape in 2025. As we delve into the intricacies and emerging trends of Advanced TV, Influencer Marketing, Cross Media Measurement, Sustainability, Transparency, and many more, my goal is to provide you with valuable insights and foster an engaging discussion on these pressing matters. IO deliberately have avoided AI in creative production, as every other post on Linkedin talks about that. Also, I could have shortlisted 50 but that would just be silly. I digress.

With a wealth of experience in the media industry, I have had the privilege of witnessing firsthand the rapid evolution and transformation of our field. From the early days of traditional media to the current digital age, the media landscape has continuously evolved to meet the ever-changing demands of consumers and technology. Today, we stand at the precipice of yet another significant shift, driven by advancements in technology, changes in consumer behaviour, and a growing emphasis on sustainability and transparency.

In this document, I aim to shed light on the key trends and developments that will dominate the media industry in 2025. We will explore the rise of Advanced TV; a technology that is revolutionizing the way we consume and interact with television content. By leveraging data and advanced analytics, Advanced TV allows for more targeted and personalized advertising, enhancing the viewer experience while driving better results for advertisers. We will delve into the implications of this technology for both consumers and marketers and discuss the opportunities and challenges it presents.

We examine the growing influence of Influencer Marketing, a powerful strategy that has gained significant traction in recent years. As social media platforms continue to dominate the digital landscape, influencers have emerged as trusted voices and powerful advocates for brands. We will explore the strategies and best practices for leveraging influencer partnerships, as well as the ethical considerations and potential pitfalls associated with this form of marketing.

Cross Media Measurement is another critical topic that demands our attention, so perhaps we will pick this up? In an increasingly fragmented media landscape, accurately measuring the effectiveness and reach of campaigns across multiple channels has become a complex challenge. We will discuss the advancements in cross media measurement techniques, the importance of data integration, and the role of technology in providing comprehensive and actionable insights.

Sustainability and transparency have also emerged as crucial considerations for the media industry. As consumers become more conscious of the environmental and social impact of their choices, brands are under increasing pressure to demonstrate their commitment to sustainability. We will explore the initiatives and practices that media

companies are adopting to promote sustainability, as well as the challenges they face in achieving transparency and accountability.

Throughout this document, I encourage you to share your thoughts, experiences, and perspectives with me in the comments on my social media channels (Linkedin or blog). There is also a handy glossary at the end where I think I believe I have gathered all the jargon and decoded it for you. Do let me know if I have missed anything. Together, we can gain a deeper understanding of these topics and collectively shape the future of the media industry. So, lets kick off with a subject in the news on many a website across the UK and the global media industry at this time.

1.   *The Future of TV: Trends in Advanced Television*

Advanced TV refers to the array of features enabled by digital technology that significantly changes traditional television. It encompasses various forms of streaming TV content, including connected TV, TV Everywhere, video on demand (VOD), and programmatic TV. Unlike traditional broadcast TV, advanced TV leverages digital signal processing and transmission to offer more program material and interactive features.

Components of Advanced TV

Advanced TV is characterized by four main features: time shifting, addressability, interactivity, and interoperability. Time shifting allows viewers to control when they watch content, thanks to technologies like DVRs and VOD. Addressability enables advertisers to target specific audience segments, while interactivity empowers viewers to respond to or bypass content. Interoperability ensures that content can be viewed across multiple platforms, such as TVs, PCs, mobile devices, and more.

Scale in the UK

In the UK, advanced TV is rapidly growing, with broadcasters and advertisers embracing its capabilities. Platforms like ITV Hub are experiencing significant usage. Millions of users have registered. These users show high levels of engagement. The UK market is noticing an increase in AVOD (advertising-based video on demand) services. There is also growth in BVOD (broadcast video on demand) services. Additionally, SVOD (subscription video on demand) services are rising. The UK market is also seeing a rise in AVOD services. BVOD and SVOD services are also increasing. Global Scale Globally, advanced TV is becoming a dominant force in the television industry. Major players like Disney, Apple, and HBO are expanding their direct-to-consumer offerings. Regional broadcasters are adopting advanced TV technologies to monetize their inventory. The global market is shifting. It is witnessing a move towards more personalized and data-driven advertising. This change makes advanced TV a key player in the advertising landscape.
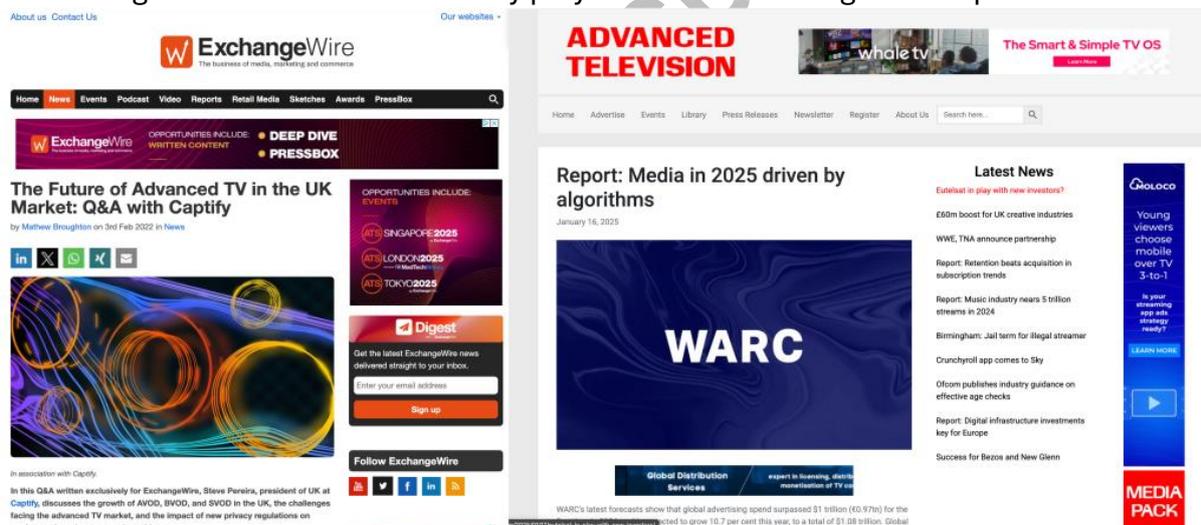
Global Scale

Globally, advanced TV is becoming a dominant force in the television industry. Major players like Disney, Apple, and HBO are expanding their direct-to-consumer offerings. At the same time, regional broadcasters are adopting advanced TV technologies. They aim to monetize their inventory5. The global market is shifting towards more personalized advertising. Data-driven approaches are taking centre stage. This change makes advanced TV a key player in the advertising landscape.

Trends to Watch Out for in 2025

As we look ahead to 2025, several trends are shaping the future of advanced TV. First, the continued growth of AVOD and BVOD services is expected, as more viewers opt for ad-supported content5. Second, the rise of connected TV (CTV) and over-the-top (OTT) devices will drive further adoption of advanced TV. Third, data-driven advertising will become more sophisticated, with advertisers leveraging first-party data to target specific audiences more effectively5. the continued growth of AVOD and BVOD services is expected, as more viewers opt for ad-supported content. Second, the rise of connected TV (CTV) and over-the-top (OTT) devices will drive further adoption of advanced TV. Third, data-driven advertising will become more sophisticated. Advertisers will leverage first-party data to target specific audiences more effectively. Finally, privacy regulations and identifier deprecation will push the industry towards more contextual and intent-based advertising solutions. Finally, privacy regulations and identifier deprecation will push the industry towards more contextual and intent-based advertising solutions.

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2.   *Harnessing Retail Media Networks for Digital Marketing Success*

In the ever-evolving landscape of digital marketing, retail media networks (RMNs) are emerging as a formidable force. They are reshaping how brands connect with consumers. As we navigate through 2025, RMNs stand out as a powerful advertising platform. They offer unparalleled opportunities for brands to deliver highly relevant ads both in-store and online. This blog post explores the rise of retail media. It examines its components. It also looks at the future outlook for this dynamic advertising channel.

The Rise of Retail Media Networks

Retail media networks use the vast amount of shopper data available from retailers. They transform it into actionable insights for targeted advertising. By harnessing this treasure trove of data, brands can create personalized ad campaigns. These campaigns resonate with consumers at the right place and the right time. The precision and relevance of these ads are what set RMNs apart from traditional advertising channels.

Components of Retail Media Networks

Shopper Data

At the heart of retail media lies shopper data. Retailers collect a wealth of information on consumer behaviour, preferences, and purchase history. This data is invaluable for brands looking to tailor their marketing efforts to specific segments of their audience. Brands can identify patterns and trends by analysing shopper data. This analysis allows them to create targeted ad campaigns that drive engagement and sales.

In-Store and Online Advertising

Retail media networks bridge the gap between in-store and online advertising. Brands can deliver consistent messaging across multiple touchpoints, ensuring a seamless customer experience. In-store advertising can include digital displays. It also involves shelf placements and point-of-sale promotions. Online advertising encompasses display ads. It includes sponsored product listings and personalized email campaigns.

Precise Targeting

One of the key advantages of retail media is its ability to offer precise targeting. Brands can reach consumers based on their shopping behaviour, demographics, and preferences. This level of granularity ensures that ads are relevant and timely, increasing the likelihood of conversion. Retail media networks provide tools and platforms. These enable brands to segment their audience. They deliver tailored messages that resonate with each group.

Measurable ROI

Measuring the return on investment (ROI) is crucial for any marketing campaign. Retail media networks offer robust analytics. These tools provide reporting that allows brands to track the performance of their ads in real-time. By analysing metrics such as click-through rates, conversion rates, and sales data, brands can assess the effectiveness of their campaigns. They can then make data-driven decisions to optimize their advertising strategies.

Direct Connection to Purchase Data

One of the most compelling aspects of retail media is its direct connection to purchase data. Brands can gain insights into how their ads influence consumer purchasing decisions. This data-driven approach allows for a deeper understanding of the customer journey. It enables brands to refine their marketing efforts. This refinement helps drive sales.

Future Outlook for Retail Media

As we look ahead to the future, retail media is poised for continued growth and innovation. Here are a few key trends to watch in 2025:

Integration with Emerging Technologies

Emerging technologies like artificial intelligence (AI) and machine learning (ML) will integrate into retail media networks. This will further enhance their capabilities. These technologies can analyse vast amounts of data quickly. They provide brands with actionable insights. This enables more sophisticated targeting strategies.

Expansion of RMNs

Retail media networks are expanding beyond traditional retail environments. E-commerce giants, grocery chains, and even convenience stores are developing their own RMNs. This creates new opportunities for brands to reach consumers in diverse settings. This expansion will drive competition and innovation within the industry, benefiting both brands and consumers.

Focus on Privacy and Data Security

With the increasing reliance on shopper data, privacy and data security will remain paramount. Retailers and brands must prioritize compliance with data protection regulations and implement robust security measures to safeguard consumer information. Building trust with consumers will be essential for the long-term success of retail media networks.

Enhanced Customer Engagement

Retail media offers a unique opportunity for brands to enhance customer engagement. By delivering personalized and relevant ads, brands can create meaningful connections with consumers, fostering loyalty and driving repeat purchases. The ability to engage

customers throughout their shopping journey will be a key differentiator for brands in the competitive marketplace.

In conclusion, retail media networks are revolutionizing the advertising landscape. They offer brands a powerful platform to connect with consumers both in-store and online. Retail media uses shopper data and precise targeting. It offers measurable ROI, providing a direct connection to purchase data. This makes it an attractive option for marketers. As we move forward into 2025, the future of retail media looks promising. There is continued innovation and expansion on the horizon. Brands that embrace this dynamic advertising channel will be well-positioned to drive sales. They will enhance customer engagement and thrive in the digital age.

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3.   *Sustainability in Media: Key Trends for 2025*

As we stride into 2025, sustainability is emerging as a pivotal consideration in media planning and buying. Media companies, brands, and advertisers are increasingly adopting eco-friendly practices to reduce their carbon footprint and promote environmental responsibility. This blog post explores the significance of sustainability in media on both a UK and global scale. It discusses key components involved and highlights the critical watchouts for the year ahead.

Sustainability in Media: UK and Global Scale

UK Perspective

In the UK, media companies are at the forefront of the sustainability movement, integrating eco-friendly practices into their operations. The push for sustainability is driven by both regulatory requirements and consumer demand. The UK government has set ambitious targets for carbon reduction. Media companies are aligning their strategies to meet these goals. This includes transitioning to renewable energy sources, minimizing waste, and adopting sustainable production practices.

Global Perspective

Globally, the media industry is recognizing the urgent need to address environmental challenges. From Hollywood studios to advertising agencies, there is a collective effort to reduce carbon emissions and promote sustainable practices. International collaborations, such as the United Nations' Sustainable Development Goals (SDGs), are helping guide the industry's efforts. They aim to create a more sustainable future. Media companies across the world are leveraging their platforms to raise awareness about environmental issues and inspire positive change.

Key Components of Sustainable Media Practices

Renewable Energy Sources

A fundamental aspect of sustainable media practices is the transition to renewable energy sources. Media companies are increasingly investing in solar, wind, and hydroelectric power to reduce their reliance on fossil fuels. This shift not only lowers carbon emissions but also demonstrates a commitment to environmental stewardship. By adopting renewable energy, media companies can significantly decrease their carbon footprint and contribute to a cleaner, greener planet.

Waste Reduction

Waste reduction is another critical component of sustainable media practices. Media companies are implementing strategies to minimize waste throughout their operations, from production to distribution. This includes reducing single-use plastics, recycling

materials, and opting for digital over print media when possible. By adopting a zero-waste approach, media companies can conserve resources and mitigate their environmental impact.

Sustainable Production Practices

Sustainable production practices are essential for creating eco-friendly media content. This involves using energy-efficient equipment, sourcing materials responsibly, and adopting green filming techniques. Media companies are taking steps to address their carbon emissions. They invest in reforestation projects or support carbon offset programs. By prioritizing sustainability in production, the media industry can create content that aligns with environmental values.

Campaigns Promoting Sustainability

Brands are increasingly focusing on creating campaigns that promote sustainable products and behaviours. By aligning their values with those of environmentally conscious consumers, brands can drive positive change and enhance their reputation. Campaigns that highlight eco-friendly products, encourage recycling, and advocate for sustainable living resonate with consumers who prioritize environmental responsibility. This not only drives sales but also fosters a sense of community and shared purpose.

GOV.UK

Home > Environment

Policy paper

25 Year Environment Plan

'A Green Future: Our 25 Year Plan to Improve the Environment', sets out what we will do to improve the environment, within a generation.

From: Department for Environment, Food & Rural Affairs and The Rt Hon Michael Gove
Published 11 January 2018
Last updated 17 February 2023 — See all updates

GREEN PRODUCTION GUIDE

WELCOME TO THE GREEN PRODUCTION GUIDE

Your guide to sustainable production, brought to you by the Sustainable Entertainment Alliance. Developed by film industry leaders with environmental expertise, the Green Production Guide offers the tools, resources, and vendors you need to reduce the environmental impact of your production.

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| THE 17 GOALS | 169 Targets | 4010 Events | 1352 Publications | 7916 Actions |

• *Figure 2: Sustainable Media Alliance, Sustainable Media Alliance; Green Production Guide; UK Government's 25 Year Environment Plan; United Nations Sustainable Development Goals (SDGs)*

Watch-Outs for 2025

Regulatory Compliance

As sustainability becomes a central focus, regulatory compliance will be a critical watch-out for media companies. Governments around the world are tightening regulations to address climate change and environmental degradation. Media companies must stay abreast of these changes and ensure that their practices comply with evolving standards. Failure to do so can result in legal and reputational risks.

Transparency and Accountability

Transparency and accountability are essential for maintaining consumer trust. Media companies and brands must be open about their sustainability efforts and provide clear, verifiable information about their environmental impact. Greenwashing, or making misleading claims about sustainability, can erode trust and damage a company's reputation. By being transparent and accountable, media companies can build credibility and foster long-term relationships with consumers.

Technological Advancements

The rapid pace of technological advancements presents both opportunities and challenges for sustainable media practices. Emerging technologies, such as AI and

blockchain, can enhance sustainability efforts by improving efficiency and traceability. However, the energy consumption associated with these technologies must be carefully managed. Media companies must balance innovation with sustainability to ensure that technological advancements contribute positively to their environmental goals.

Consumer Expectations

Consumer expectations for sustainability are higher than ever. Media companies and brands must meet these expectations by delivering on their sustainability promises. This involves not only adopting eco-friendly practices but also engaging consumers in meaningful ways. By creating compelling, authentic campaigns that resonate with environmentally conscious audiences, media companies can drive engagement and build loyalty.

In conclusion, sustainability is becoming a critical consideration in media planning and buying, both in the UK and globally. Media companies can significantly reduce their carbon footprint by adopting eco-friendly practices. They can also achieve this by reducing waste and promoting sustainable production. This promotes environmental responsibility. As we look ahead to 2025, it is essential to stay vigilant about regulatory compliance. We must also focus on transparency, technological advancements, and consumer expectations. By embracing sustainability, the media industry can pave the path for a greener, more sustainable future.

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4. Navigating Digital Marketing in 2025: First-Party Data Insights

As we move into 2025, the landscape of digital marketing is undergoing a significant transformation. The phasing out of third-party cookies is pushing brands to rethink their strategies for targeting and personalization. In this new era, first-party data has emerged as a crucial asset. Collected directly from customers through their interactions with a brand, first-party data provides invaluable insights into consumer behaviour and preferences. Let's explore the scale of this shift, the core components of harnessing first-party data, and key watchouts for 2025.

The Scale: UK and Global Perspective

The move towards first-party data is a global trend, impacting markets in the UK and beyond. In the UK, brands are increasingly focusing on building direct relationships with their customers. This shift happens because of the need to comply with data privacy regulations. Regulations such as the General Data Protection Regulation (GDPR) are crucial. It also aims to maintain effective marketing strategies without relying on third-party cookies.

Globally, the trend is mirrored in major markets such as the United States, Europe, and Asia. Brands across the world are recognizing the value of first-party data in creating personalized experiences. The global nature of this shift underscores the universal importance of data privacy and consumer trust in the digital age.

Core Components of First-Party Data Strategy

Data Collection:

The first step in leveraging first-party data is collecting it. Brands need to implement robust systems to gather data from various touchpoints, such as websites, mobile apps, and in-store interactions. This can include data from customer registrations, purchase history, and online behaviour.
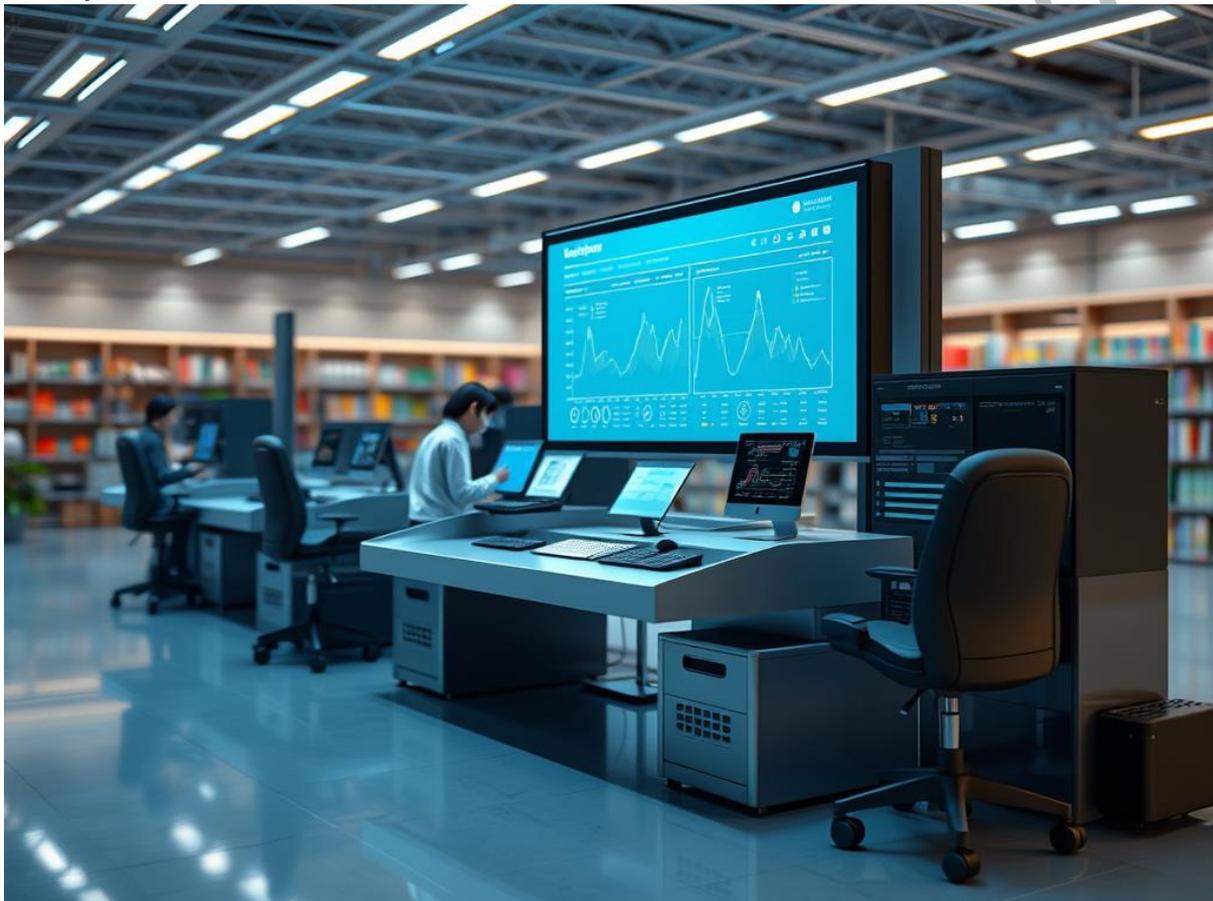
Data Management Platforms (DMPs): Investing in advanced data management platforms is essential for storing, organizing, and analysing first-party data. These platforms enable brands to create comprehensive customer profiles and segment their audience based on behaviour, preferences, and demographics.

Customer Relationship Management (CRM): Integrating first-party data with CRM systems allows brands to create personalized marketing campaigns. By understanding customer preferences and behaviour, brands can deliver targeted messages that resonate with their audience.

Consent Management: Ensuring compliance with data privacy regulations is crucial. Brands need to implement consent management solutions to obtain explicit consent from customers for data collection and use. This fosters trust and transparency, essential for maintaining positive customer relationships.

Data Analytics: Leveraging data analytics tools is vital for extracting actionable insights from first-party data. Brands can analyse customer behaviour, identify trends, and make data-driven decisions to optimize their marketing strategies.

Watch-Outs for 2025

As brands embrace first-party data in a cookie less world, there are several watchouts to keep in mind:

Data Privacy Regulations: The regulatory landscape is continuously evolving. Brands must stay updated on data privacy laws and ensure compliance to avoid legal repercussions and maintain consumer trust.

Data Quality: The quality of first-party data is crucial for effective targeting. Brands need to invest in data cleansing and validation processes to ensure the accuracy and reliability of their data.

Technology Integration: Implementing and integrating advanced data management and analytics tools can be challenging. Brands need to invest in the right technology and expertise to effectively harness first-party data.

Consumer Trust: Building and maintaining consumer trust is essential. Brands must be transparent about their data collection practices and ensure that they are using customer data responsibly.

Balancing Personalization and Privacy: While personalization is key to effective marketing, brands must balance it with respect for consumer privacy. Overly intrusive targeting can lead to negative perceptions and damage customer relationships.
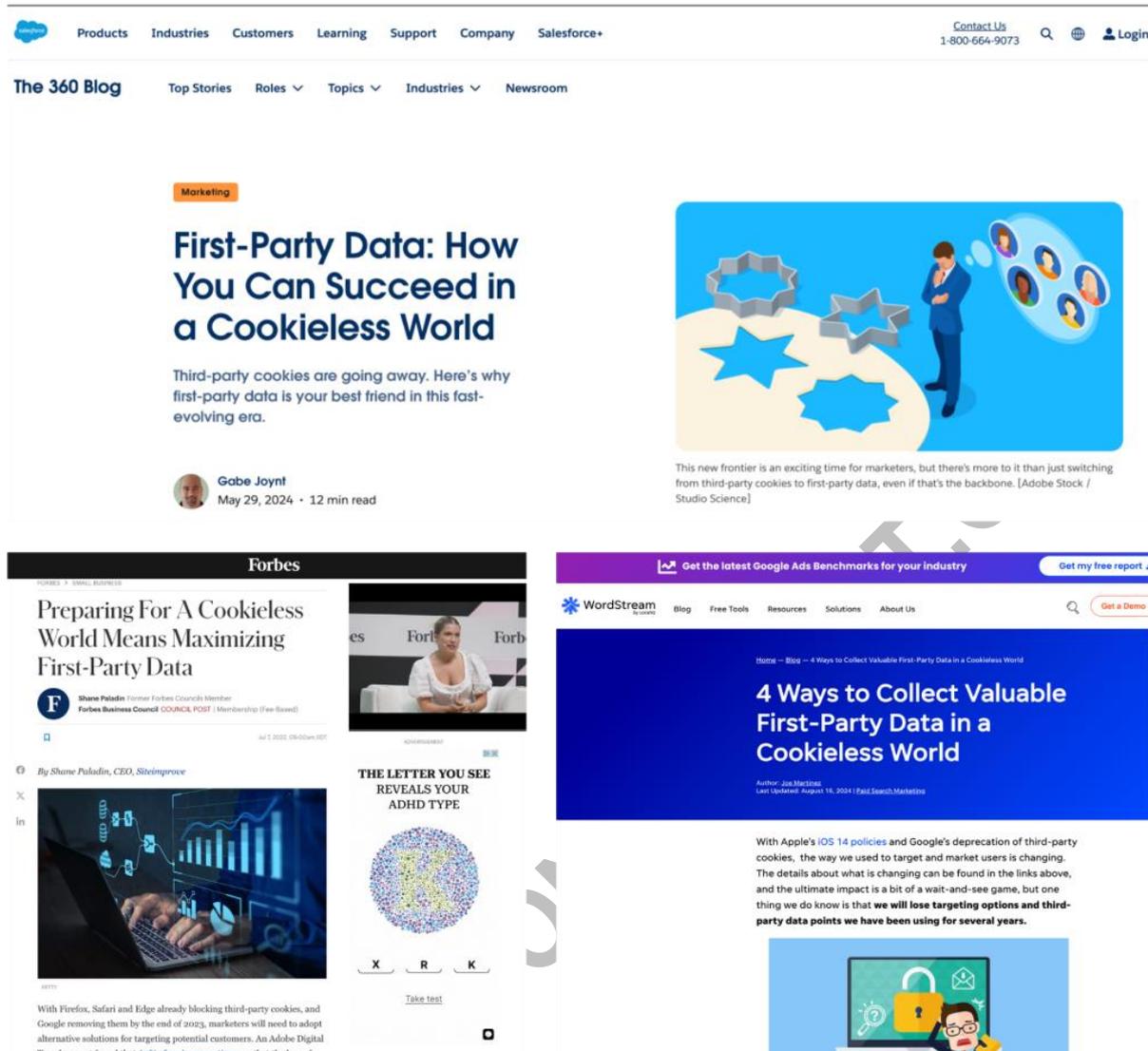
Figure 3: **Forbes: Preparing for A Cookieless World Means Maximizing First-Party Data; WordStream: 4 Ways to Collect Valuable First-Party Data in a Cookieless World; Salesforce: First-Party Data: How to Thrive in a Cookieless World**

In 2025, the transition to a cookieless world has placed first-party data at the forefront of digital marketing strategies. Brands worldwide are seeing the importance of direct customer relationships. They are investing in the necessary tools and systems to harness first-party data. By understanding the scale of this shift, brands can navigate this evolving landscape. They need to grasp the core components of a first-party data strategy and the key watchouts. Embracing first-party data ensures compliance with data privacy regulations. It also fosters trust. Additionally, it enables personalized marketing that drives better outcomes for both brands and consumers.

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5.   *Cost Transparency in Advertising: Key Trends for 2025*

In 2025, cost transparency in media spending has become a pivotal focus for advertisers worldwide. Brands increasingly demand clear and detailed breakdowns of their media costs. To meet these expectations, the media landscape is evolving. This shift towards transparency is essential for accountability. It also plays a crucial role in fostering trust and enabling more informed decision-making. Let's delve deeper into the scale of this trend. We will look at the core components of cost transparency. Additionally, we will consider the key watchouts for 2025.

The Scale: UK and Global Perspective

Cost transparency is not limited to a single market; it is a global phenomenon. In the UK, advertisers are pushing for more stringent transparency regulations. This demand is driven by the need to ensure that every pound spent on media is effectively utilized. The UK's Advertising Standards Authority (ASA) has been at the forefront, advocating for clearer disclosures and fair practices.

Globally, the trend is mirrored in major markets such as the United States, Europe, and Asia. Brands are no longer willing to accept vague invoices and hidden fees. Instead, they are demanding detailed explanations and justifications for every cost incurred. This

global push for transparency is changing how advertisers interact with media agencies. It is creating a more accountable and efficient media ecosystem.

Core Components of Cost Transparency

Detailed Cost Breakdown: Advertisers seek comprehensive breakdowns of media costs. This includes a clear itemization of fees, markups, production costs, and any other expenses. The goal is to understand where every penny is going and why.

Fee Structures: Transparent fee structures are essential. Advertisers want to know if they are being charged fairly and consistently. This includes understanding agency fees, commissions, and any performance-based incentives.

Hidden Costs and Markups: Identifying and eliminating hidden costs and excessive markups is crucial. Advertisers want to ensure that they are not overpaying for services or being subjected to undisclosed charges.

Contract Clarity: Clear and transparent contracts are vital. These agreements should outline all terms, conditions, and expectations, leaving no room for ambiguity. Advertisers should be aware of any potential additional costs or changes to the agreement.

Performance Metrics: Transparency extends beyond costs to include performance metrics. Advertisers need access to data and analytics to measure the effectiveness of their media buys. This helps in evaluating the return on investment and making informed decisions for future campaigns.
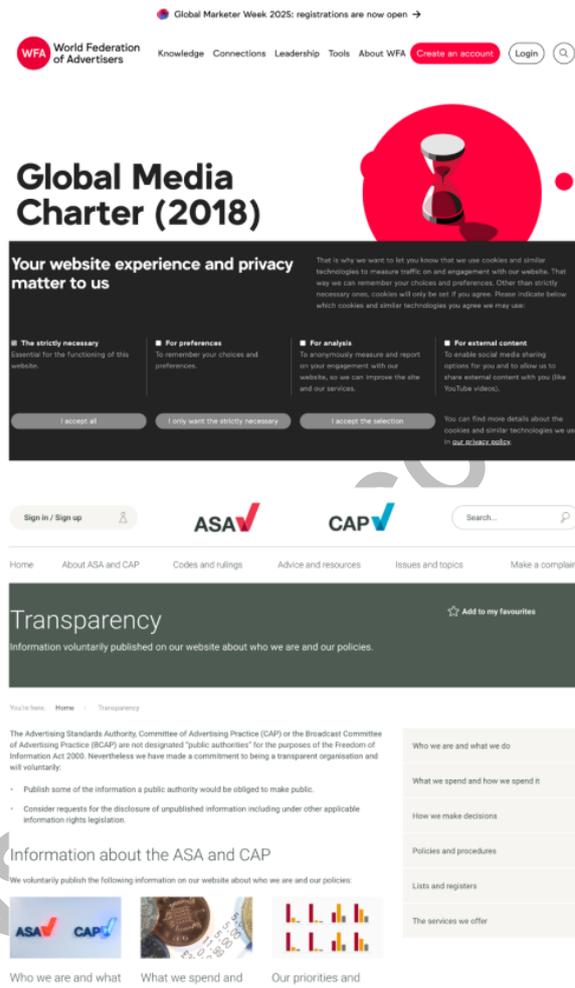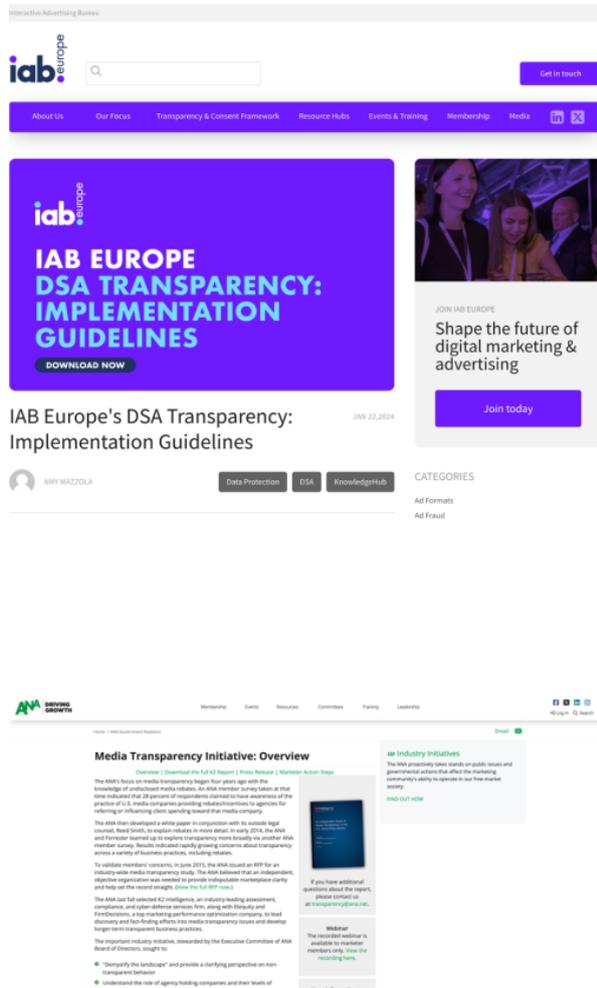
Figure 4: Advertising Standards Authority (ASA): Transparency - ASA | CAP; World Federation of Advertisers (WFA): Global Media Charter 2018; Association of National Advertisers (ANA): Media Transparency Initiative: Overview; Interactive Advertising Bureau (IAB):

Watch-Outs for 2025

As the demand for cost transparency grows, there are several watchouts to keep in mind:

Data Privacy: With increased transparency comes the need to handle data responsibly. Advertisers must ensure that they comply with data privacy regulations and protect sensitive information.

Tech Integration: Leveraging technology to enhance transparency is a double-edged sword. While tools like blockchain and AI can provide greater visibility, they also require significant investment and expertise to implement effectively.

Evolving Regulations: The regulatory landscape is continuously evolving. Advertisers and media agencies must stay abreast of new laws and guidelines to ensure compliance and avoid potential legal pitfalls.

Agency Relationships: Transparency can strain relationships between advertisers and agencies if not managed carefully. Clear communication and mutual understanding are key to maintaining a positive partnership.

Cost vs. Value: While transparency focuses on understanding costs, it's essential to balance this with the value delivered. Advertisers should not solely fixate on reducing expenses but also consider the quality and effectiveness of their media investments.

In 2025, cost transparency in media spending is more than just a trend; it's a necessity. Advertisers worldwide are demanding greater accountability and clarity in their media transactions. Brands can navigate this evolving landscape effectively by understanding the scale of this demand. They need to grasp the core components of cost transparency and be aware of potential watchouts. Transparent practices foster trust. They also lead to more informed decisions. Efficient allocation of budgets occurs as a result. Ultimately, these factors drive better outcomes for advertisers and media agencies alike.

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6.   *Omnichannel Advertising Trends for 2025*

Omnichannel advertising has become a cornerstone of modern marketing strategies, seamlessly integrating various channels to provide a cohesive customer experience. As we look ahead to 2025, it's crucial to understand the key components, platforms, and

potential challenges that will shape the landscape of omnichannel advertising both globally and in the UK.

Key Components of Omnichannel Advertising

Consistent Branding: Ensuring a uniform brand message across all channels is essential for building brand recognition and trust.

Personalization: Leveraging customer data to deliver tailored content and experiences that resonate with individual preferences and behaviours.

Seamless Integration: Connecting online and offline touchpoints to create a smooth customer journey, whether they're shopping online, in-store, or through mobile apps.

Real-Time Data: Utilizing real-time data to adapt marketing strategies and respond to customer interactions promptly.

Customer-Centric Approach: Focusing on the customer's needs and preferences to drive engagement and loyalty.

Platforms for Omnichannel Advertising

Adobe Experience Cloud: A comprehensive suite of tools for managing customer experiences across multiple channels.

Shopify Plus: An e-commerce platform that integrates online and offline sales channels.

Omnisend: An omnichannel marketing automation platform designed for e-commerce businesses.

Revealbot: A platform that helps automate and optimize omnichannel advertising campaigns.

Desku: *A customer support platform that automates interactions across various channels.*

Watch-Outs for 2025

Privacy Concerns: With increasing regulations like GDPR and CCPA, ensuring data privacy and compliance will be a significant challenge.

Technological Advancements: Keeping up with rapid technological changes and integrating new tools and platforms can be daunting.

Consumer Expectations: As consumers become more tech-savvy, their expectations for personalized and seamless experiences will continue to rise.

Market Saturation: With many brands adopting omnichannel strategies, standing out in a crowded market will require innovative approaches and continuous improvement.

Conclusion

Omnichannel advertising in 2025 will be defined by the ability to create consistent, personalized, and seamless customer experiences across multiple channels. By focusing on key components, leveraging the right platforms, and staying aware of potential challenges, brands can navigate the evolving landscape and achieve success. *For more content on the future of TV, take a look at my blog – Portland Rock*

7.   The Rise of Short-Form Video: Trends for 2025
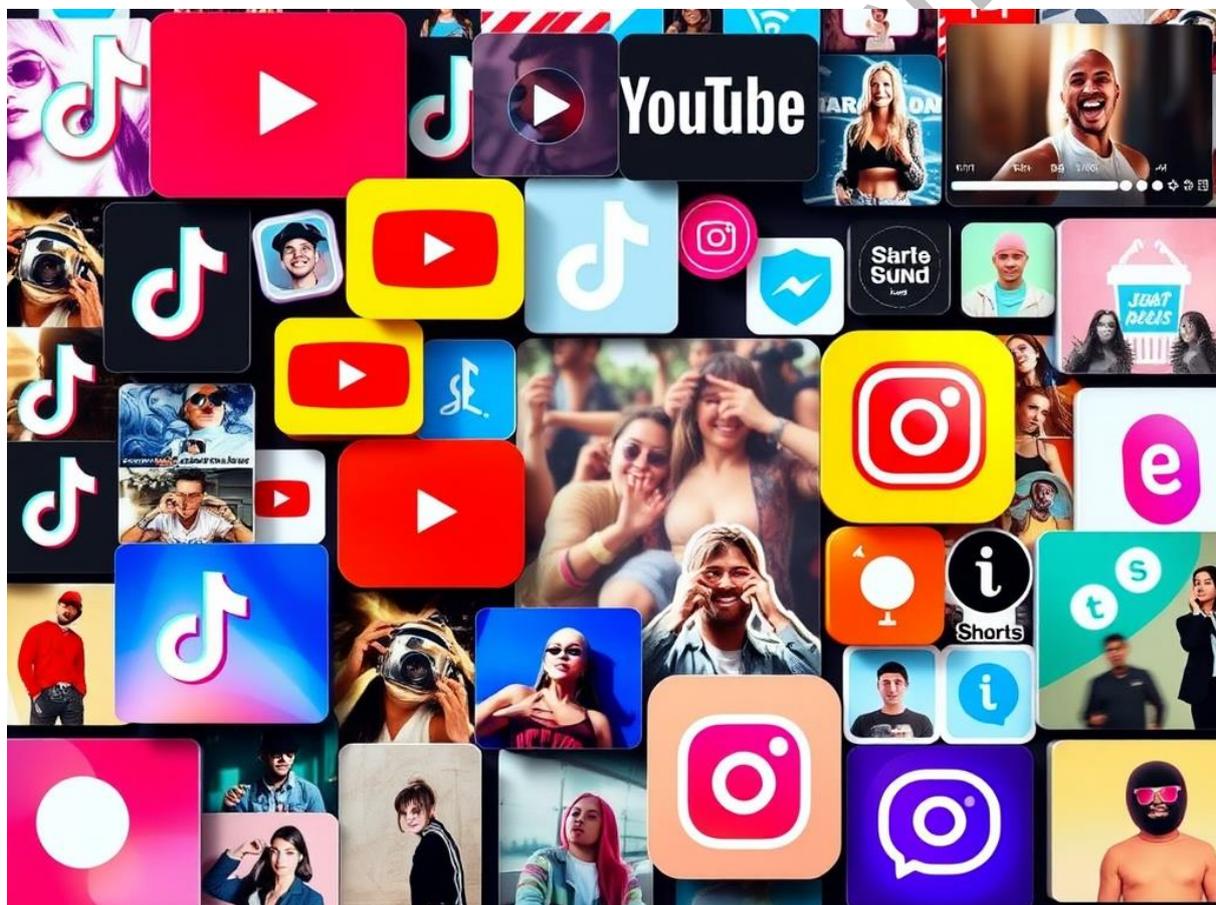
Short-form video content has revolutionized the digital world. It captivates audiences on platforms like TikTok, YouTube Shorts, and Instagram Reels. These bite-sized videos, typically lasting between 5 to 60 seconds, are designed to quickly grab attention and deliver concise messages. As we approach 2025, the popularity of short-form videos continues to grow. Their engaging format and the increasing use of mobile devices drive this growth.

Key Players in the Short-Form Video Landscape

TikTok: TikTok dominates the short video platform market with a 40% share. It remains the leader in the US, Vietnam, Philippines, Indonesia, and Brazil.

YouTube Shorts: Popular in regions like Italy, India, Germany, and the UK. YouTube Shorts is a strong contender with a significant presence in the Health & Wellness industry.

Instagram Reels: With 2.8 billion users by the end of 2023, Instagram Reels is popular. It is favoured in countries like Italy, India, the US, Brazil, and the UK.

Facebook Reels: Facebook Reels is gaining traction in the US, India, the Philippines, the UK, and Indonesia. It has reached 800 million users.

Emerging Platforms: Smaller platforms like WeChat, Chingari, Vimeo, Triller, Hippo Video, Lately.ai, and Muvi Minis are carving out niche markets and offering tailored solutions for creators and businesses.

Global Trends and Watchouts for 2025

User-Generated Content (UGC): Consumers trust personal recommendations from friends and family more than brand advertisements. Encouraging UGC through branded hashtags, contests, and influencer partnerships can boost credibility and engagement1.

Shoppable Short-Form Videos: Integrating e-commerce features into short videos allows brands to directly sell products, enhancing the shopping experience.

AI-Generated Content: Advanced AI tools are simplifying video editing tasks, reducing production time, and ensuring consistent visual quality.

Interactive Elements: Enhanced interactive features make short-form videos more engaging. These include clickable hotspots, polls, and integration with interactive content platforms.

Micro-Influencers: The popularity of niche influencers is driving higher engagement rates, making collaborations with micro-influencers a valuable strategy.

Video Challenges: Participating in or creating video challenges can increase brand visibility and audience interaction.

Behind-the-Scenes (BTS) Videos: Sharing BTS content gives audiences a glimpse into the brand's operations, fostering transparency and trust.

'Weird' Videos: Embracing unconventional and quirky content can capture attention and go viral, appealing to younger audiences.

Short-form video content continues to dominate social media platforms. Brands must stay agile. They need to adapt to platform-specific trends and user behaviours. Brands can create compelling videos by using UGC, AI tools, and interactive elements. Collaborations with micro-influencers help these videos resonate with audiences globally1. It's crucial to monitor emerging trends. Be mindful of potential pitfalls to stay ahead in the ever-evolving digital landscape.

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8.   *The Rise of Audio Search: Trends and Insights for 2025*

Introduction

In recent years, audio and vocal search have revolutionized how we interact with technology. From smart assistants to voice-activated devices, the landscape of search is rapidly evolving. This blog post explores the rise of audio and vocal search, its impact on the UK and globally, key players in the market, and the challenges and opportunities that lie ahead in 2025.
The Global and UK Scale of Audio Search

Audio search is gaining momentum worldwide, with an estimated **20% of internet users** engaging in voice search. In the UK, audio listening habits are shifting, with more people turning to online streaming services, podcasts, and smart speakers2. The convenience and accessibility of voice search have made it a popular choice, especially among younger demographics.
Key Players in the Market
Several big players dominate the audio and vocal search market:
Amazon Alexa: Leading the smart speaker market with its Echo devices.

Google Assistant: Integrated into various devices and known for its accurate search results.

Apple Siri: Continuously improving with natural language processing and personal context awareness.

Microsoft Cortana: Focusing on productivity and enterprise solutions.

SoundHound: Specializing in music search through singing or humming.

Key Issues to Watch Out For in 2025

As we look ahead to 2025, several key issues will shape the future of audio and vocal search:

Accuracy and Context Understanding: Improving AI models to better understand context and intent will be crucial for delivering accurate responses.

Integration with Other Technologies: Voice search will need to integrate seamlessly with other emerging technologies like predictive analytics and personalization.

Content Optimization: Businesses will need to optimize their content for voice search, focusing on natural language queries and long-tail keywords.

Regulatory Challenges: Navigating the regulatory landscape as governments and organizations implement new guidelines for voice data usage.

The rise of audio and vocal search is transforming how we interact with technology. As we move into 2025, staying ahead of the curve will require businesses to adapt their strategies, prioritize user privacy, and embrace the latest advancements in AI and voice technology.

9.   *Mastering Cross-Platform Measurement in Advertising*

In today's fast-paced digital landscape, cross-platform measurement is crucial. It is essential for advertisers and marketers to maximize the effectiveness of their campaigns. Tracking user behaviour across different channels, devices, and platforms allows for more accurate data analysis. This precision ultimately drives better decision-making and increases ROI. In the UK advertising and marketing industry, several best practices have emerged. They enhance cross-channel measurement and analytics. These techniques help brands connect with consumers in a more meaningful manner.

Leading the Charge: Best Practices in Cross-Platform Measurement

Unified Measurement Frameworks: Advertisers who lead the way in cross-platform measurement include Unilever and Procter & Gamble. They are adopting unified measurement frameworks. These frameworks allow for the integration of data from

multiple sources. This holistic approach allows marketers to get a clearer view of the customer journey. It attributes success to various touchpoints across channels. Marketers no longer rely on siloed metrics.

Customer Journey Mapping: Customer journey mapping provides an invaluable perspective on how different touchpoints influence consumer decisions. Companies like Tesco have implemented advanced analytics to understand customer behaviour, leading to more personalized advertising efforts. By analysing data from both online and offline interactions, they can refine their marketing strategies to enhance the customer experience.

Real-Time Data Analytics: The real-time analysis of data allows marketers to make informed decisions based on up-to-date insights. Brands such as ASOS use real-time analytics to adjust advertising efforts quickly. This ensures they remain relevant and engaging in the ever-evolving marketplace.

Test and Learn: Embracing a 'test and learn' mindset is vital in cross-platform measurement. Brands like Coca-Cola often experiment with different advertising formats and channels, learning what resonates best with their audience. By continuously testing different strategies and measuring outcomes, they can quickly pivot or scale successful initiatives.

Integrated Marketing Technology Stacks: Marketers use integrated marketing technology stacks. These allow them to consolidate their data processes and tools into a singular ecosystem. Firms like WPP are leveraging advanced marketing clouds. They synchronize data from various channels. They use AI-driven insights to enhance campaign performance.

Ensuring GDPR Compliance and Upholding Data Privacy

As cross-platform measurement becomes increasingly sophisticated, maintaining data privacy and complying with the General Data Protection Regulation (GDPR) is paramount. Implementing best practices around data privacy is not only a legal requirement but also builds trust with consumers.

Transparency in Data Usage: Being transparent with consumers about how their data is used is essential. Brands like the BBC adhere to strict guidelines. They inform users of data collection practices. Users are also informed about how they can opt-out or manage their preferences. This transparency fosters trust and encourages consumer engagement.

Anonymization and Aggregation: To protect individual privacy, advertisers are increasingly using anonymized data and aggregated insights. Companies like Deliveroo practice data minimalism. They use only essential customer data for marketing metrics. This approach minimizes the risk of potential breaches or misuse.

Consent-Based Marketing: Brands must adopt consent-based marketing strategies that comply with GDPR. They need to obtain clear consent from users before collecting their data. Companies like The Guardian have made substantial efforts to gain user consent. They offer clearer value propositions that explain the benefits of opting in for personalized experiences.

Regular Compliance Audits: Conducting regular audits of data privacy practices helps to ensure ongoing compliance with GDPR. Businesses like Vodafone have

implemented comprehensive audit protocols to assess data processing practices, ensuring they regularly align with regulatory requirements.

Utilizing Privacy-First Analytics Tools: Privacy-focused analytics tools help marketers gather insights. These tools minimize risks associated with data protection. Prominent players, like Google and Facebook, are developing tools. These tools adhere to privacy regulations. They also provide valuable analytical capabilities to advertisers.

Conclusion

Cross-platform measurement is a pivotal aspect of modern advertising and marketing in the UK. It provides brands with the insights needed to understand their consumers better. Companies that adopt unified measurement frameworks and customer journey mapping are leading in innovation. Those utilizing real-time data analytics and integrated tech stacks are also at the forefront in this space. As the industry evolves, upholding GDPR compliance is crucial to building trust with consumers. Ensuring data privacy is essential for sustainable growth. By executing best practices and adapting to the latest trends, advertisers can navigate the complexities of cross-platform measurement. They also safeguard consumer rights. This results in more effective and responsible marketing efforts.

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10. Harnessing Influencer Marketing for Brand Growth

In the fast-paced digital landscape, building brand awareness and driving revenue are paramount goals for advertisers and marketers. A highly effective strategy to achieve these objectives involves creating strategic partnerships with credible social media influencers. Brands must develop, nurture, and manage these partnerships to be successful. The influencer marketing landscape continues to evolve, offering unparalleled opportunities for brands to reach target audiences authentically and effectively.

The Benefits of Influencer Partnerships

Authenticity and Trust: Influencers have built relationships of trust and authenticity with their followers. Partnering with influencers allows brands to tap into this trust, creating a more genuine connection with potential customers. Consumers are more likely to engage with a product recommended by someone they admire and trust.

Expanded Reach: Influencers often have extensive follower bases across various platforms. By collaborating with them, brands can significantly extend their reach to new audiences. They can particularly engage younger demographics who are increasingly turning to social media for product recommendations.

Targeted Marketing: Influencers generally cater to specific niches. This allows brands to reach highly targeted audiences. These audiences resonate with their products

or services. This precision marketing ensures that brands can convey their messages to those most likely to convert.

Cost-Effectiveness: Compared to traditional advertising methods, influencer marketing can often be more cost-effective. Working with micro and nano influencers can offer high ROI. This is especially true for brands with limited budgets. It is also beneficial for those experimenting with new markets.

Enhanced Engagement: Engagement rates on influencer content often surpass those of traditional ads. This interaction can lead to increased brand visibility, foster community building, and drive conversions.

Latest Trends and Developments in Influencer Marketing

As we dive deeper into the world of influencer marketing, several noteworthy trends and developments have emerged:

Rise of Micro and Nano Influencers: Brands are increasingly seeing the importance of collaborating with micro influencers. These influencers have between 10k and 100k followers. Nano influencers have below 10k followers. These influencers typically exhibit higher engagement rates and foster deeper connections within their communities, making them more effective brand advocates.

Demand for Authenticity: With consumers becoming more discerning, authenticity reigns supreme. Brands are increasingly seeking influencers who share their values. They want influencers who resonate with genuine experiences instead of just polished promotional content.

Long-term Partnerships: Transitioning from one-off campaigns to long-term influencer partnerships is becoming a preferred strategy. This approach allows for continuity, deeper storytelling, and more substantial brand integration into the influencer's content.

Video Content and Live Streaming: Platforms like TikTok and Instagram Reels are important in shaping the future of influencer marketing. Short-form video content garners higher engagement than static posts. Live-streaming events hosted by influencers allow for real-time interaction, fostering a sense of community.

Regulatory Compliance and Transparency: Social media platforms and government agencies are boosting regulations. They are responding to increasing scrutiny on influencer marketing practices and want to ensure transparency. Brands must ensure that their influencer partnerships comply with guidelines to maintain credibility.

Key Players and Best Practices

Identifying the right influencers is vital for a successful partnership. Platforms like Instagram and TikTok continue to dominate. However, other emerging platforms like Twitch and Clubhouse are gaining traction for niche marketing. Tools like Upfluence, AspireIQ, and Influencity can help marketers identify, analyse, and connect with the right influencers.

Best practices for managing influencer partnerships include:

Thorough Research: Brands should conduct in-depth research to ensure the influencer's audience, values, and style align with their brand.

Clear Communication: Establishing clear expectations from the outset—what content will be produced, timelines, compensation, and results—helps create a smooth partnership.

Performance Tracking: Use analytics tools to track campaign performance against set KPIs (key performance indicators). This data is invaluable for optimizing future campaigns.

Embrace Diversity: Collaborating with influencers from diverse backgrounds can help brands appeal to a broader audience. It can enhance cultural relevance and build brand loyalty.

Integrated Marketing Communications: Marketers who fail to adopt an integrated approach often miss opportunities for synergy between various marketing channels. An integrated strategy includes influencer efforts alongside social media, email, SEO, and content marketing. This leads to cohesive messaging and maximizes brand presence.

Conclusion

Digital marketing is evolving rapidly. Strategic partnerships with credible social media influencers are a powerful tool. They help brands enhance awareness and drive revenue. By embracing the latest trends, brands can create impactful campaigns. Understanding key players helps them resonate with their target audience. Adhering to best practices ensures campaign success. Emphasizing an integrated marketing communications approach is crucial. This strategy ensures marketers seize the profound opportunities offered by influencer partnerships. The influencer landscape is maturing. Adapting to its nuances and leveraging its potential is essential for staying competitive in today's marketplace.

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11. *The Synergy of MFA Content and Audience Networks*

In the rapidly evolving landscape of digital media advertising, emerging concepts and technologies necessitate a closer examination to keep pace with the trends transforming the industry. Two pivotal components fuelling this digital advertising revolution are Made for Advertising (MFA) content and Audience Networks. In this blog post, we will delve into these concepts, explore their significance, and discuss how they shape the future of advertising.

What is a Made for Advertising website?

Made for Advertising (MFA) is a term that refers to content specifically designed with the primary purpose of being monetized through advertising channels. Unlike traditional content, which may be created for artistic or informational purposes, MFA content is engineered to attract viewers and maximize advertising revenue. Examples include clickbait articles, viral videos, and highly stylized social media posts that prioritize shareability and engagement.

Characteristics of MFA Content

Engagement-Driven: MFA content often employs attention-grabbing headlines, striking visuals, and emotionally resonant storytelling to captivate audiences.

Optimized for Sharing: Platforms utilize algorithms to prioritize shareable content. MFA content is designed to achieve high engagement rates, thereby increasing its visibility.

Brand Collaborations: Content creators frequently partner with brands to develop MFA content that seamlessly integrates promotional messaging within entertaining or informative narratives.

Data-Driven: Successful MFA creators analyse audience data to inform content decisions, ensuring they align with the preferences and behaviours of their target demographics.

Audience Networks: The Framework for Distribution

Audience Networks represent the digital ecosystems that connect advertisers with target consumers across various online platforms. They facilitate the distribution of MFA

Programmatic Advertising: One of the primary functions of Audience Networks is the automation of ad buying and placement through programmatic mechanisms. Brands can leverage data to bid on ad space in real time, maximizing their chances of reaching relevant audiences.

Broad Reach: Audience Networks enable advertisers to disseminate their MFA content across multiple platforms, from social media to websites and apps, thus expanding their reach beyond a single channel.

Targeted Advertising: Leveraging big data and advanced algorithms, Audience Networks serve ads to specific demographics, interests, and behaviours. This precision increases the likelihood of conversion by delivering the right message to the right audience.

Performance Tracking and Analytics: Audience Networks provide real-time insights into ad performance, enabling brands to adjust strategies and optimize ad spending based on data-driven decisions.

The Synergy of Made for Advertising websites and Audience Networks

The intersection of MFA content and Audience Networks signifies a significant shift in digital advertising strategy. This synergy creates a mutually beneficial ecosystem where content creators, advertisers, and audiences thrive.

Driving Traffic and Engagement: MFA content enhances audience engagement, leading to higher traffic to branded content. When consumers are captivated by MFA, they are more likely to interact with advertisements contained within or alongside that content.

Amplified Monetization Opportunities: Audience Networks facilitate monetization through a diverse array of ad formats, such as display ads, native ads, and video ads, all of which can be seamlessly integrated into MFA content.

Innovative Advertising Models: The advancement of MFA and Audience Networks has paved the way for creative advertising approaches, such as influencer marketing and partnership campaigns, where brands collaborate with content creators to reach audiences authentically.

Mitigating Ad Fatigue: As audiences become more discerning in their media consumption, MFA content can combat ad fatigue by delivering advertising messages in engaging ways that resonate with viewers.

Looking Ahead: The Future of MFA and Audience Networks

As digital advertising continues to evolve, the relationship between MFA content and Audience Networks will likely grow stronger. Advancements in artificial intelligence, machine learning, and data analytics will enable even more personalized advertising experiences, catering to the unique preferences of individual consumers.

Moreover, as privacy regulations tighten and consumer expectations shift, brands must be transparent and ethical in their advertising practices. Fostering trust with consumers through genuine engagement will be crucial for the sustained success of MFA content and Audience Networks.

Conclusion

Made for Advertising (MFA) and Audience Networks represent the new frontier of digital media advertising, unlocking innovative opportunities for brands to connect with their audiences. By creating compelling MFA content and strategically leveraging Audience Networks, marketers can navigate the complexities of the digital landscape and drive meaningful engagement with consumers. As we look to the future, embracing these developments will be essential in crafting effective advertising strategies that resonate with modern audiences.

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12. Exploring Alternatives to Google in Search

Jan 9, 2025

For years, the word "search" has been nearly synonymous with "Google." It's become a verb, a reflex, the default starting point for countless online journeys. But beneath the surface of Google's apparent dominance, a quiet revolution is brewing. The global search market is evolving, and competitors are not only emerging, but actively carving out their own niches. Let's dive into the fascinating landscape beyond the big G.

The Google Grip and the Allure of Alternatives

Before we explore the alternatives, it's important to acknowledge Google's colossal presence. The global search market is estimated to be worth hundreds of billions of dollars annually, and Google holds a lion's share of this pie. Depending on the region and platform, Google's market share consistently hovers around 80-90%, a testament to its sophisticated algorithms, massive infrastructure, and brand recognition.

However, the very factors that have contributed to Google's dominance also present opportunities for its competitors. Concerns about privacy, algorithmic bias, the sheer

volume of ads, and the homogenization of search results have fuelled the desire for alternative search experiences.

Beyond the Behemoth: A Look at Google's Competitors

So, who are these contenders vying for a piece of the search market, and how are they different? Here are some notable players:

Microsoft Bing: Often perceived as Google's closest competitor, Bing has been making steady improvements. While its overall market share is lower, it's a critical player due to its integration with Windows, Microsoft Office, and its partnership with OpenAI, which powers Bing Chat.

DuckDuckGo: The privacy-focused search engine has gained considerable traction by promising not to track user searches or personalize results based on past browsing history. This commitment to anonymity is a key differentiator.

Brave Search: Like DuckDuckGo, Brave is committed to privacy, but it goes further by using its own independent index, rather than relying on Bing. It is integrated with the Brave browser and emphasizes user control over their data.

Yandex: A major player in Russia and some Eastern European countries, Yandex provides a range of services including search, email, and maps. It boasts a strong local understanding and caters to regional nuances.

Baidu: Dominant in China, Baidu is a significant force in the global search landscape, offering a suite of services alongside its core search engine. It navigates the complex Chinese internet ecosystem.

Ecosia: A search engine that uses its advertising revenue to plant trees. Ecosia appeals to environmentally conscious users who want their search activity to have a positive impact.

Startpage: Another privacy-focused option, Startpage provides Google search results but strips away all tracking and personally identifiable information, acting as a privacy proxy for Google.

How Competitors are Differentiating Themselves

The fight for search market share is not about trying to out-Google Google. Instead, competitors are focusing on offering unique value propositions to niche audiences. Here are key differentiation strategies:

Privacy First: DuckDuckGo, Brave Search, and Startpage are prime examples of this, appealing to users concerned about data collection and targeted advertising.

Algorithmic Transparency: Some search engines aim to be more transparent about how their algorithms work, addressing concerns about bias and the "black box" nature of Google's search algorithms.

Specialized Search: Niche search engines like Ecosia are carving out a specific audience based on ethics or environmental consciousness.

AI and Conversational Search: Bing with its integration of Bing Chat, which utilizes OpenAI's technology, is a prime example. Rather than just providing a list of links, these tools can offer more direct answers, engage in conversations, and even help with content creation.

Regional Expertise: Yandex and Baidu demonstrate the importance of having a deep understanding of local language, culture, and user needs.

Vertical Search: Some search engines are focusing on specific industries or content types (like scientific publications or legal databases) to offer more curated and targeted results.

The Future of Search: A More Diverse Landscape

While Google's dominance in the search market remains significant, the stage is set for a more diverse and competitive future. Growing concerns about privacy, the emergence of AI-driven search, and a desire for more specialized experiences are all creating opportunities for Google's competitors.

The coming years will likely see continued innovation and diversification in the search space. Users will have more options to choose from, and the relationship between search engines and users will be reshaped by the latest development trends.

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In Closing

In conclusion, the media landscape in 2025 is poised for transformative change, driven by technological advancements, evolving consumer behaviors, and a heightened focus on sustainability and transparency. As media professionals, we have both the opportunity and responsibility to navigate these changes and harness the potential they present.

By staying ahead of the curve and embracing innovative strategies, we can continue to produce impactful and relevant content that resonates with our audiences. The insights and discussions we share today will be crucial in shaping our collective response to the challenges and opportunities that lie ahead.

Thank you for your attention and participation. I look forward to the engaging discussions and valuable insights that will emerge from our time together today.

For more information, you can find all the content published on Dan's blog. You can also connect with Dan on LinkedIn (or reach him via email.

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Glossary

- 4K/8K Resolution: Refers to ultra-high-definition resolutions, where 4K denotes approximately 4,000 pixels across the display horizontally, and 8K doubles that count, enhancing clarity and detail significantly
- A media buy is when a company purchases ad space on platforms like TV, radio, or online. Think of it like renting a billboard to get your message out there
- A touchpoint is any time a customer interacts with a brand. This could be through a website, a social media post, an email, or even chatting with customer service
- Addressable TV Advertising: A technique that allows advertisers to target specific households with tailored ads, based on demographic or geographic data, via digital and traditional TV platforms
- Agency Markup
- AI-Driven Content Recommendations: The use of artificial intelligence algorithms to analyze viewer data and personalize content recommendations to enhance user engagement
- Algorithmic Bias: Algorithmic bias occurs when search engine algorithms produce results that favor certain perspectives or groups over others, often unintentionally
- Attribution Model: A framework that determines how credit for conversions is assigned to touchpoints in conversion paths
- Attribution Model: A methodology that determines how to credit conversions across various touchpoints in a customer's journey within the RMN, important for measuring ad effectiveness and ROI
- Audience Networks: Audience networks are platforms or systems that connect advertisers with potential customers across various digital spaces
- Audience Segmentation: The process of dividing a retailer's audience into distinct groups based on demographics, behavior, or purchasing history, to improve targeting precision in RMN campaigns
- Audio Search: This refers to the process of using voice commands to search for information, products, or services online. Instead of typing queries into a search engine, users simply speak their requests, making ita hands-free and often faster way to find what they need
- Authenticity: Authenticity in influencer marketing refers to the genuine connection and trust that influencers have built with their followers
- AVOD (Advertising-Based Video On Demand): A streaming model where users access content for free but must watch ads interspersed throughout, e
- B Corporation Certification: A designation for companies that meet high standards of social and environmental performance, accountability, and transparency, relevant for media companies committed to sustainability
- Behavioral Segmentation: The practice of dividing consumers into groups based on their behavior patterns as they interact with a brand, often analyzed through first-party data or zero-party data
- Blockchain in Media: The application of blockchain technology to ensure secure and transparent transactions, rights management, and distribution of media content

- Brand Awareness: Brand awareness refers to how familiar potential customers are with a brand and its offerings
- Call to Action (CTA): A CTA is a little nudge or prompt at the end of a video that encourages viewers to do something—like "Follow for more!" or "Comment your favourite part!" It's a way to keep the conversation going and build a relationship with the audience
- Carbon Footprint: The total amount of greenhouse gases (GHGs), primarily carbon dioxide, that are emitted directly or indirectly by advertising and media activities, including production, distribution, and consumption.
- Circular Economy: An economic model aimed at minimizing waste and making the most of resources by creating a closed-loop system, where products and materials are reused, refurbished, or recycled, applied to advertising materials and media content
- Closed-Loop Reporting: A reporting system in RMNs that tracks consumer interactions from ad exposure to purchase, allowing marketers to assess the direct impact of their campaigns on sales
- Cloud DVR: A service that lets users record and store TV shows and movies in the cloud, allowing for on-demand playback across devices
- Conscious Consumerism: A consumer behavior trend where individuals make purchasing decisions based on the social and environmental impact of products and brands, influencing how media and advertising campaigns are structured
- Consent Management Platform (CMP): A technology solution that ensures companies comply with data protection regulations by managing user consent and preferences for data collection
- Content Aggregation: The process of collecting and assembling various types of content from multiple sources into a single platform or interface, often to simplify user access and discovery
- Content Licensing and Distribution: The legal and business aspects of acquiring and distributing content across various platforms, often involving complex rights negotiations
- Content Optimization: This involves adjusting online content to make it more suitable for voice search. It means focusing on conversational language, answering common questions, and using phrases that people are likely to say out loud
- Cord-Cutting: The trend of consumers canceling traditional cable or satellite subscriptions in favor of alternative streaming options
- Cost Fee Transparency: This is all about being open and honest about how much things really cost in advertising and marketing. Imagine you're shopping for a new phone
- Cross-Channel Marketing: This is all about creating a seamless experience for customers across different platforms. Imagine shopping for a pair of shoes online, then going to the store to try them on, and finally receiving a follow-up email with care tips
- Cross-Platform Measurement: This is all about tracking how users interact with your brand across different channels and devices—think mobile apps, websites, social media, and more

- Customer Acquisition Cost (CAC): The cost associated with acquiring a new customer through retail media, a key metric for evaluating the financial efficiency of campaigns in RMNs
- Customer Data Platform (CDP): A centralized system that collects and integrates consumer data from various sources to create a unified customer profile, predominantly leveraging first-party and zero-party data
- Customer Journey Mapping: This is the process of visualizing the steps a consumer takes before making a purchase
- Customer Journey: Think of this as the path a customer takes from discovering a product to making a purchase and beyond. It's like a little adventure—starting from the moment they see an ad on social media, doing some research,maybegetting a recommendation from a friend, and finally hitting that "buy now" button
- Customer Lifetime Value (CLV): A prediction of the net profit attributed to the entire future relationship with a customer, crucial for strategizing long-term investments in RMNs
- Data Analytics: This is the process of collecting and analyzing data to understand how customers behave and what they like. Think of it like a detective work for brands! By digging into the data, businesses can spot trends, figure out what's working, and refine their strategies to better serve their customers
- Data Enrichment: The process of enhancing existing data sets with additional information, often sourced through second-party data partnerships or third-party data providers
- Data Governance: The collection of practices and processes which ensure the formal management of data assets within an organization, ensuring quality, privacy, and compliance especially when dealing with first-party and third-party data.
- Data Monetization: The act of generating revenue from available data resources, which can include selling anonymized insights or developing data-driven products and services
- Data Onboarding: The process of transferring offline data (sales, email addresses, phone numbers) to a data management system or CRM system, ideally matching records with existing customers.
- Data Privacy: A subset of data protection concerning the proper handling, processing, and storage of personal information, ensuring individuals' privacy rights are maintained
- Data Sovereignty: The concept that digital data is subject to the laws of the country in which it is collected, particularly pertinent in cross-border data transfers
- Data-Driven Marketing: Data-driven marketing is an approach that relies on data analysis to inform marketing strategies and decisions
- Demand-Side Platform (DSP): A platform that allows advertisers to buy digital advertising inventory across multiple exchanges, often integrated with RMNs for seamless media buying

- Digital Sustainability: The practice of ensuring that digital advertising and media platforms reduce their environmental impact through energy-efficient design, data management, and sustainable hosting practices
- DMP (Data Management Platform): A technology platform used for collecting and managing data, primarily third-party data, for the purpose of ad targeting and audience segmentation
- Dynamic Ad Insertion (DAI): The technology that allows broadcasters to swap out ads in real-time, customizing the ad experience for different viewers or platforms
- Dynamic Creative Optimization (DCO): A technology that uses data to customize ad creatives in real-time, enhancing personalization and relevance for users interacting with RMNs
- Eco-Efficiency: The practice of creating more goods and services while using fewer resources and generating less waste and pollution, applied to advertising strategies to maximize value with minimal environmental impact
- Ecolabel: A label or certification indicating that a product, service, or company meets certain environmental standards
- Engagement Rate: a metric that measures how actively followers interact with an influencer's content
- Engagement Rate: Engagement rate is a metric that measures how actively users interact with content, usually expressed as a percentage
- Engagement: This term refers to how viewers interact with a video
- First-Party Data: Data collected directly by retailers from their customers during interactions on their platforms
- First-Party Data: Data collected directly from interactions with a brand's own channels, such as websites, apps, and CRM systems
- GDPR (General Data Protection Regulation): The EU regulation that governs data protection and privacy, heavily influencing how organizations manage personal data, particularly first and zero-party data
- Green Media Planning: The strategic selection and use of media channels and platforms that prioritize sustainability, including choosing partners with strong environmental commitments and optimizing resource use
- Greenwashing: A deceptive practice where a company or brand exaggerates or falsely claims its practices, products, or services are environmentally friendly, without significant efforts to minimize environmental impact
- HbbTV (Hybrid Broadcast Broadband TV): A European initiative that combines traditional broadcast TV with broadband internet to provide enhanced interactive services and content
- HDR (High Dynamic Range): A technology that increases the range of color and contrast in video, providing a more realistic and vibrant viewing experience
- Hidden Fees. These are those sneaky charges that pop up when you least expect them. Think of it like the extra costs that get added on when you're checking out online
- Incrementality Testing: An advanced analytical method to measure the additional impact of marketing efforts by isolating the effect of specific campaigns or channels

- **Influencer Marketing:** Influencer marketing is a strategy that involves collaborating with individuals who have a strong online presence and credibility in a specific niche

- **Influencer:** An influencer is someone who has built a reputation and a following on social media platforms by sharing content in a specific niche, like beauty, fitness, tech, or travel

- **Integration:** In the tech world, integration refers to how well different systems work together

- **Interactive TV:** Television technology that allows viewers to interact with the content they are watching, whether through voting, shopping, or accessing additional information

- **IPTV (Internet Protocol Television):** The delivery of television content over internet protocols, allowing a more personalized and interactive experience compared to traditional broadcasting

- **Life Cycle Assessment (LCA):** A comprehensive method used to evaluate the environmental impacts associated with all stages of a product's life, from raw material extraction through production, use, and disposal, critical for sustainable production of media content

- **Live Streaming:** The real-time broadcast of video content over the internet, enabling live events to reach global audiences instantly

- **Long-Tail Keywords:** These are specific phrases or queries that are longer and more detailed than typical search terms. For instance, instead of searching for "shoes," a user might say, "where can I find running shoes for flat feet?" Voice search often relies on these longer phrases since users tend to speak more naturally than they type

- **Lookalike Audiences:** A targeting strategy that uses existing customer data to find and reach new consumers who resemble a brand's most valuable customers, often utilized within RMNs for expansion efforts

- **Lookalike Modeling:** A predictive analytics process that identifies new potential customers who resemble an existing audience, often based on first-party data

- **Made for Advertising (MFA) Content:** MFA content refers to material specifically created to attract viewers and generate revenue through advertising

- **Market Share:** Market share refers to the percentage of an industry or sector that a particular company controls

- **Media Sustainability Index (MSI):** A metric or tool used to assess and compare the sustainability performance of media companies, considering factors such as environmental impact, corporate social responsibility, and governance practices

- **Micro and Nano Influencers:** Micro influencers typically have between 1,000 to 100,000 followers, while nano influencers have fewer than 1,000 followers

- **Natural Language Processing (NLP):** These are gadgets that respond to spoken commands, allowing users to interact with technology through their voice. Examples include smart speakers like Amazon Echo or Google Home, which can play music, answer questions, and control smart home devices

- **Net-Zero Advertising:** A commitment by brands and media companies to balance the amount of greenhouse gases produced with an equivalent amount offset, aiming for a net-zero carbon footprint in advertising activities

- NLP is a field of artificial intelligence that focuses on the interaction between computers and human language. It helps voice assistants like Siri and Google Assistant understand and interpret spoken language in a way that feels more natural and intuitive for users
- Offsite Advertising: Ads that are placed outside of the retailer's digital ecosystem, typically on third-party websites or social media platforms, using data insights gained from the RMN to reach potential customers
- Omnichannel Marketing: A cross-channel content strategy used to improve user experience and drive better relationships across all possible channels and touchpoints, including RMNs
- Omnichannel Marketing: This term refers to using different marketing channels—like email, social media, and in-store promotions—to reach customers. Imagine receiving a coupon in your inbox, then seeing the samedealpopuponyourfavorite social media feed, followed by a friendly reminder when you visit the store
- Onsite Advertising: Ads placed directly on the retailer's digital properties, such as sponsored product listings or banner ads on e-commerce websites, allowing brands to capture high-intent consumers
- OTT (Over-The-Top): The delivery of film and TV content via the internet, without requiring users to subscribe to traditional cable or satellite pay-TV services
- Personalization: Tailoring retail media experiences and messages to individual users based on their data and behaviors, key for enhancing engagement and conversion rates
- Predictive Analytics: Advanced analytics using statistics, modeling, and machine learning to forecast future outcomes based on historical data, leveraging first-party and potentially zero-party data
- Privacy-focused Search Engine: This term describes search engines that prioritize user privacy by not tracking searches or personalizing results based on past behavior
- Programmatic Advertising: Automated buying and selling of online ad space, using software to purchase digital advertising, often employed within RMNs for efficient media buying and targeting
- Programmatic Advertising: The automated buying and selling of online advertising space using real-time bidding, often utilizing third-party data for audience targeting
- Programmatic Advertising: The use of automated technology to purchase advertising spots in real-time, targeting specific audiences based on data analytics
- Real-Time Bidding (RTB): A method of buying digital ad inventory through real-time auctions, often relying on third-party data for targeting and optimization
- Real-Time Data Analytics:This refers to the ability to analyze data as it comes in
- Regenerative Advertising: An approach that goes beyond sustainability to actively restore, renew, and revitalize natural and social systems, aiming to create a positive impact on the planet and communities through advertising efforts
- Renewable Media: Media products and content that utilize renewable resources or technologies, aiming to reduce reliance on finite resources and decrease carbon emissions throughout the media lifecycle

- Retail Media Network (RMN): A platform provided by a retail company that allows brands to purchase advertising space on the retailer's digital properties, such as websites and apps, enhancing the brand's visibility to shoppers.
- Retailer Data Co-op: A consortium of retailers sharing anonymized and aggregated consumer data to enhance targeting and insights for participating brands within an RMN
- Retailer Media Monetization: The strategy through which retailers leverage their digital properties and data to generate additional revenue streams from brands seeking advertising opportunities
- Retailer's SKU Data: Stock Keeping Unit (SKU) information that retailers possess, which includes detailed insights on product performance, inventory levels, and sales metrics
- Return on Ad Spend (ROAS): A performance measure that calculates the revenue generated from advertising spend in RMNs, offering insights into campaign profitability.
- Return on Investment (ROI): This is the magic number that shows how much bang you're getting for your buck. In marketing, it measures the profitability of a campaign
- Search Engine: A search engine is a web-based tool that allows users to find information online by entering keywords or phrases
- Second-Party Data: Data that a company obtains directly from another company through a partnership, often involving first-party data shared between the two entities
- Short-Form Video: This is basically any video that's quick to watch—think TikTok, Instagram Reels, or YouTube Shorts
- Single Customer View (SCV): A holistic representation of a customer's interactions with a brand across multiple channels and touchpoints, primarily constructed from first-party data
- Skinny Bundles: Smaller, more affordable packages of TV channels offered by some streaming services as an alternative to the larger, more expensive bundles provided by traditional cable companies
- Social Impact Advertising: Campaigns designed not only for product promotion but also to raise awareness and drive action on social and environmental issues, aligning brand values with broader societal goals
- Sponsored Product Ads: A common ad format in RMNs where brands pay to have their products featured prominently within search results or product listings on retailer websites
- Sustainable Branding: The strategic process of positioning a brand to authentically integrate environmental responsibility into its core values, operations, and communications, promoting environmental stewardship and ethical practices
- Sustainable Consumption and Production (SCP): A holistic approach to minimizing the negative environmental impacts of advertising by addressing the entire supply chain, promoting resource efficiency, and encouraging responsible consumer behaviour

- Sustainable Media Metrics: A set of key performance indicators (KPIs) designed to measure and evaluate the sustainability impact of media campaigns, including carbon emissions, resource use, and audience engagement with sustainability messages
- Sustainable Storytelling: Crafting narratives in advertising content that highlight sustainability themes, engage audiences in environmental issues, and inspire eco-friendly behaviour change
- SVOD (Subscription Video On Demand): A subscription-based streaming service model allowing users to access a library of video content for a recurring fee.
- Test and Learn: This is a mindset where brands experiment with different strategies and learn from the outcomes
- Third-Party Data: Data collected by an entity that does not have a direct relationship with the consumer
- Touchpoint: This is all about creating a seamless experience for customers across different platforms. Imagine shopping for a pair of shoes online, then going to the store to try them on, and finally receiving a follow-up email with care tips
- Transparency in Communications: The practice of openly disclosing environmental impacts, sustainability goals, and progress in advertising and media activities, building trust with consumers through honest and verified information
- TVOD (Transactional Video On Demand): A pay-per-view model where users pay for individual pieces of content, such as movies or episodes, e
- Unified Measurement Framework: Imagine having a single dashboard where you can see all your data from various sources
- Viral: When a short-form video goes viral, it means it's spread like wildfire across the internet, gathering tons of views, likes, and shares in a short amount of time
- Zero-Party Data: Data that consumers intentionally and proactively share with a brand, such as preference centre data or surveys