

JOURNALISM

N.N. Kalaytanova

(Moscow state university of M.V. Lomonosov. Moscow, Russia)

Using programmatic advertising technology for getting extra profit in media

Technologies have always helped media to be more advanced: from opportunity to copy and transfer information for long distance to possibility to distribute the same content to different channels, which stimulate cost reduction, risks minimization and ROI (return of investment). Thanks to real-time bidding technology (RTB), which uses programmatic buying principles, media is allowed to implement unsold traffic, and it helps to monetize commercial automatically without extra efforts. Technology allows each display advertising cost effective, which means improving the quality of contact - message is displayed to the right user at the actual moment, depending on its interests, needs and opportunities.

Key words: real-time bidding, audience data, alternative monetization.

May, 28, 2014
