

Type	Media channels	Formats	Platforms	Targeting strategies
Digital	Online video	Instream	-	Contextual, Retail, Behavioral, Demographic, Geographic
		Outstream	-	
		Interactive		
		Rich media		
		Native	-	
	Display	Interstitial		Contextual, Retail, Behavioral, Demographic, Geographic
		Banner		
		Page takeover & skin ads	-	
		Rich media		
		Native	-	
	Social ads	In-feed	Facebook, Instagram, Meta, Youtube, Tiktok, Snapchat	Contextual, Retail, Behavioral, Demographic, Geographic
		Shorts (Stories, Reels...)		
	In-game	Banner	-	Contextual, Behavioral, Demographic, Geographic
Video		-		
Audio		-		
Rewarded ads		-		
TV	Traditional TV	Linear	-	Demographic, Geographic
		Sponsoring	-	
	Connected TV	Instream	Netflix, Prime video, Disney+, Pluto TV	Contextual, Retail, Behavioral, Demographic, Geographic
		Overlay		
		Interactive		
		Home screen or menu ads		
	Pause ads			
Outdoor	OOH	Traditional billboards	-	Retail, Demographic, Geographic
		BtoB networks (gym, medical..)		
		Transit (Buses, subway,...)	-	
		Event	-	
		Instore	-	
	DOOH	Digital billboards	-	Retail, Behavioral, Demographic, Geographic
		BtoB networks (gym, medical..)		
		Transit (Buses, subway)	-	
		Instore	-	
		Event	-	
	Cinema	-	-	Demographic, Geographic
	Press	Full page ad	-	Geographical, Demographic, Behavioral
		Partial page ad	-	
		Sponsored content	-	
Audio	Digital audio	Instream	Spotify	Contextual, Retail, Behavioral, Demographic, Geographic
		Sponsoring or Host read		
	Radio	Linear	-	Demographic, Geographic
		Sponsoring		