

Media Glossary Section 10A.

Radio	Any ad placed with a radio station.
Digital Audio	Any audio ad placed with an online/social platform.
TV	Any ad placed with a broadcast television channel.
VOD - Video On Demand	Any video ad placed with a social or online platform.
Press	Any ad placed with print media.
Out of Home	All billboard, bus shelter, bus, train, airport and shopping centre ads. This advertising can be both on both paper and digital formats.
Digital Display	Any ad placed with online/web-based service.
Cinema	Any ad placed with a cinema to show before/during/after movie screenings.
Social Media	Any ad placed with and paid for with social media platforms.