

Section 10A Glossary

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.
Owned Asset	Any ad placed on owned media – own website/social channel.
Cinema	Any ad placed with a cinema to show before/during/after movie screenings.
Sponsorships	Any ad placed as part of a sponsorship arrangement: Any ad placed as hoardings, match programmes etc.
BVOD - Broadcast Video On Demand	Any ad placed on demand video content from traditional broadcasters e.g. TG4 and RTE players.
Owned Asset Other	Any ad placed on another owned platform – vehicle wrap, window ad.
Social Paid	Any ad placed with and paid for with social media platforms.

Partnerships	Any ad placed as part of a joint/multilateral campaign – a shared ad.
Native Content	Any ad placed as a form of paid advertising in which the ads match the look, feel and function of the media format where they appear. They fit “natively” and seamlessly on the web pages or print media.