

# Stakeholders

## Internal Stakeholders:

- **Admin (System Owner):**  
Responsible for managing the platform, monitoring advertisements, and controlling user permissions.
- **Developers / IT Team:**  
The team in charge of building, maintaining, and updating the system.
- **Customer Support Team:**  
Provides assistance to advertisers and resolves technical or operational issues.

## External Stakeholders:

- **Advertisers (Companies / Individuals):**  
Users who create, manage, and run advertising campaigns on the platform.
- **End Users (Audience):**  
The target consumers who view the advertisements.
- **Payment Gateway Providers:**  
Third-party services that handle online payments for ad placements.
- **Regulators / Legal Authorities:**  
Entities ensuring that advertisements comply with advertising standards, consumer rights, and legal regulations.