

Domain-side
Middleware

AWARENESS

ACQUISITION

ALLOCATION

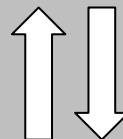
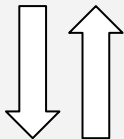
ENGAGEMENT

*Advertisement &
Discovery*
(Free)

*Download &
Installation*
(Identified)

Placement
(Acquired)

Provision
(Allocated)



Client-side
Middleware

*Discovery &
Identification*
(Away)

Filtering
(Known)

Selection
(Listed)

Invocation
(Selected)