# Intro to Advertising

## November 12, 2012

Using Digital Interactive Media

* **Evolution of a New Mass Medium**
  + **Novelty / Development**
    - Inventors and technicians solve a particular problem like transmitting messages aboard ships, making pictures move, or sending mail electronically.
  + **Entrepreneurial**
    - Inventors and investors determine a practical and marketable use for the device. E.g. A decentralized communications system that could survive nuclear war.
  + **Mass Medium**
    - Businesses market the device as a consumer product.
* **Eras**
  + **Print**
    - Johannes Gutenberg’s printing press started the modern printing era
    - Printing press lead to the Industrial Revolution
  + **Electronic**
    - Shift from industrial (print) to the Information Age
    - Began with radio in the 1920s but gained steam with the advent of the TV in the 1950s
  + **Digital**
    - Audio, video, and images are encoded and decoded
    - PC, smart phones, cable TV, DVD, etc
* **Internet and Traditional Media**
  + **Differences**
    - Cost of time and/or space
      * Traditional: 30 sec TV commercials on prime time -> $$$
      * Internet: Vast space and inexpensive
    - Consumption of content
      * Traditional: Consumption is typically done through an appointment viewing mode
      * Internet: Consumption is ‘on-demand’ E.g. hulu.com
    - Relationship between consumers and content creators
      * Traditional: NBC -> Its’ viewers (one-way)
      * Internet: Interactivity has blurred the lines between the two sides (two-way). Now, consumer can also become the creator (roles). V=5MMmLQlrBws Blendtec
  + **Internet Terminology**
    - World Wide Web (www): Distributed network of content providers and users
    - HypterText Markup Language (HTML): Users and providers communicate through a protocol called HTML. Helps create web pages.
    - Web Browsers: Software that interpret HTML codes and help view web pages
    - Web 2.0: Represents the idea that the future of the web is in companies that encourage user sharing and collaboration. E.g. Blogs, gmail, youtube
  + Media Planning Tools
    - Nielsen Online
    - ComScore