计算广告技术

在线广告投放系统及技术的演变

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Online advertising systems and related technology evolution

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摘要 通过对在线广告市场的背景及相关技术的介绍，从广告的形式和投放位置这两个维度对在线广告进行划分，给出了涵盖在线广告领域现有及潜在广告形态的分类体系，分析了不同形态广告投放技术的差异.通过对在线广告投放平台演变和发展的了解，概述了以广告服务器、广告网络、广告交换平台为主的广告投放系统的架构及技术演变，为计算广告相关研究工作提供了关于在线广告投放系统的背景参考和技术概览.

关键词： 在线广告   计算广告学   投放系统

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Abstract： This paper introduced the background and related techniques of online advertising market. While different types of online ads may imply different computational advertising techniques in the backend system, this paper provided a rational classification method of online advertising formats. The category of online advertising given in this paper covers existing and potential types in the domain. Further, the advertising platform have evolved in several major phases or generations, particularly ad server, ad network and ad exchange. We showed the system architectures of the advertising systems mentioned above, by discussing the main function modules and interfaces. Our work aims to give a comprehensive and detailed description of the online advertising systems from the view of computation. Besides, the surveys in our work can provide essential background knowledge for computational advertising related research.

Key words： online advertising   computational advertising   delivery system

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