



Insights Into Interactive Advertising

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[摘要] Internet advertising revenues are accelerating, but how does internet advertising really work? Publishers and on-line newspaper executives looking for insights will find them from one of the world's leading experts at the World Digital Publishing Conference & Expo, to be held in London on 26 and 27 October.

[关键词] Advertising;Publishing

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line newspaper executives looking for insights will find them from one of the world's leading experts at the World Digital Publishing Conference & Expo, to be held in London on 26 and 27 October.

Greg Stuart, President and CEO of the Interactive Advertising Bureau and author of "What Sticks: Why Most Advertising Fails and How to Guarantee Your Success," will discuss ways to measure and assess interactive advertising campaigns and how to improve them. The IA

-8 billion online advertising industry.

The conference, organized by the World Association of Newspapers and World Editors Forum, examines a wide range of digital advances and focuses on new content development, delivery, and sales strategies. There is still time to register: full details are available at www.wanpress.org/digital2006.

Mr Stuart will speak in a session on new revenue opportunities that will focus on the key concern of publishers everywhere: how to generate more income from digital operations. He will be joined in the session by Zach Leonard, Digital Media Publisher of The Times of London. And, in another session, participants will learn how to make their web sites more attractive to users and advertisers. Carl Rohde, President of Netherlands

based Signs of the Time, will provide a unique perspective on the issue: he's a cultural anthropologist whose Cool Hunt project measures the mood and mentality of audiences to identify the elements that make certain products and services "cool", and therefore more popular. Or, as Dr Rohde puts it, "It's great to know what is cool but the million dollar question is, what makes something cool." He will speak about cool trends as they relate to media usage.

