



RTÉ digital

imaginemore 

What REALLY happened at Stonehenge



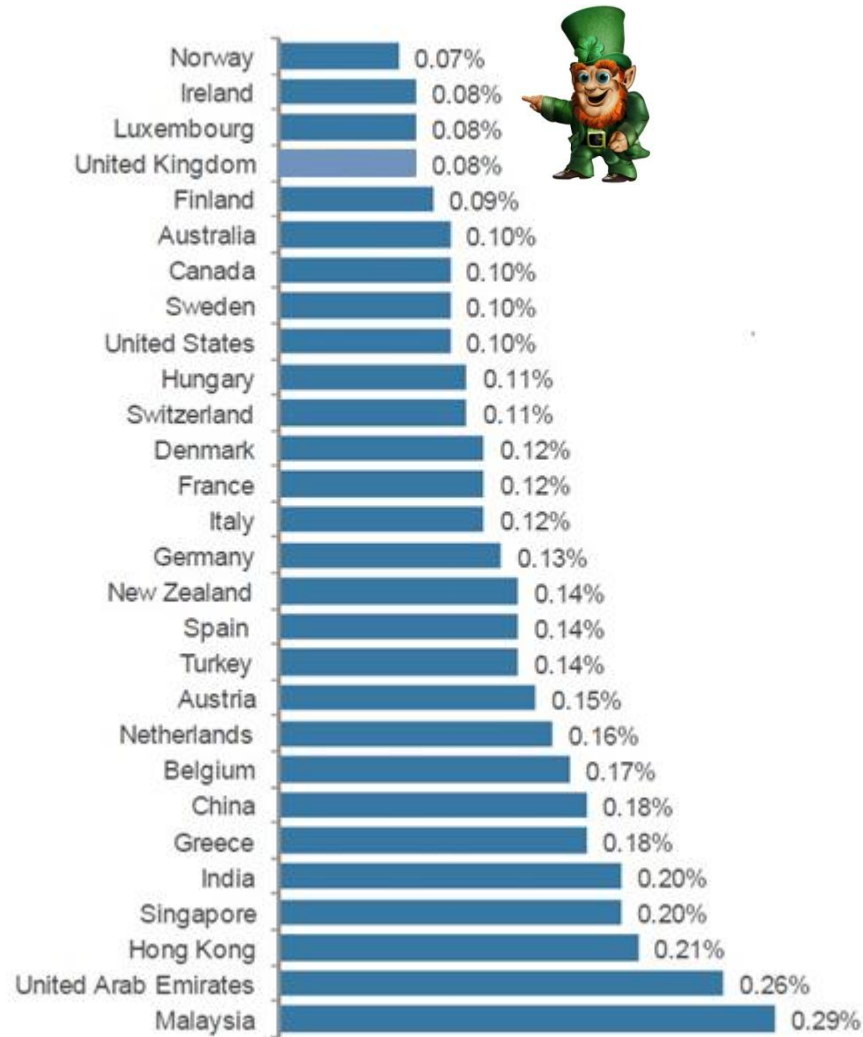
“Display ads are a crock of shit...I don’t
even click on them”

~Anon



2nd Lowest
CTR in the
World

Worldwide Click-Through Rates



8%

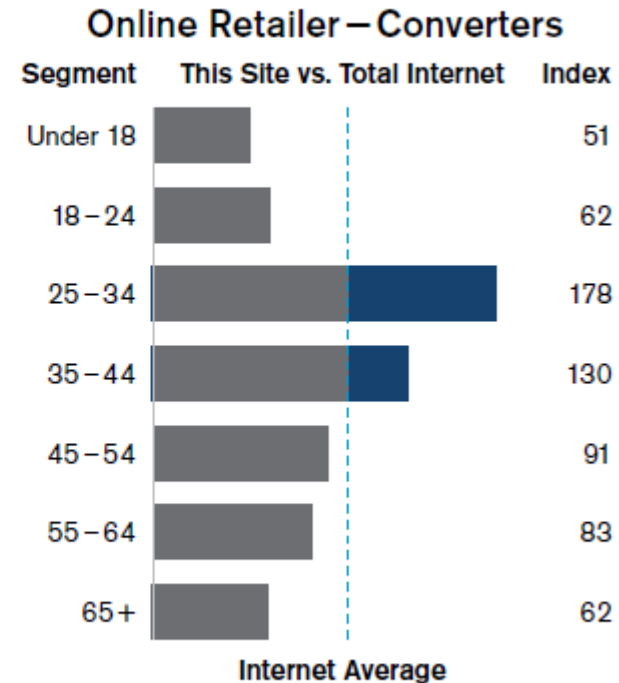
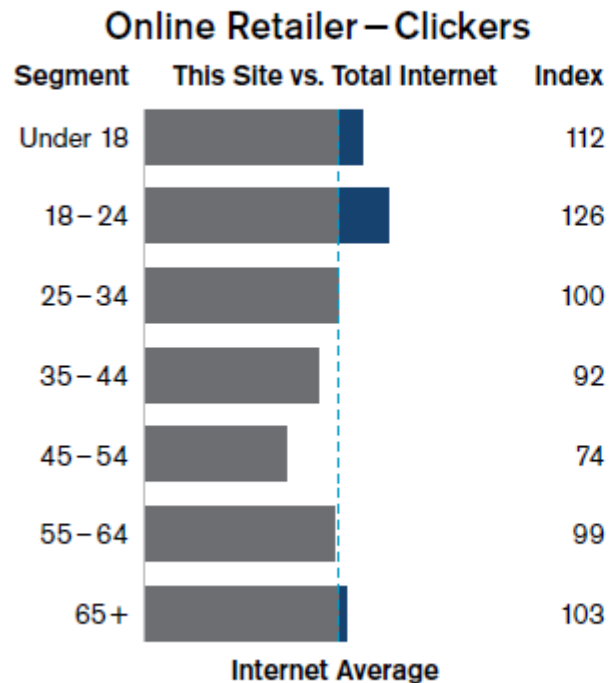
Of Internet Users

85%

Of All Clicks



Display Ad Clickers Are NOT Your Customers



Source: Quantcast

#1 CTR is a Measure...

But It's Not the Measure



If You Want Clicks...

**Buy one
Get one
FREE**

#2 Display Ads are A Crock of Shit



**IF YOU'RE NOT
CONFUSED
YOU'RE NOT PAYING ATTENTION.**

30%

of Irish internet users have searched for a brand
prompted by advertising on Irish Content Sites

36%

25-34 Year Olds

11%

think that ads on international sites
are aimed at them

78%

of Irish internet users **recognise**
that ads on Irish premium content sites are relevant to them

72%

the average lift in the
number of visitors to the
advertiser site generated
by display advertising

Source Comscore

172%

Likelihood to search on a branded term related to the display campaign

Display Advertising Changes Behaviour

257%

Likelihood to visit the advertiser's website after the display campaign



#2 Display Advertising Works



#3 All Impressions are the Same

Your Ad Is Here



Viewability:
**viewable, capable of
being viewed.**

essence.

54%

of ads are never seen by website visitors



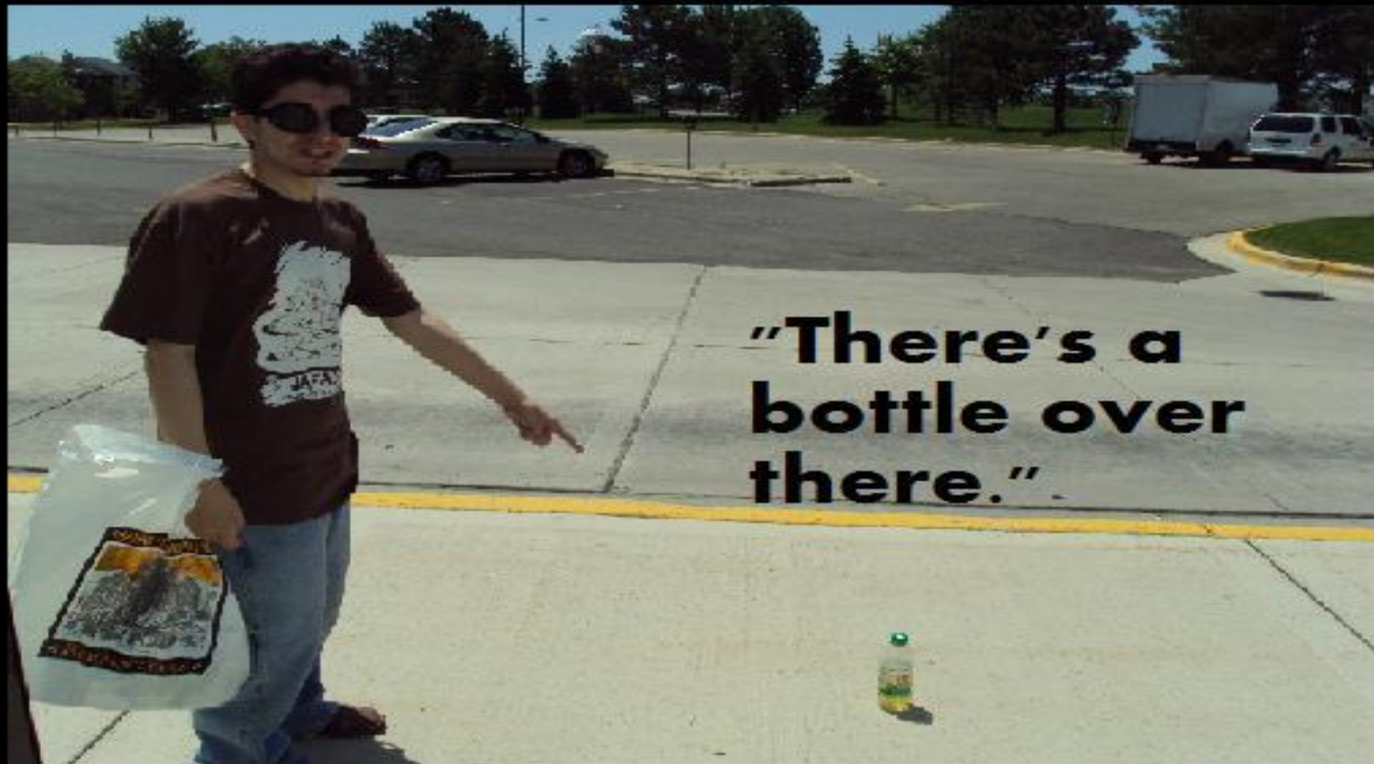
40%

improvement in ad
viewability

75%

increase in sales life
from digital advertising

Source:Comscore



**"There's a
bottle over
there."**

Captain Obvious

Everybody gets one.

WARNING

CONTENT

**UNFIT
FOR HUMAN
CONSUMPTION**

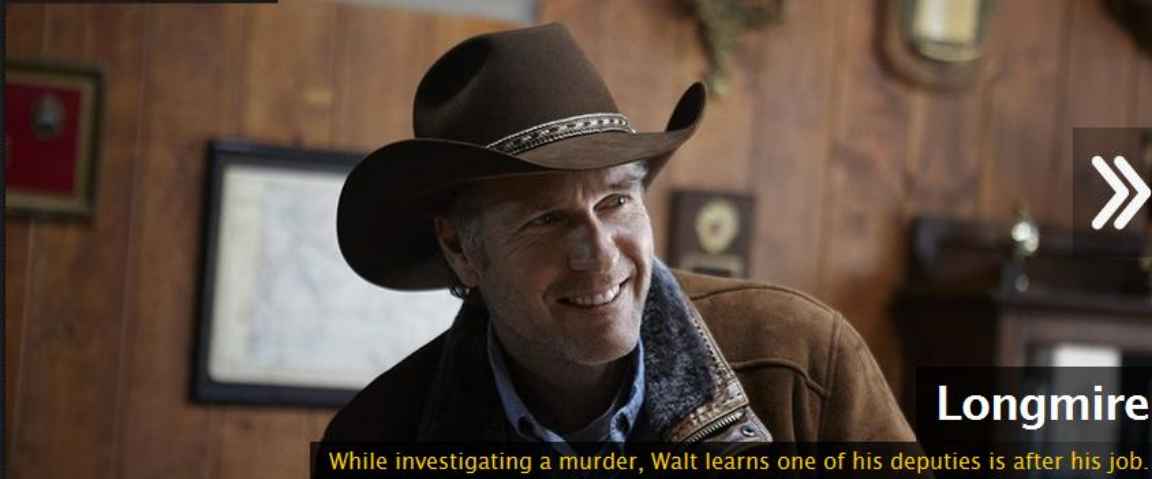
Irish Insurance Company

They Just Created A New HERPES PROOF
CONDOM . . . It Guarantees 100% That If You
Use It . . . You Won't Get The MONSTER OR
AND BUMPITY BUMPS!! (Pics)





new series

[Add to Favourites !\[\]\(9c2e8d1b5bd77cb5c9f83b7a9cff79fd_img.jpg\)](#)


Longmire

While investigating a murder, Walt learns one of his deputies is after his job.

MOST POPULAR

1 Nine News

Mon 24 June 2013



2 EastEnders

Mon 24 June 2013



3 Home and Away

Mon 24 June 2013



4 Welcome Mr President

Fri 14 June 2013



5 Nationwide

Mon 24 June 2013



LATEST PROGRAMMES

[LATEST](#) | [YESTERDAY](#) | [SUNDAY](#) | [SATURDAY](#) | [MORE](#)



Shortscreen: Barry's Bespoke Bakery

Mon 24 June 2013



Longmire

Mon 24 June 2013



Person of Interest


Mon 24 June 2013

PhoneWatch

Protection Powered by People

Free connection offer
now on!

[LEARN MORE](#)



The audience is
looking for **Content**

A silhouette of a person wearing a cap and holding a fishing rod, standing on a beach and looking out at the ocean during a sunset. The sky is a gradient of orange, yellow, and blue, and the water is a deep blue.

It's not content that's rare
It's the time to find the **good stuff** that is



81%

of Irish internet users agree that advertising is well matched
to the content on Irish Content Sites

72%

of users **recall** online ads on Irish
content sites



Man of Steel Inspired Nursery Décor



Follow Us



VIDEOS ACCESSORIES ARCHITECTURE BATHROOM BEDROOM FURNITURE KITCHEN LIVING SEATING STYLES



CONCRETE PATIOS ARE A PERFECT PLACE TO WELCOME GUESTS THIS SUMMER



VIDEOS ACCESSORIES ARCHITECTURE

404 | Page Not Found!
Sorry, but the page you were looking for is not



66%

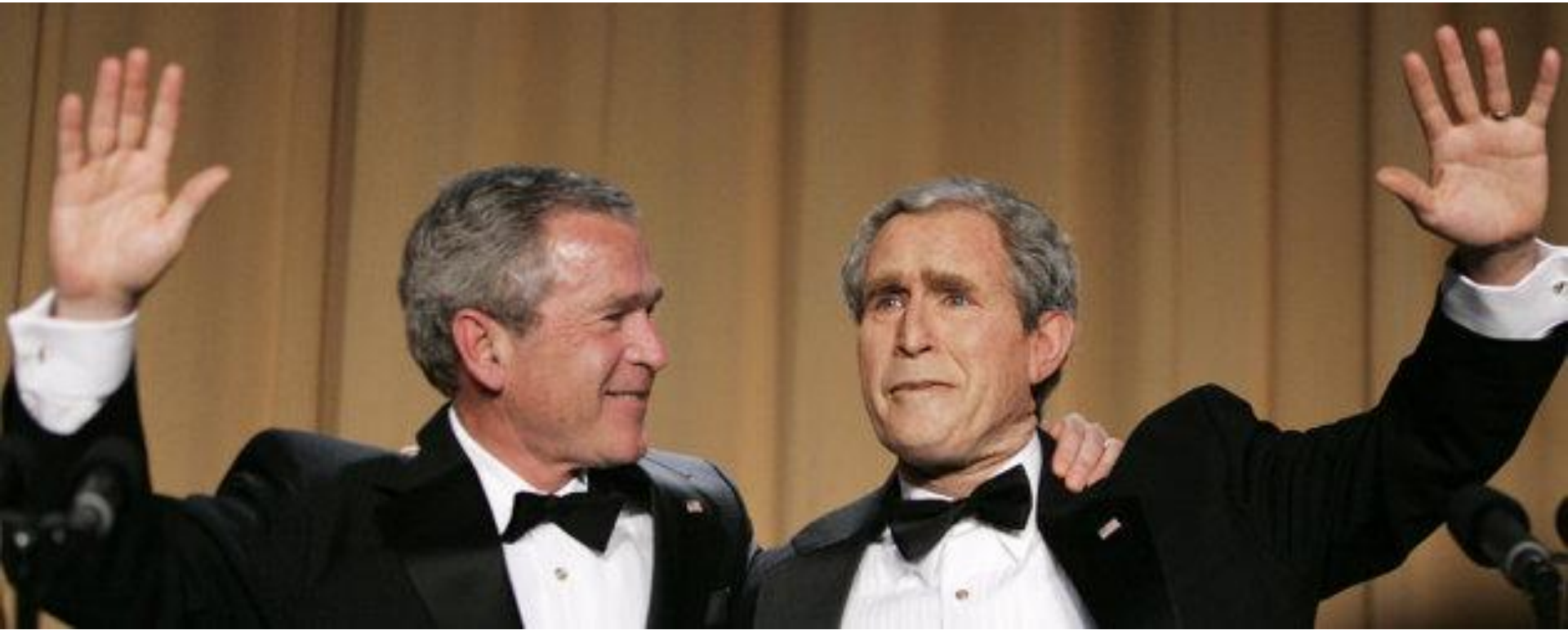
of the audience is shared across these sites implying bots



This site is blacklisted on US exchanges, yet all sites carry Irish advertising

<http://www.adweek.com/news/technology/suspicious-web-domains-cost-online-ad-business-400m-year-148788?page=2>

#3 All Impressions are NOT the same



#4 Automation will make it all better

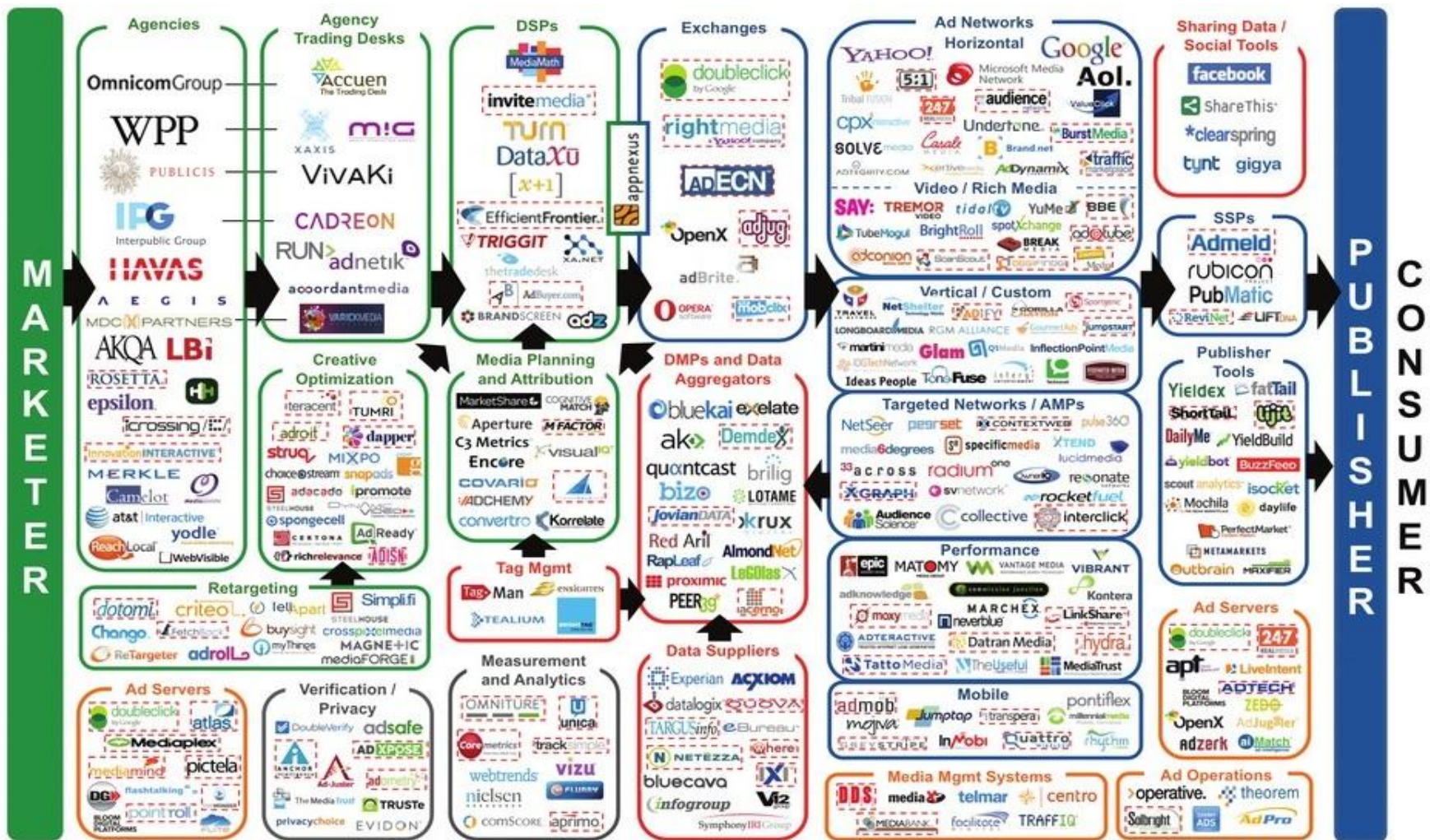


STAND BACK



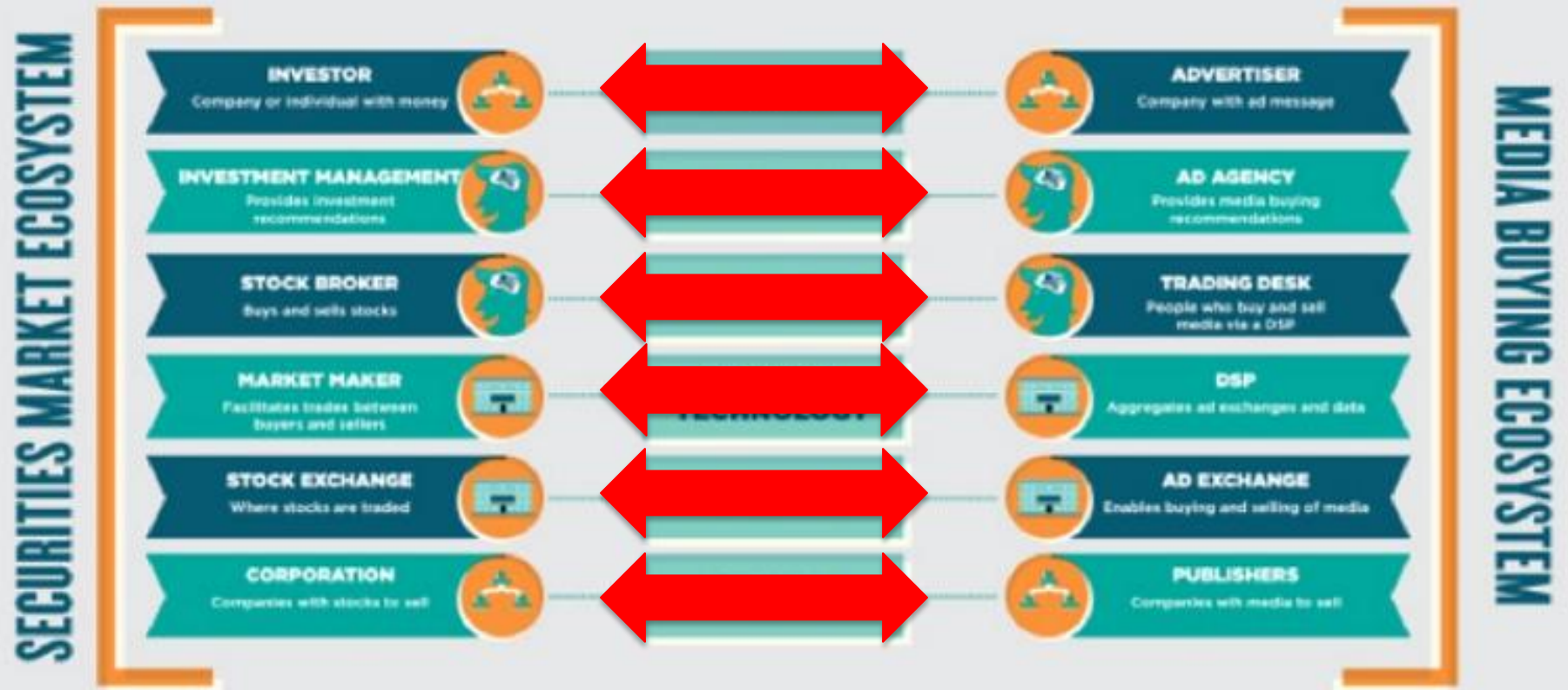
**I'M GOING TO TRY
SCIENCE**





TODAY'S DIGITAL AD INDUSTRY ECOSYSTEM

This chart compares the ecosystem of today's ad industry to that of the stock market, including the roles trading desks and DSPs play.



Agency trading desks have been called the "stock brokers" of digital advertising for securing the desired placements of their advertiser

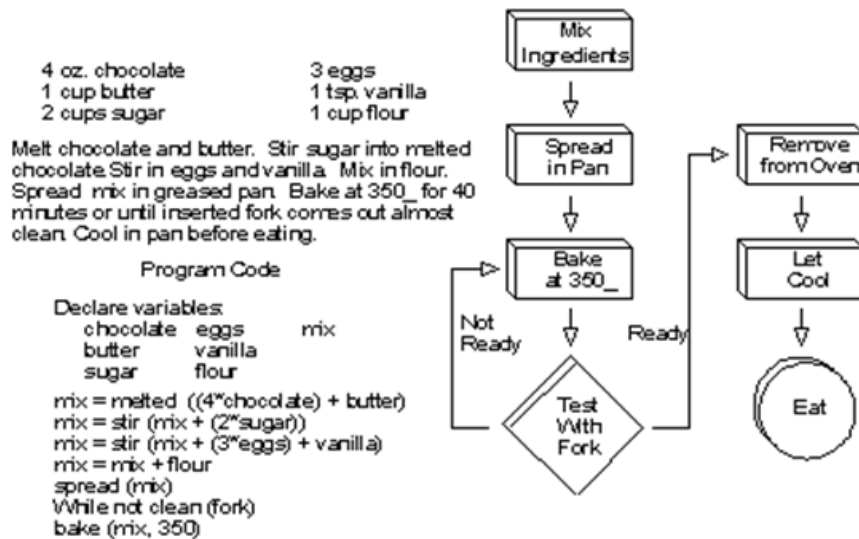


Life is really simple,
but we insist on making it complicated.

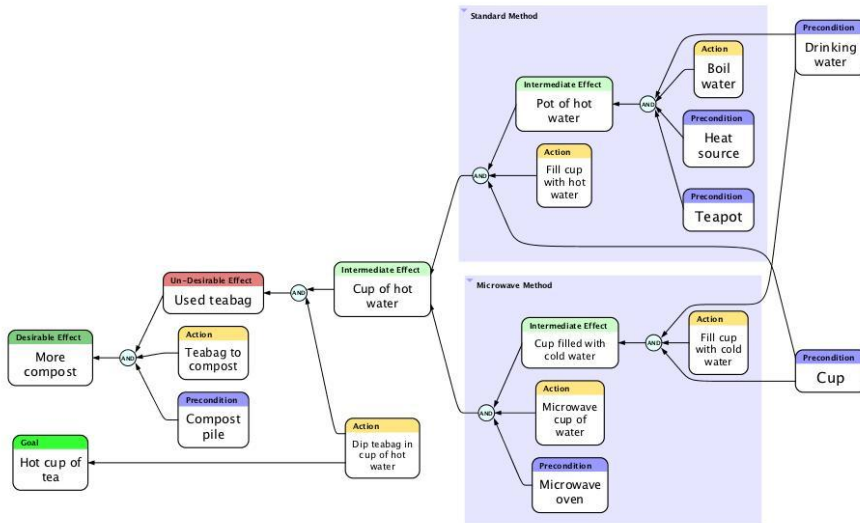
- Confucius

lifequotesy.com

My algorithm is better...for a cake



My algorithm is better...for a cup of tea



Our Unique
Targeting
Technology will put
your ad in Front Of
your customers



"On the Internet, nobody knows you're a dog."



YOU?











gegen-den-strich.com

24% of

Internet users delete their first party cookies in a given month and do so an average of 3 times per deleter.

33% of Internet users

delete 3rd parties cookies

7 times per month

Source Comscore



Remember...



JUST
BECAUSE
YOU CAN
DOESN'T MEAN
YOU SHOULD

Keys to a Successful Life

MIKE S. McCONNELL

#4 Automation can bring efficiencies but be careful



#5 It Doesn't Matter What Site as Long as it's Audience









- We have the Best Ad Safe Software Available
- We can contextually target appropriate content to maximise return for your advertising
- We Can Offer You Unique Content That Your Target Audience Wants
- We Use Our Own Proprietary Bespoke Algorithms to Target
- We Have the Biggest Network And Can Put Your Ad Anywhere!



**REALITY
CHECK
AHEAD**

42%

Irish Internet users agree that the way a brand communicates online is important

“We have the Best Ad Safe Software Available”



Not Very Ad
Safe

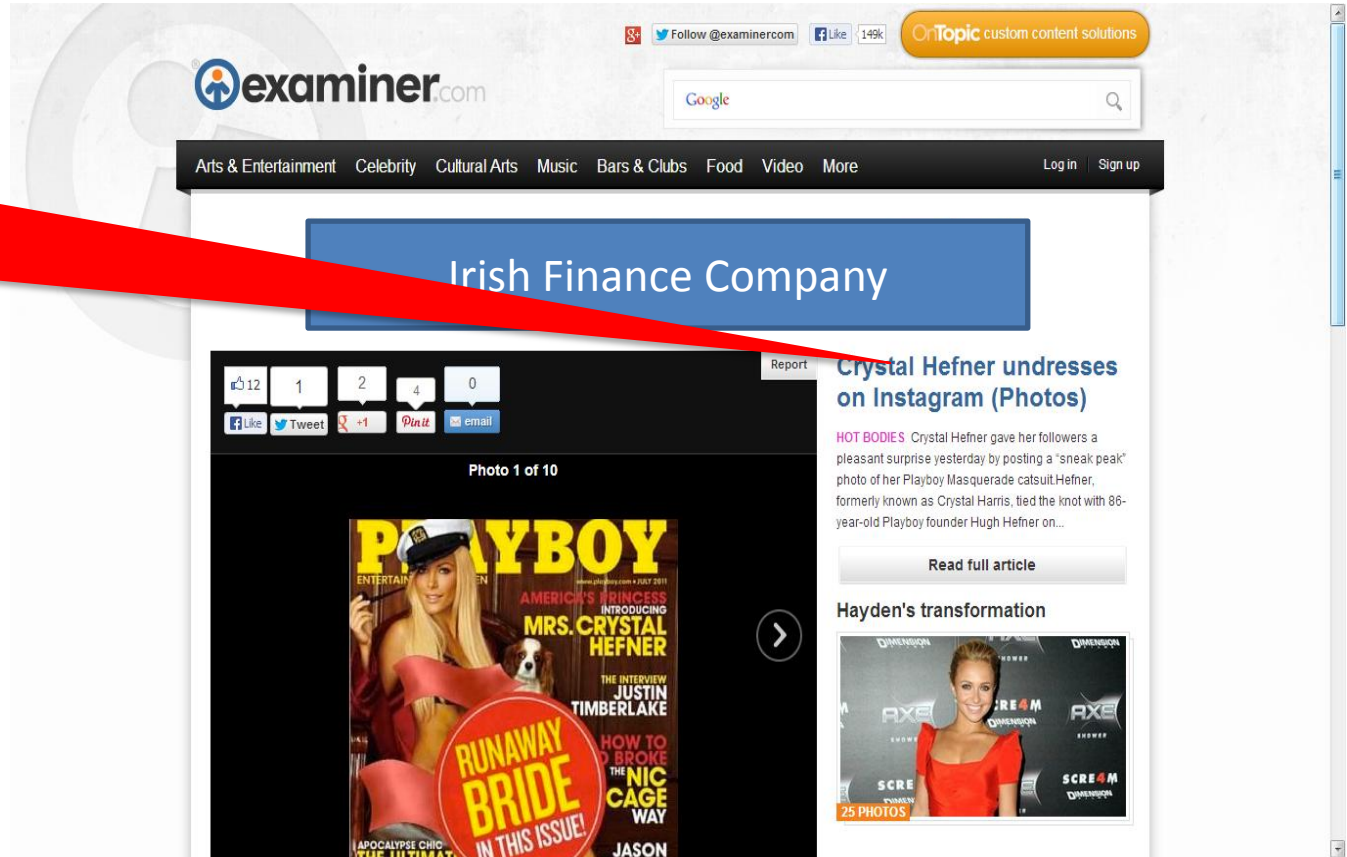
“We have the Best Ad Safe Software Available”

Not Very Ad
Safe



‘We Can Offer You Unique Content That Your Target Audience Wants’

Unique
Content



‘We Can Offer You Unique Content That Your Target Audience Wants’

Brands
Clashing

Very
Unique
Content

The image is a screenshot of the CRACKED.com website. The header features the 'CRACKED.com' logo in yellow, a 'DOES NOT COMPUTE' banner with a man's face, and a 'Get The Cracked Reader Lite For Your iPhone' button. Navigation tabs include Articles, Videos, Columnists, Forums, Quick Fixes, Photoplasty, and More. A sub-navigation bar lists categories: Movies & TV, Video Games, Music, Sports, Tech, History, Science, Celebrities, and Weird World. Below this, there are article teasers: '5 Things Everyone Hates (Science Says You Secretly Enjoy)', 'The 5 Most Unjustly Overshadowed Sci-Fi Classics', and 'The 5 Most Ridiculous Attempts to Reinvent Superheroes'. A large blue box labeled 'Irish Telecoms Company #1' is overlaid on the page. The main content area shows an article titled 'The 6 Most Terrifying Sex Illustrations on Wikipedia' by Cyrilaque Lamar, dated February 26, 2013, with 2,074,573 views. The article's first paragraph is visible. A red circle highlights the article title. To the right, a 'Trending Now' sidebar lists: '5 Brilliant Clues Hidden in the Background of Movies', '7 Reasons Child Stars Go Crazy (An Insider's Perspective)', and '5 Great Movies With Mind-Blowing Symbolism You Didn't Notice'. A second blue box labeled 'Irish Telecoms Company #2' is overlaid at the bottom right. On the left side of the page, there are social media sharing icons and a sidebar with a search bar and a list of items.

CRACKED.com

DOES NOT COMPUTE

Get The Cracked Reader Lite For Your iPhone

Articles Videos Columnists Forums Quick Fixes Photoplasty More

Categories: Movies & TV Video Games Music Sports Tech History Science Celebrities Weird World

5 Things Everyone Hates (Science Says You Secretly Enjoy)

The 5 Most Unjustly Overshadowed Sci-Fi Classics

The 5 Most Ridiculous Attempts to Reinvent Superheroes

Irish Telecoms Company #1

Home Columnists The 6 Most Terrifying Sex Illustrations on Wikipedia

Cyrilaque Lamar

MY OPINIONS ARE SECRETLY FACTS

The 6 Most Terrifying Sex Illustrations on Wikipedia

Cyrilaque Lamar February 26, 2013 | 2,074,573 views

Add to Favorites

In the days before the Internet, teenagers had basically two options to learn the ins and outs of boning. They amounted to either A) scrambled cable softcore, which was like watching two swarms of bees fighting in a motel room made of non-Euclidean geometry, or B) chancing upon a drifter's cache of Juggs secreted away in the woods behind the neighborhood liquor store.

Trending Now

- 5 Brilliant Clues Hidden in the Background of Movies
- 7 Reasons Child Stars Go Crazy (An Insider's Perspective)
- 5 Great Movies With Mind-Blowing Symbolism You Didn't Notice

Irish Telecoms Company #2

‘We can contextually target appropriate content to maximise return for your advertising’

TV & MOVIES

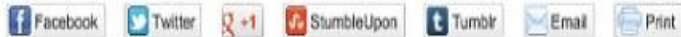
Tony Scott's battle with inoperable brain cancer may have driven 'Top Gun,' 'Crimson Tide' director to suicide leap from Los Angeles bridge

Older brother Ridley Scott spotted at Heathrow Airport in London boarding flight to L.A.

Comments (9)

BY NANCY DILLON / NEW YORK DAILY NEWS

MONDAY, AUGUST 20, 2012, 12:33 PM



Life Assurance
Company

Appropriate
Content

MOST POPULAR

MOST READ

MOST SHARED

- 1 Tony Scott's battle with brain cancer may have driven suicide
- 2 Justin Timberlake, Jessica Biel didn't say 'I do'
- 3 Director Tony Scott jumps to his death in L.A.
- 4 Shia LaBeouf & girlfriend melt down after news he'll have 'real sex' in new flick
- 5 'Real Housewives of New Jersey': Teresa

‘We Use Our Own Proprietary Bespoke Algorithms to Target Audiences’

The screenshot shows the Cracked.com website interface. At the top, there are navigation links: "You Might Be A Zombie!", "Field Guide to Monsters", "Superhero HQ", "iPad App", "Write For Us", "Login or Register", and a Facebook icon. The main header features the "CRACKED.COM" logo, a blue alien mascot, and a banner for "Images You Won't Believe Aren't Photoshopped". Below the header is a navigation bar with categories: "Articles", "Videos", "Columnists", "Forums", "Quick Fixes", "Photoplasty", "More", and a Google Custom Search bar. A secondary navigation bar lists "Categories": "Movies & TV", "Video Games", "Music", "Sports", "Tech", "History", "Science", "Celebrities", and "Weird World". A large red banner advertises a "Deigual" sale with "up to -50% ♥ Sale" and a "Shop now!" button. Below the banner, the breadcrumb "Home > Sex" is visible. The main content area features a "Recent Sex" section with a large image of a man whispering to a woman. Below the image is the article title "4 Surefire Ways to Ruin the Mood During Any Sexual Encounter" by Felix Clay, dated June 18th, 2013, with 564,490 views. To the right of the article is a blue box labeled "Irish Childcare Service". Below the article are four smaller thumbnails with titles: "If Hollywood Was Honest About Sex", "5 Baffling Uses of Sex Toys That Drive Humankind To", "The 6 Worst Pieces of Sex Advice on the Internet", and "The 7 Least Sexy Songs About Sex". On the right side of the page, a "Friends' Recent Activity" section is partially visible. A red speech bubble points to a "Content blocked by your organization" message, which includes the reason: "This Websense category is filtered: Adult Material." and a "URL:" field. A red oval also highlights the article title and author information.

up to -50% ♥ Sale Deigual Shop now!

Home > Sex

Recent Sex

4 Surefire Ways to Ruin the Mood During Any Sexual Encounter
By: Felix Clay | June 18th, 2013 | 564,490 views

Irish Childcare Service

Friends' Recent Activity

Content blocked by your organization

Reason: This Websense category is filtered: Adult Material.

URL:

Options:

Adult
Material

If you think your website's
CRAP...SO DOES EVERYONE ELSE.

‘We Can Offer You Unique Content That Your Target Audience Wants’

Very
Unique
Content

The screenshot shows the CRACKED.com website interface. At the top, the logo 'CRACKED.COM' is prominent, along with a 'POCKET FILM FESTIVAL SHOT CLOCK CHALLENGE' banner and a 'Get The Cracked Reader Lite For Your iPhone' promotion. The navigation bar includes links for Articles, Videos, Columnists, Forums, Quick Fixes, Photoplasty, and More. Below this, a 'Categories' section lists various topics like Movies & TV, Video Games, Music, Sports, Tech, History, Science, Celebrities, and Weird World. The main content area features a large blue banner for 'Irish Telecoms Company' and an article titled '5 Whores Who Changed The Course of History' by Rob Evans, dated March 13, 2009, with 1,828,118 views. The article title is circled in red. Below the title is a thumbnail image of a person lying down. To the right, a 'Trending Now' section lists several articles. At the bottom right, another blue banner for 'Irish Telecoms Company' is visible.

CRACKED.COM®

POCKET FILM FESTIVAL
SHOT CLOCK CHALLENGE

Get The Cracked Reader Lite For Your iPhone

Articles Videos Columnists Forums Quick Fixes Photoplasty More

Categories: Movies & TV Video Games Music Sports Tech History Science Celebrities Weird World

5 Things Everyone Hates (Science Says You Secretly Enjoy)

The 5 Most Unjustly Overshadowed Sci-Fi Classics

The 5 Most Ridiculous Attempts to Reinvent Superheroes

Irish Telecoms Company

Home > > 5 Whores Who Changed The Course of History

5 Whores Who Changed The Course of History

By: Rob Evans | March 13, 2009 | 1,828,118 views

Add to Favorites Send

For most of us, performing sexual favors in some dark alley for grocery money is about as low as life can get. But history is full of stories of prostitutes who parlayed their skills into positions of prestige and power.

Irish Telecoms Company

MEDIATAKEOUT.COM

The Most Visited Urban Website In The World

[home](#)

[archive](#)

[advertise](#)

[forum](#)

[account](#)

[Google™ Custom Search](#)

[Search](#)

Irish Optical Company

OH MY GAWWWWWWWWD!!! Remember
That Kid McCauley Culkin From The Movie
HOME ALONE . . . Well Now He's
PRACTICALLY A TRANNEY!!!

Remember him ...



MediaTakeOut.com

‘We Have the
Biggest Network
And Can Put Your
Ad Anywhere!’



If it doesn't smell right...

“Protecting the reputation of any brand is critical.

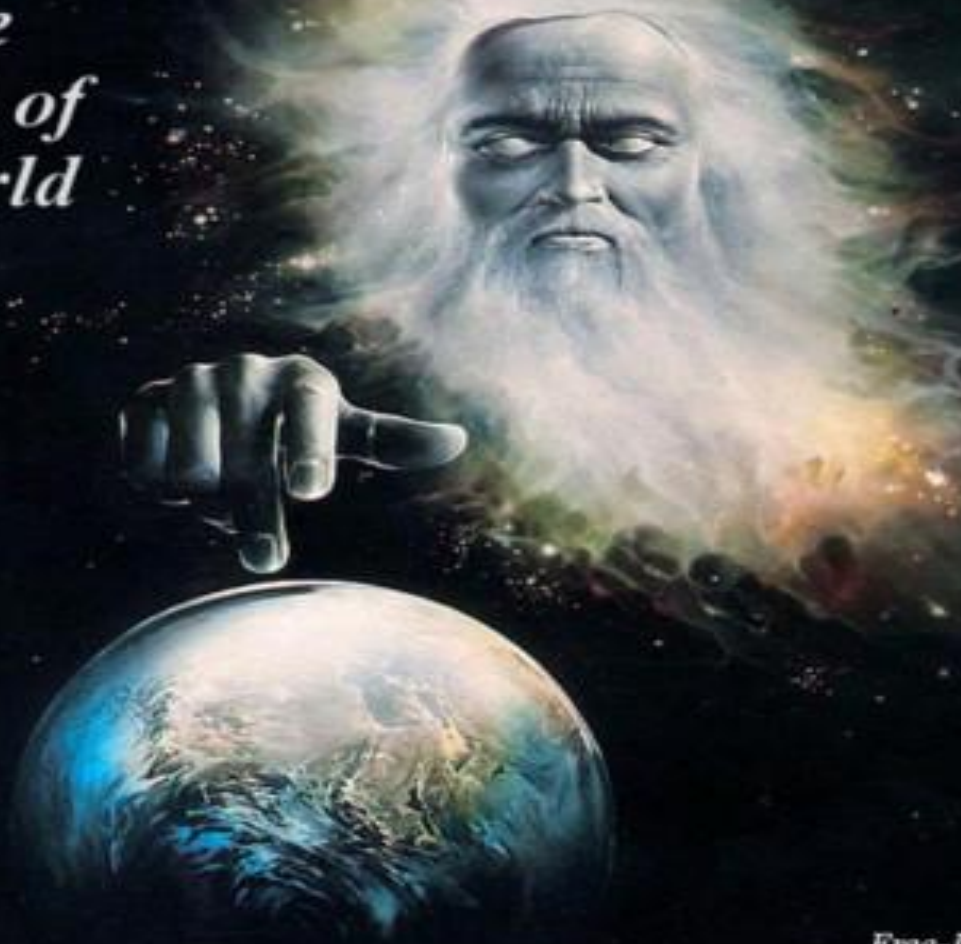
As online advertising becomes increasingly automated, we need to be secure in the knowledge adverts are reaching appropriate destinations...”

Alex Tait – Director



#5 It Does Matter What Site You Advertise On

*Surely it
can't be
the end of
the World*



Free-Inspirational-Quotes.com

the future is bright





GOOD INVESTMENT

BAD INVESTMENT

↑
PROVIDING VALUE TO ADVERTISERS



STAGES OF VERIFICATION FOR ADVERTISERS →





There's only so much time in the day, and
only so many pages where actual
human beings are really
paying attention

There are even fewer places where
marketers can be assured of **quality,**
engagement, and
appropriate
context.





**IT'S ALL ABOUT
CONTENT.
SHIT WILL ALWAYS
BE SHIT,
NO MATTER WHAT
PLATFORM IT IS
DELIVERED ON.**

GEORGE PARKER

@ERIKVA

RTÉ digital
imaginemore





conor.mullen@rte.ie

www.rte.ie/mediasales/publishing/

[@rtedigital](https://www.instagram.com/rtedigital)