

Model: Descriptions of commercial interests, budget points, brand purpose and regulation

IAB UK Content & Native Definitions Framework

	Advertiser owned	Media owner revenues (brand-based)	
Type	Brand-owned content	Publisher-hosted and/or made	Native distribution ad units
	Owned	Paid	Paid
What it is / How it works – typical characteristics	<p>Advertiser owned and operated: conceived, made and managed</p> <p>e.g. website / app</p> <p>Content elements (article, slides, video, app, social pages / sharing)</p> <p>Contract publishing</p>	<p>1. Publisher*-controlled content (sometimes called ‘supported’ or ‘sponsored’)</p> <ul style="list-style-type: none"> • publisher-made, looks like surrounding editorial, enabled by brand but may have been produced even without brand funding • publisher editorial control and sign-off <p>2. Advertiser-controlled commercial content (sometimes called ‘ad feature’ or ‘advertorial’)</p> <ul style="list-style-type: none"> • can be made by publisher and/or brand • advertiser editorial control and sign-off <p>3. Joint publisher/advertiser-controlled commercial content (sometimes called ‘sponsored’ or ‘ad feature’)</p> <ul style="list-style-type: none"> • can be made by publisher and/or brand, enabled by brand but may have been produced even without brand funding • publisher and brand editorial control • client consultation/publisher sign-off 	<p>Automated & programmatic (scale) content delivery. Examples include:</p> <ul style="list-style-type: none"> • 3rd party aggregated • 3rd party curated • 3rd party discovery tools • 3rd party recommendation tools • In-ad (IAB standard ad formats)** • In-app • In-feed*** • Proprietary / bespoke ad formats • Promoted posts
Brand purpose	Destination / Brand	Publisher content experience / partnership	Traffic driving / brand /Publisher content experience / association
Pay basis	Content marketing / PR budgets	Publisher rate card	Tenancy, CPE, CPC, CPA, CPM, CPL
Regs	ASA CAP Code (Marketing Comms)	1. May be subject to non-advertising regulatory/industry codes, e.g. IPSO 2&3. ASA CAP Code	ASA CAP Code (Advertising)

NOTE: Organic PR is excluded from these characteristics; currently paid search results and promoted listings are excluded
 *‘Publisher’ includes influencers e.g. bloggers and vloggers as well as traditional/digital media-owners | ** IAB (US) Native Advertising Playbook: Dec 2013 | ***In-feed Deep Dive (IAB US, July 2015)