

When does advertising become spam?

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Introduction

Who am I?

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Why am I here?

To address new developments, raise a discussion!

Developments in advertising

Developments in digital content: new services

- Examples shown: Joost.com, [gmail](http://gmail.com)

Advertising in gaming

Advertising in games



Personalised or targeted advertising

3 ways of targeting

- At behaviour of user or machine (gmail)

Advertising targeted at the words you use in e-mails!

- Profile (either self made or gathered information)
- Context of the program

Conditions

- Acceptance depending on information in advance
- And a good offer of course! (cheaper, extra storage etc)
- What about regulation?

Regulation

- Mediaregulation

Advertising allowed within certain boundaries

Joost.com: Is it broadcasting?

- Telecommunications regulation

Advertising only allowed with opt-in or opt-out?

Is it an electronic message?

Policy choices

- Strict like telecomregulation?
- Lenient like media?
- Or no regulation at all?

Necessary to harmonise!

The end

Thank you very much for your attention

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