

Preface

Targeted advertising is one of the hottest new media buzzwords. Target group specific advertisements are ubiquitous in the Web and big players like Google owe their enormous growth to profits realized through advertising services based on sophisticated targeting technologies. However, the potential of targeted advertising reaches beyond the Web across the entire ICT space including IPTV, mobile and convergent environments.

This book provides a broad overview of trends and developments in targeted advertising covering all relevant ICT channels and gives a comprehensive introduction to underlying technologies. Basic chapters on targeting, ad formats and technological backgrounds allow the reader to quickly dive into the topic. The core of the book consists of a use case driven analysis of existing and upcoming targeted advertising scenarios across all ICT channels followed by technological deep dives. Supplemental sections covering business and legal aspects complete the picture. This approach likewise addresses readers with academic background and those coming from the ICT industry.

The book is based on my diploma thesis written at Darmstadt University of Technology and in cooperation with Detecon International GmbH. Research and analyzes I performed in this context allowed me to significantly improve both my methodological knowledge as well as my professional expertise, which I am very grateful for. The reception of my work among my tutors and the feedback of experts and colleagues at Detecon International GmbH who read the thesis motivated me to share the knowledge I gained with others potentially interested in the topic. Due to the time that has passed since my graduation the work has been slightly modified and updated.

I would like to address some words of gratitude to everyone supporting me in writing this book. I want to thank my tutors at Darmstadt University of Technology Dr. Nicolas Repp and Dr. Julian Eckert for guiding me through the creation of my diploma thesis. I specially wish to thank my colleague at Detecon International GmbH Holger Diekmann for sharing his expertise and excellent methodical knowledge. I would further like to thank all interview partners, experts and colleagues at Detecon International GmbH providing me with their valuable inputs. Finally, special thanks to my family and friends who put up with me while I was writing this book, I thank you for your good wishes and your patience.

Christian Schlee

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A Use Case Driven Analysis

Schlee, C.

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