

NEED TO KNOW!

YOUR ONLINE AD CHOICES

MediaSmart
Education from the Advertising Industry

HAVE you ever wondered why so many of your favourite online platforms are free – whether it’s an app, a website or search engine? Well, it’s quite likely that the platform is able to offer this because they make money by selling some of its online space to companies for advertising. This is called a value exchange.

WHAT IS INTEREST-BASED ADVERTISING?

Companies and brands want to find the most relevant audience to sell their products or services to. That might just be you!

One of the ways they do this is through interest-based advertising. You might also have

heard people talk about ‘personalised adverts’. That’s the same thing.

Today, online or digital advertising is where businesses spend the biggest chunk of their budgets – bigger even than TV spend!

IS INTEREST-BASED ADVERTISING A GOOD THING?

Well, it can be pretty useful – maybe to help you find something you’ve been looking for online or to find out about new things relevant to your interests.

But it can sometimes get a bit annoying, right? Ever searched for something online, bought it and then had ads still popping up for it when you go online?

WHY DOES IT EXIST?

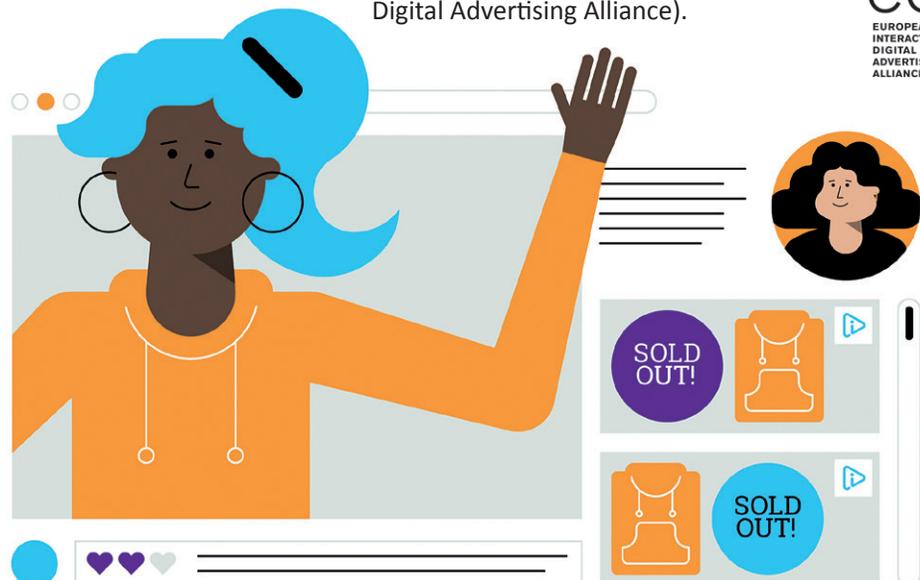
One of the reasons digital advertising is so appealing to advertisers is because it is easier to reach the right audience.

Instead of spending their money telling all 66m people in the UK about their shiny new thing, they can tell just those who seem most likely to buy. They might look for people of a certain age or with specific interests like sports, travel or hobbies.

CAN I CONTROL WHAT ADVERTS I SEE ONLINE?

A lot of the time you can. Look for the **AdChoices icon** embedded in or around adverts and set your personal preferences. The **AdChoices icon** looks like this! →

You can find out a bit more by going to the **YourOnlineChoices** website run by the EDAA (in plain English that stands for the European Interactive Digital Advertising Alliance).

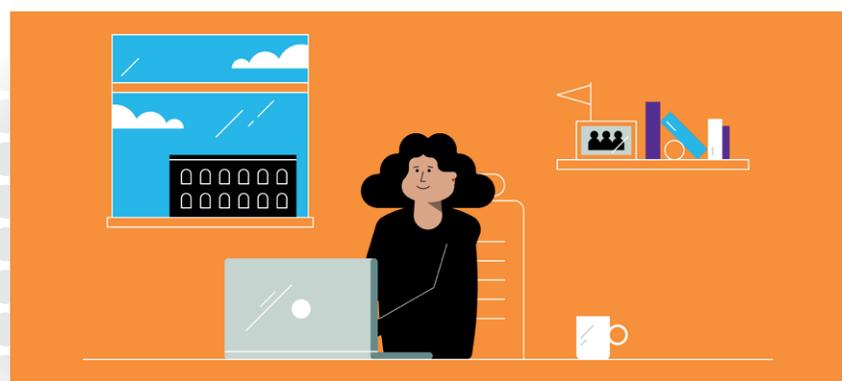


GET INQUISITIVE!

Next time you pick up or log onto a device, see if you can spot any online adverts that you think have been directed specifically to you because of your interests.

On average, someone in the UK sees 6,000-10,000 ads a day, so it shouldn’t take you long!

Can you work out why they are trying to sell something to you? Is it because you are of a certain age, live in a particular area or have searched for something similar on the internet?



TEST THE GROWN-UPS!

Ever feel like you know more about the online world than some of the adults around you? We’re all living in a fast-evolving digital world and even parents and teachers can find it hard to keep up. Ask them if they know what interest-based advertising is and how it can be managed online.

If you, or they, want to find out a bit more, go to www.mediasmart.uk.com/secondary-resources

Find out more by watching our **three-minute animated film** at mediasmart.uk.com/manage-your-online-advert-experience

Teachers can also download the **free PSHE educational resource** on ‘How to manage your online advert experience’, created by Media Smart, from the same place.