



Business Categories

Category	Description
Publisher/ Content Creator	Primary revenue stream is the production of content.
Reseller	Primary business or significant interest in advertising derived from sourcing inventory and selling it on either on a named or network basis.
Advertiser	Buys advertising space directly, for own use, or uses an agency to buy advertising space on its behalf.
Agency	Buys and/or creates advertising on behalf of advertisers or operates an Agency Trading Desk to buy programmatically on behalf of advertisers.
Technology	Facilitates the buying and selling of display inventory but does not display ads themselves on sites which they own or operate.
Platform	Digital platform which provides a service but does not produce content as a primary revenue stream. <i>Please note: For this purpose a 'Platform' is a consumer-facing proposition such as a social network, as opposed to a Technology Platform (e.g. Demand Side Platform), which would be categorised as 'Technology'</i>