

# **RATING THE AUDIENCE: THE BUSINESS OF MEDIA**

**Jon Raye Polyak**

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Professor Mark Balnaves is Senior Research Fellow in New Media, in the Department of Internet Studies in the School of Media, Culture and Creative Arts, .

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More agencies now house their digital video and TV-buying operations in one group, which means publishers hope they can entice advertisers to spend more with. Traditional advertising methods can be very expensive and there is no guarantee that the return will be fruitful.

ShareonFacebookShareonTwitterWhatsapp.Latestinsights. The outcome based on reviews given by customers online and performance ratings are supposed to be contingent on characteristics of the firm, their own brand and the consumer. Advertising on TV has long been the best way for marketers to reach a large number of people at one time.

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