

Display & Video 360 Environment and Position Targeting Mapping



OLD

NEW

	Environment			Device				Video In-stream			Video Out-stream			Display						
	Web	Not optimized	App	Computer	Smartphone	Tablet	Connected TV	Pre-Roll	Post-roll	Mid-roll	In-article	In-feed	Interstitial	In-Banner	Unknown	In-article	In-feed	Interstitial	In-Banner	Unknown
Display Environment																				
Desktop Web	X			X			X									X	X	X	X	X
Mobile Web	X				X	X										X	X	X	X	X
Mobile App			X		X	X										X	X	X	X	X
Mobile App Interstitial			X		X	X										X	X	X	X	X
Desktop Web on Mobile	X	X			X	X										X	X	X	X	X
Video Environment																				
Desktop Web Video	X			X			X	X	X	X										
Desktop Web In-Read	X			X			X				X								X	
Desktop Web In-Feed	X			X			X				X								X	
Mobile Web Video	X				X	X		X	X	X										
Mobile App Video			X		X	X		X	X	X										
Mobile App Interstitial			X	X	X		X						X		X					