



# RTÉ

Branded Content

PRESENTED BY CARA DOYLE | BRANDED CONTENT MANAGER

October  
2016

*Native Advertising* BRAND PUBLISHING CONTENT MARKETING CUSTOM CONTENT  
NATIVE ADVERTISING BRAND PUBLISHING *Content Marketing* CUSTOM CONTENT  
NATIVE ADVERTISING *Brand Publishing* Content Marketing CUSTOM CONTENT

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# quality content

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# QUALITY CONTENT

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# Digital Landfill



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How can we  
avoid this ?

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Self Regulation

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WWW

Why

?

Who

Where





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# Cisco Report/ Forrester Research/ Nielsen

**69%**

**69%** of  
consumer's time  
online will be  
spent watching video

**1.8m**

If a picture paints  
1,000 words then  
one minute of video is  
worth **1.8 million**

**64%**

**64%** of marketers  
expect video  
to dominate  
their strategies

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# Keeping it Real

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Make the  
connection  
and the user  
will do the rest

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# Measurement



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# Road to Redemption

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Thank You

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