



***REPORT OUTLINE: Programmatic Advertising Market for Moldovan Online News Media**

The following outline guides the in-country researcher in completing the work for Internews' Ads for News market research activity in Moldova. Each of the following sections may range from a few paragraphs to a few pages in length. The market research should be delivered in a final research report of 10-15 pages, plus appendices.

1. Digital Advertising Market Size and Growth:

- What is the overall size of the digital ad market and programmatic ad market segment in Moldova?
- How has the market and segment evolved over the past few years, and what are the projected growth trends?
- What notable macro and micro economic factors and consumer market developments are contributing to the digital ad market size and growth trends?

2. Ad Formats and Platforms:

- What types of programmatic ad formats are prevalent in Moldova (e.g., display, video, native)?
- How have formats evolved over the past few years, and what are the projected growth trends?
- Which social platforms have the greatest penetration, and what amount of advertising spend is attracted by each?

3. Leading Advertisers and Advertising Spend by Industry

- What companies are spending significantly on digital advertising in Moldova? What are the top advertisers?
 - Top 20 multinational companies
 - Top 20 national companies
- What industries or sectors are spending significantly on digital advertising (i.e., FMCG, telecom, retail banking, travel, etc.)?
- What major multinational advertising agencies are active in Moldova?
- What are the major national advertising agencies?

4. Target Audience and Demographics:

- Who are the primary target audiences for programmatic ads on Moldovan news websites?
- What are the demographic characteristics of these audiences?
- What are the average CPM (cost per thousand impressions) rates for programmatic ads on the open web and news websites?

5. Ad Fraud, Viewability, and Brand Safety:

- What measures and vendors are used to combat ad fraud in the programmatic ad market in Moldova?
- How are viewability, brand safety, and other areas of interest addressed?



6. Regulatory Environment:

- What are the existing regulations and policies related to programmatic advertising in Moldova?
- How do these regulations impact the programmatic ad market for news websites?
- What governing bodies for the advertising industry exist in Moldova?
 - Do any focus more on digital than others?

7. Local Industry Challenges and Opportunities:

- What are the commercial and operational challenges local news websites face in Moldova?
- Are there any untapped opportunities or areas for growth?

8. Adoption of Programmatic Advertising and Other Revenue Models:

- To what extent do Moldovan news websites adopt programmatic advertising, and what factors influence adoption?
- What are the most common revenue models supporting news outlets in Moldova?

9. Consumer Attitudes and Trust:

- What are consumers' attitudes in Moldova towards programmatic ads on news websites?
 - How do consumers perceive the relevance and quality of these ads?
- What does the trust landscape for online news in Moldova look like? What surveys have been conducted?