

# THE ASN DEFINITION OF CONTENT

## The ASN definition of Content

For ASN, the definition of Content is very broad and there is even more confusion with the arrival of another marketing term – ‘Content Marketing’. To clarify the confusion – and at the same time illustrate which type of brand activity ASN captures in our ‘Content’ Genre – this is our position (and we will just use the term “Content” for simplicity’s sake).

Content activity qualifies for inclusion in ASN’s databases if it is *paid* content (not paid media, although we will include that value if it’s bundled in), *usually with a partner* to help deliver the activity. It can appear in the following guises:

- Original ‘television/video’ content created and scripted for a brand, distributed on TV, Online or Mobile, i.e. Branded Content
- Media sponsorship (Television) – in its simplest form, this is signalled by a “This programme is presented by BRAND” tagline. In some countries, this sits as stand-alone activity or as the result of a bonus awarded for a bulk advertising purchase. Sponsorship purists would disagree that this is a true sponsorship. But in the majority of markets, media sponsorships are often just one facet of a multi-faceted Content deal and are therefore more authentic. Therefore, ASN includes this media activity to address the majority of cases. In India, ASN’s values are a proportion of the advertising spend that are the source of the bonus.
- Media sponsorship (Online) – e.g. a ‘takeover’ or co-branding of a digital publisher’s channel, or sub-section of a channel
- Branded app or widget
- Product placement
- Content licence deal – a simpler deal which often looks like the purchase of Intellectual Property rights – imagery, music, clips – for brand promotions or consumer contests

## Exclusions

The only variant we don’t capture is (short-form) editorial Content that is *owned and/or earned* and it normally *does not have a partner platform*. For ASN, *this* is Content Marketing, e.g.

- posts created for a brand’s own website or social channel
- a white paper authored wholly by the brand, hosted on its own website or social channel