### Table 3-5
Average CPM Across Media

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</tbody>
</table>

Source: IVRQ Research, Morgan Stanley Technology Research.
Value Driver Mutation in Advertising

😊

Single media
Static
Aggregated targeting
Aggregated measurement
CPM
Advertising controls de ad
Pay medium
Intrusive-based advertising
Visible ads

😊

Multimedia
Interactive
Micro-targeting
Micro-measurement
Unit cost per effectiveness
Medium controls de ad
Pay the store/end-customer
Permission-based advertising
Invisible ads
Henry Ford con su primer coche

Dándole la vuelta al manillar servía para enganchar el caballo

Number of companies in the automobile industry
