Контрольная работа

**Прочитайте текст:**

**Advertising Information. History of On line Advertising**

On-line advertising provides a revenue stream for website owners and a promotion and marketing channel for advertisers. Built With can track on-line advertisers via there banner signatures embedded into a page. Most advertisers provide two channels, one for their advertising partners and one for their web site owning customers. There are many different web advertising companies, some very large such as Google provide text and image advertising and have huge markets, other smaller companies provide more niche advertising management. Google Ad sense is the most used advertising system found on Built With scanned sites, Double-Click, the second most tracked technology, was finally approved for purchase (by the FTC and EU) by Google in 2008 making Google control the majority of the non-search specific Internet advertising. On-line advertising, also known as on-line advertisement, Internet marketing, on-line marketing or e-marketing, is the marketing and promotion of products or services over the Internet. Examples of on-line advertising include contextual ads on search engine results pages, banner ads, blogs, rich media ads, social network advertising, interstitial ads, online classified advertising, advertising networks, dynamic banner ads, cross-platform ads and e-mail marketing, including e-mail spam. Many of these types of ads are delivered by an ad server. On-line advertising began in 1994 when Hot-Wired sold the first banner ads to several advertisers. Revenue in the United States grew to an estimated $7.1 billion in 2001 or about 3.1 percent of overall advertising spending. The dot-com bust destroyed or weakened many of the early on-line advertising industry players and reduced the demand for on-line advertising and related services. The industry regained momentum by 2004 as the business model for “Web 2.0” came together. A number of businesses emerged that facilitated the buying and selling of advertising space on web pages. Entities that operated web portals settled on the traditional “free-TV” model: generate traffic by giving away the content and sell that traffic to advertisers. Most web sites, with the exception of transaction ones such as eBay, generate the preponderance of their revenues from the sale of advertising inventory—the eyeballs that view space allocated for promotions—to advertisers. In the first half of 2007 alone, advertisers in the US spent more than $10 billion advertising on websites. That was about 14 percent of all advertising spending. The portion of advertising that is done on-line will increase significantly over time as more devices such as mobile telephones and televisions are connected to the Internet and people spend more time on these devices. The valuations that the capital markets are placing on businesses related to online advertising are consistent with this prediction. Google has had a seven-fold increase in its market value from August 2004 when it was valued at $29 billion to $215 billion in December 2007. During 2007 several companies in the on-line advertising market were purchased at multiples of 10-15 times annual revenues. The on-line advertising industry burst into the public eye in 2007. Google’s sky-rocketing stock price and its forays into industries such as word processing software, on-line payments, and mobile telephones drew significant attention. More than 500 articles on Google appeared in the New York Times, Wall St. Journal and the Financial Times during the year. The U.S. Federal Trade Commission and the European Commission launched in-depth antitrust investigations into Google’s acquisition of Double-Click, which provides software technology and services to on-line advertisers and publishers. Privacy concerns also came to the fore in 2007 as consumers, government agencies and the media started focusing on the massive amount of personal data that on-line advertising companies were storing and using. Businesses began to move their advertising efforts into areas by making wide use of social media from 2009. The social media includes social networking tools such as Facebook, Twitter, Hi-5, social news tools such as Reddit, Digg Propeller, social photo & video sharing tools such as Photobucket, Flickr, You-Tube and social bookmarking tools such as Delicio us, Simpy. One of the advantages of social media advertising is proper targeting of market through the use of the users’ demographic information provided. The disadvantage is measuring effectively of social media advertising, whether or not the number of ‘likes’, ‘friends’ or ‘follows’ could convert to actual sales

**Выполните задания:**

1. Определите являются ли следующие предложения; правдой (T), ложью (F) или нет информации в тексте(NS).

a. There are a lot of different web advertising companies, some very large such as Google provide text and image advertising and have huge markets.

b. The portion of advertising that is done on-line will decrease significantly over time as more devices such as mobile telephones and televisions are connected to the Internet and people spend more time on these devices.

c. The on-line advertising industry launched into the public in 2007.

d. The advantages will be higher sales and more profits, and the appeal will be to the retailer’s desire to make money.

1. Задайте три вопроса к следующему предложению.

The on-line advertising industry burst into the public eye in 2007.

1. Определите в предложениях неличные формы и их функции. Переведите предложения на русский язык.

a. Production is the entire quantity of goods produced.

b. We can’t help advising him to take part in the conference.

c. To use language is a human activity.

d. Conducting this research he came across the interesting phenomenon.

1. Переведите следующие предложения с инфинитивом и определите его функцию.

a. To see is to believe.

b. To read a lot is to know a lot.

c. She had learned to dance at school.

d. We will study minerals to be obtained in this mountain.

e. To enter an institute you have to take entrance exams.