

# Digital media



## WHAT WE KNOW ABOUT COMBINING TV WITH DIGITAL MEDIA

This article provides guidance about combining TV and digital media strategies.

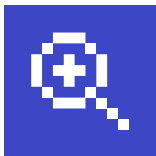
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## BEST PRACTICE IN MEASURING DIGITAL MEDIA

While the opportunities offered by digital media platforms and programmatic trading are significant, they have also created greater complexity for brand marketers, which, in turn, present additional challenges.

 [Read more](#)



## THE DRIVE FOR DIGITAL TRANSPARENCY

This chapter of the WARC Toolkit 2018 explores the drive for digital transparency, the theory and the practical actions to be taken off the back of the digital clean-up movement.

 [Learn more](#)



## GLOBAL, CONSUMER SPENDING ON DIGITAL MEDIA

An overview of consumer spending on digital media by media type, by age. Including video, audio and mobile applications.

 [Discover the data](#)



## HOW DIGITAL CHANNELS CAN HELP BUILD A BRAND

Find out how digital channels, when used well, can play a fundamental and complementary role in brand building.

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