

2.



WELL
The Trouble With Rice

3.



CRITIC'S NOTEBOOK
Lost in Literary
History: A Tale of
Courage in the South

4.



36 Hours in Prague

5.



Economist Receives
Rock Star Treatment

6.



BUSINESS DAY | SPONZOROVANE SDĚLENÍ

Proč je nativní reklama cestou do pekel a proč se tam těšit

By Adam Javůrek | APRIL 18, 2014

EMAIL

FACEBOOK

TWITTER

SAVE

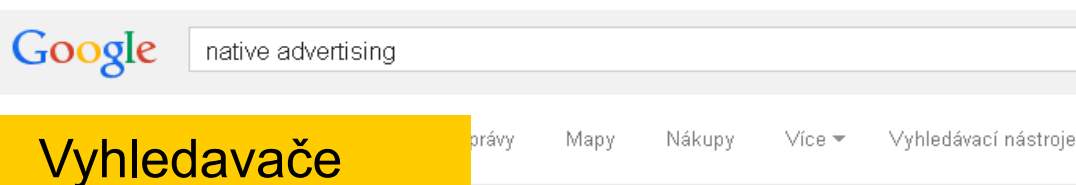
MORE

„Nativní reklama je nový paywall,“ prohlásila bývalá šéfka webu Guardianu. Média opravdu hledají spásu leckde: před rokem sázela na to, že je zachrání zpoplatnění obsahu, dnes se navíc upínají na „nativní reklamu“, jak se hezky říká nové generaci PR článků. Jaké jsou zkušenosti a očekávání médií a co je v sázce?

A version of this brief appears in print on April 19, 2014, on page B2 of the New York edition with the headline: Newspaper Industry Revenue Fell 2.6% Last Year. Order Reprints | Today's Paper | Subscribe



Krom „PR článků“ se schovává pod nativní reklamu:



Přibližný počet výsledků: 283 000 000 (0,58 s)

InMobi Mobile Native Ads - Ads that don't distract users

Reklama www.inmobi.com/Native-Ads

Powerful and easy customization.

Native advertising - Wikipedia, the free encyclopedia

en.wikipedia.org/wiki/Native_advertising

Native advertising is an online ad



Sledujte tisíce přímých přenosů na [TV Tipsport](#), největší internetové sportovní televizi!

11:49

Apri druhou přesilovku Slovinci neužili. Běluchin se

Ryze nativní prvky

MORE ON Us

Nick Carter "Disappointed" With Joey Fatone's Backstreet Boys Diss

Kate Middleton and Prince William Take the "World's Most Exciting Jet Boat Ride" in New Zealand

Amanda Bynes "Has Illness Whatever," Caused Past Behavior, Her Mom Says

Prince George, Prince William, Kate Middleton Color-Coordinate Outfits En Route to Sydney: Picture

Tori Spelling Breaks Down in True Tori Promo, Says She Can Never Give Dean McDermott Enough Sex

The Women of SNL
Learnist

After Beyoncé Gives Birth, Patients Protest Celebrity Security at Lenox Hill Hospital

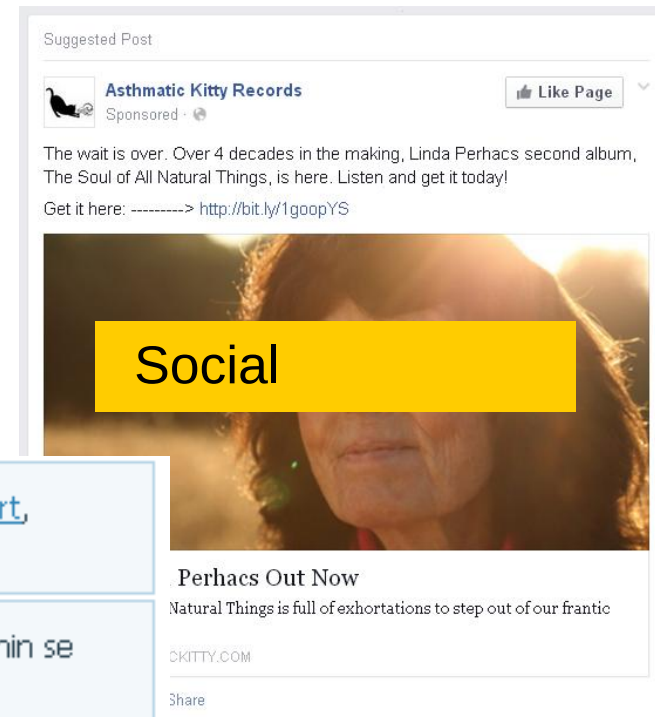
NY Region

Irish Central's Top 10 Annoying Characters

Ireland's top ten hotties, the best looking Irish men in Hollywood (PHOTOS)
IrishCentral

5 Social Theories Explained By Crazy Moments on "The Bachelor"
Learnist

Recommended by



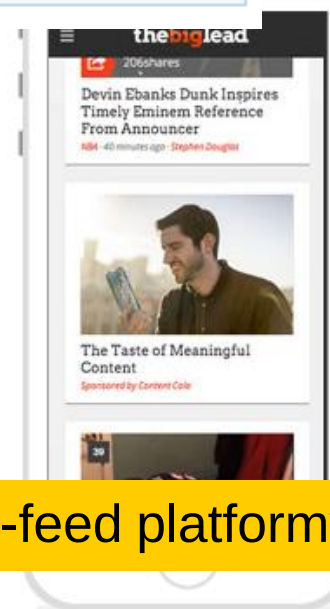
Social

Perhacs Out Now

Natural Things is full of exhortations to step out of our frantic

SKITTY.COM

Share



In-feed platformy



These Are The Thoughts Everyone Has On A College Tour

"How does he walk backwards without falling over? I bet there's special training for that."

 Mike Rose  an hour ago  3 responses

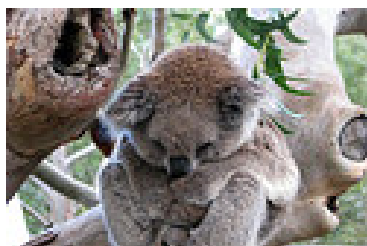


This Is One Crazy Fast Way To Take Off Your Shirt

Crazy Fast Way To Take Off Your Shirt – Never waste another second taking off your shirt the old-fashioned way again....



Promoted by
devour.com



21 Snoozing Koalas You Want To Snuggle With Right Now

They're like TEDDY BEARS in TREES.

 Lindsey Robertson  2 hours ago  55 responses

The 10 Worst Times For Your Phone To Die On You

That impending feeling of doom when your battery's bar is at red is the worst. Make sure your phone doesn't die when you need it the most with the [DROID RAZR MAXX HD](#) by Motorola, the longest lasting 4G LTE smartphone.

posted on February 13, 2013 at 8:50am EST



[DROID RAZR MAXX HD By Motorola](#)

Brand Publisher



When you've been on hold with tech support and finally get a real person to talk to.



Přidaly se i legendy

PAID POST

Will millennials ever completely shun the office?

BY



1.



In a Hole, Golf Considers Digging a Wider One

2.



WELL
The Trouble With Rice

3.



CRITIC'S NOTEBOOK
Lost in Literary History: A Tale of Courage in the South

4.



36 Hours in Prague

PAID FOR AND POSTED BY DELL



Will millennials ever completely shun the office?

January 8, 2014



WRITTEN BY:



Kim Anderson

SHARE



More paid posts from Dell



Can the government become entrepreneurial?

By Michael Keller

House legislation calling for entrepreneurs-in-residence at federal agencies aims to reform the bureaucracy.

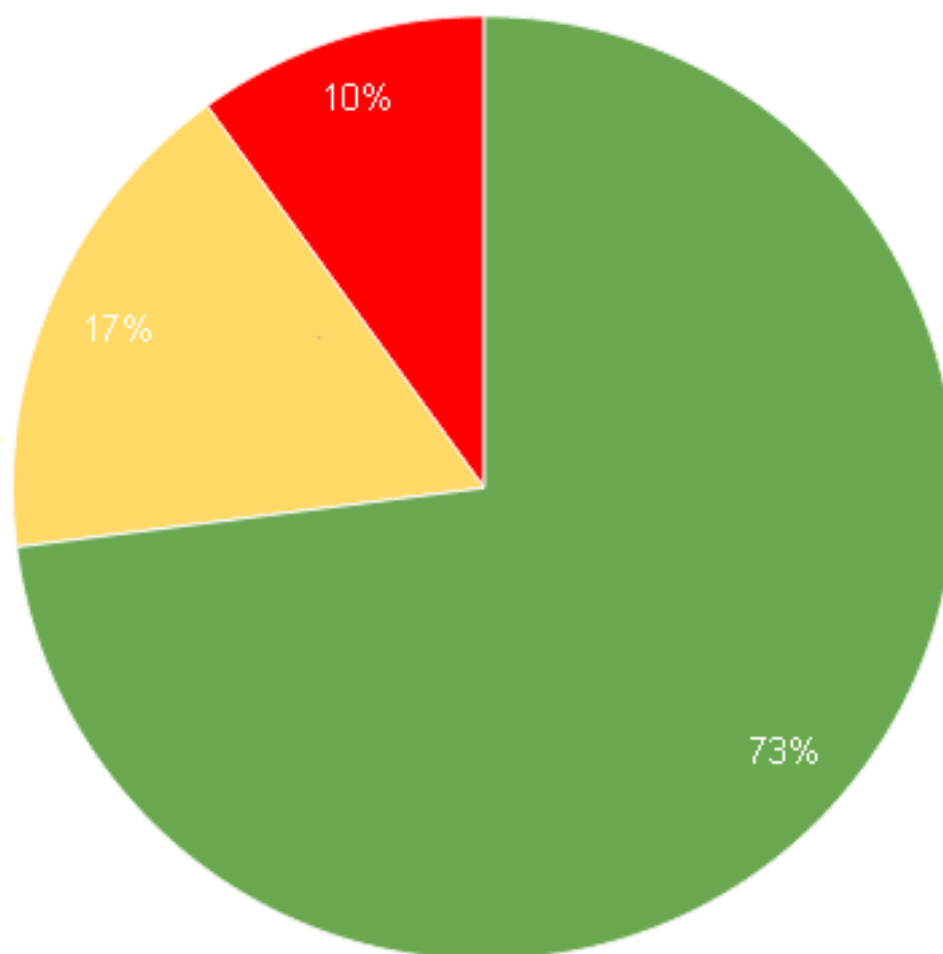
Co je nativní reklama (podle vydavatelů)

Integrace do designu webu, stejná doména	93%
Obsah vytvořen inzerentem, ve spolupráci s ním či na jeho zadání. Umístěn mezi redakčním obsahem	86%
Jednoznačné označení obsahu jakožto reklamy	79%
Obsahově hodnotné pro čtenáře, splňuje jeho očekávání	68%
Kontextově relevantní nestandardní reklama	64%
Obsahový marketing jako sponzorované hry, infografiky, ...	61%
Automatizovaná reklama jako promoted tweets atd	54%

Všichni jsou už v Mexiku

"Nabízíte nativní reklamu"? (US média, 7/13)

■ Ano ■ Zvažujeme, že letos začneme ■ Ne



Zdroj: ONA

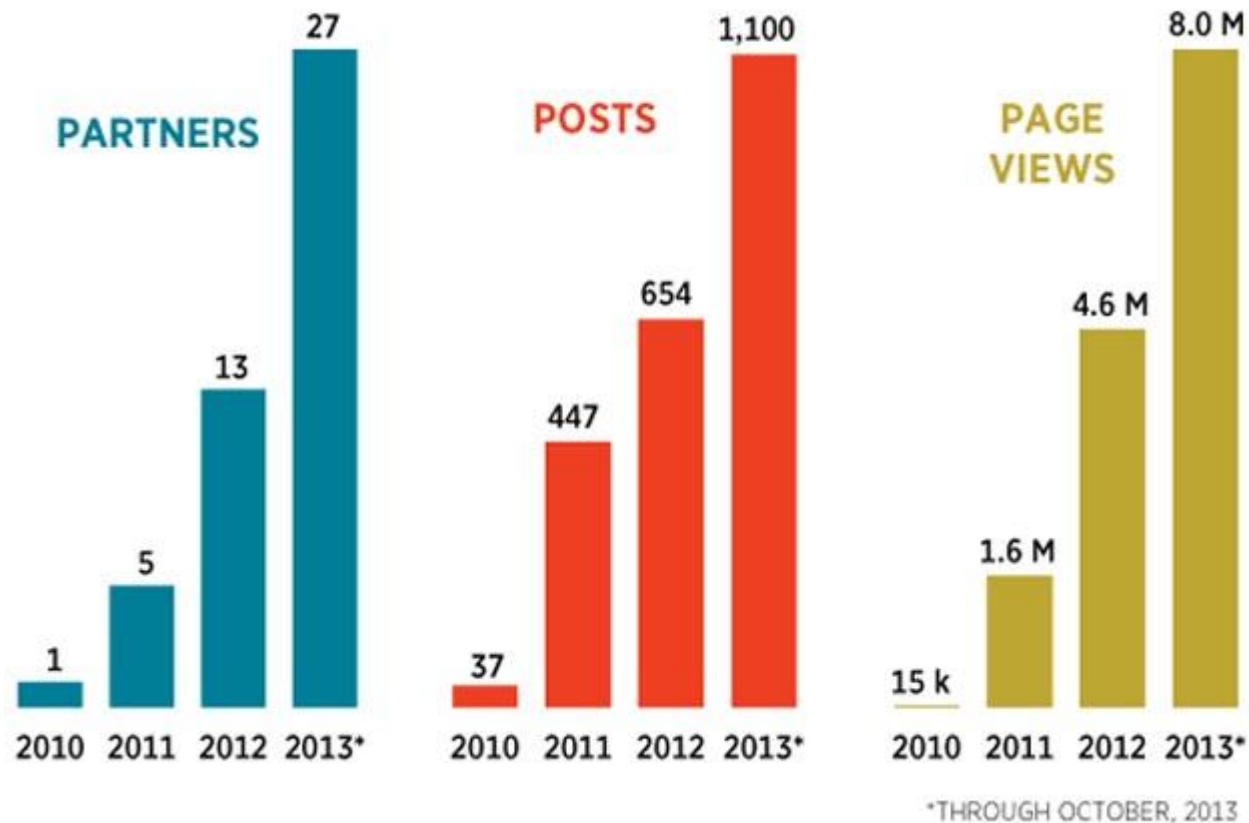
Někteří na native sázejí. Proč?

*“We believe native ads
are a spiritual journey.”*

- Kevin Gentzel,
CRO Washington Post

Někteří na native sázejí. Proč?

BRANDVOICE BY THE NUMBERS



Minimálně jako obsah to funguje

Dva BrandVoice autoři: **150.000 PV** / měsíc (každý)
průměr u redakčního obsahu: **100.000 PV** / měsíc

Nejvyšší průměrný počet pageviews: **13.500**
Nejnižší průměrný počet pageviews: **691**

Nejvyšší průměrný měsíční počet UV: **120.000**
Nejnižší průměrný měsíční počet UV: **2.100**

Jak nepošramotit prestiž médií?



Novináři často oponují

CAPITAL

'Wall Street Journal' editor Gerard Baker decries native advertising as a 'Faustian pact'



By Joe Pompeo

10:54 a.m. | Sep. 25, 2013

[FOLLOW THIS REPORTER](#)

Novináři často **chvíli** oponují

CAPITAL

***Wall Street Journal* embraces native ads**



By Joe Pompeo 11:36 a.m. | Mar. 10, 2014

[FOLLOW THIS REPORTER](#)

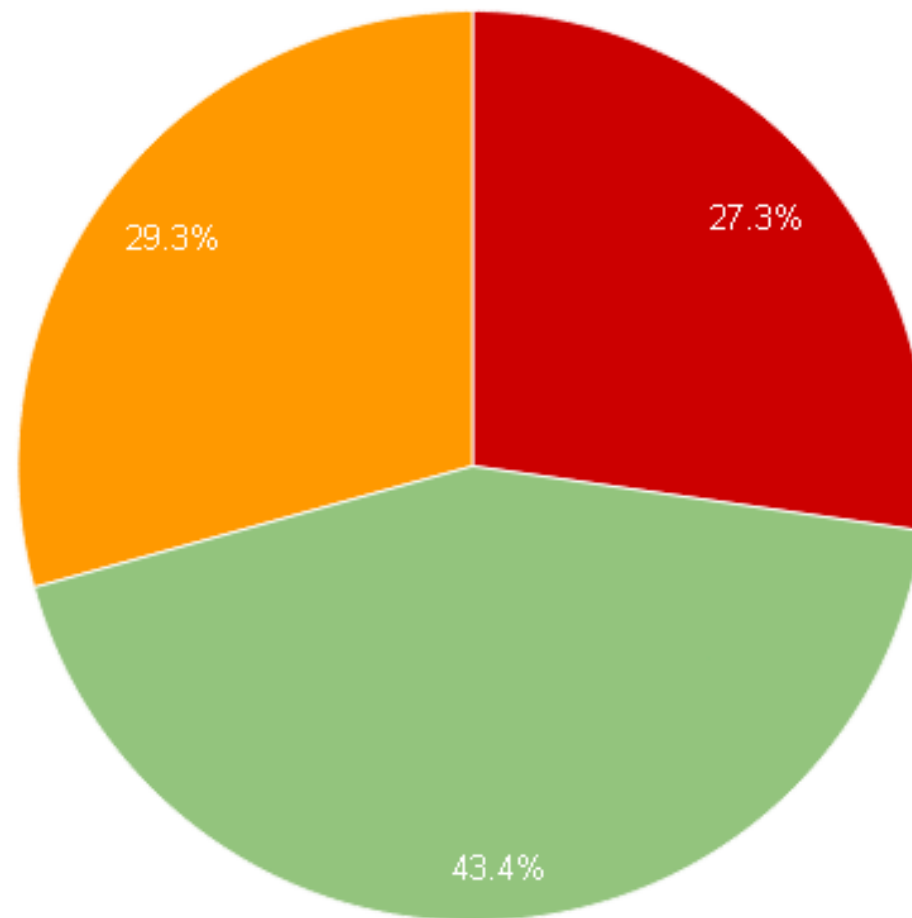
Jak řeší dilema různá média

Absolutně oddělené světy	Polopropustné	Naprosto průchozí
Wall Street Journal	Mashable	PureWow

Čím víc nativní, tím méně pochopitelná

Kdo je podle vás autorem textu?

■ novinář ■ někdo jiný ■ nevím



Zdroj: Berkeley Center for
Law and Technology

DINING >

[Blog](#) | [Listings](#)

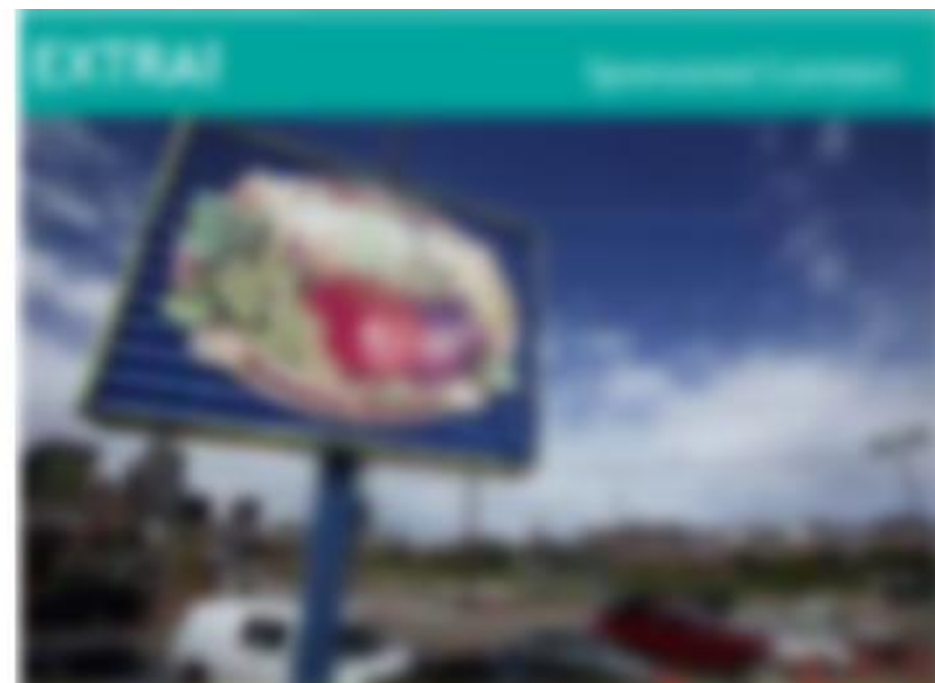
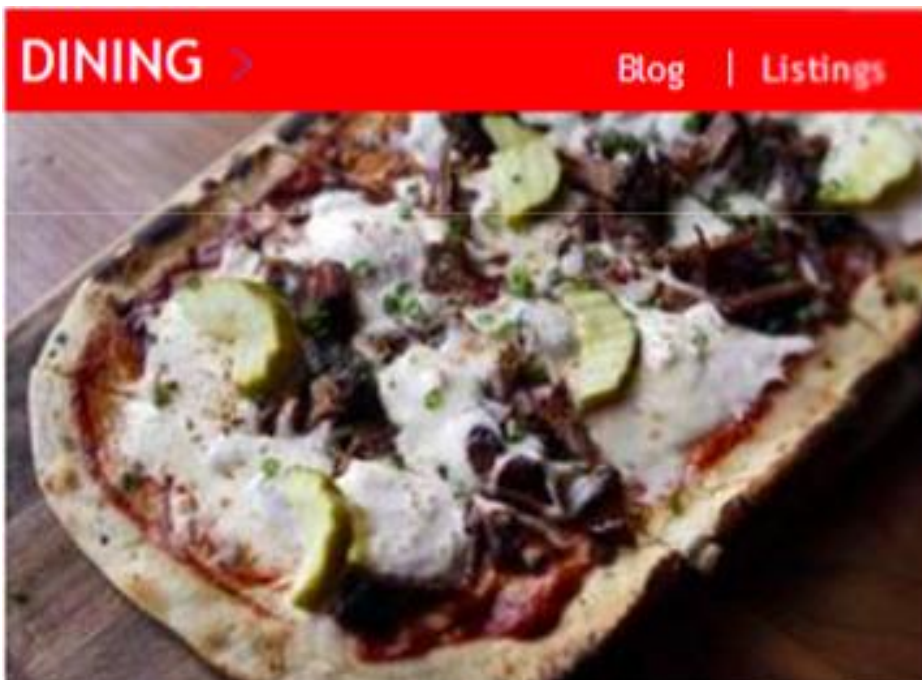


EXTRA!

Sponsored Content



Zdroj: Jeff Johnson, Ph.D.,
UI Wizards



Zdroj: Jeff Johnson, Ph.D.,
UI Wizards

Lze být na 100 % srozumitelný?

více než

50 % lidí

Nechápe význam sousloví
„sponsored content“

Disclaimer hyperkorektního média

- ✓ Je to podbarvené?
- ✓ Je použitý jiný font?
- ✓ Je opravdu srozumitelně popsáno, že je to placená reklama?
- ✓ Je napsáno, kým je to placené?
- ✓ Není to napsané velmi malým písmem, že ne?
- ✓ Je to tak i na homepage?
 - ✓ i v detailu článku?
 - ✓ i v m-verzi?
 - ✓ i v aplikacích?
 - ✓ i v recirkulačních prvcích?
- ✓ Je upoutávka na homepage v rámečku?
- ✓ Je tam bublina “co to je?”
- ✓ Jak je otitulován autor?
- ✓ Jaké je URL článku? Je už z něj poznat, že je to reklama?
- ✓ Když odkaz sdílím sdílkem, je ze statusu zřejmé, že je to reklama?

Nikdo nenadává

Facebook Conversations

8 comments ▾

[Add a comment](#)



Stacie Schomacker Swaney · ★ Top Commenter

Wha, wha wha. Remember when we didn't have cell phones, and we functioned just fine?

[Reply](#) · [Like](#) · 2 · February 26, 2013 at 10:39am



Robert Ray Reyna · Electrician at Scott Electric Company

Did we, Stacie, did we?

[Reply](#) · [Like](#) · 4 · March 8, 2013 at 8:11pm



Courtney Ezzo · Pittsburgh, Pennsylvania

Nope

[Reply](#) · [Like](#) · March 16, 2013 at 5:21am



Alexandro Meza · ★ Top Commenter

#1: Sure hope this car still works in reverse. Of course, cars seem to stop working at certain locations in and around Silent Hill. Anyhow, I would go to Silent Hill in a heartbeat, a manifestation of my thoughts, desires and nightmares actually sounds exhilarating!

[Reply](#) · [Like](#) · 2 · February 13, 2013 at 9:42pm



Temba Jefferson · Night Auditor at Days Inn

Camp crystal lake is in reverse.

[Reply](#) · [Like](#) · 1 · February 15, 2013 at 4:44pm



Shane Gulzow · Works at Dell

<https://fundrazr.com/campaigns/8Roz1>

[Reply](#) · [Like](#) · February 26, 2013 at 12:33pm



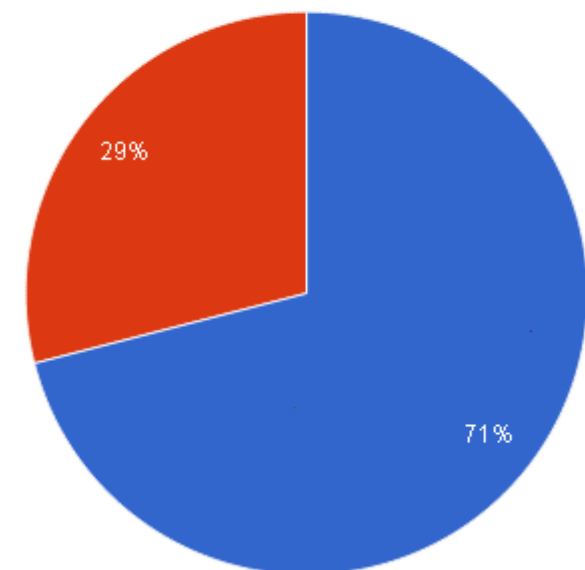
Martha Fillion · ★ Top Commenter

Was similarly locked out of the house recently, only it wasn't the door handle that broke off, it was the key that broke in the lock. The only house key I had on me!

[Reply](#) · [Like](#) · February 20, 2013 at 9:30am

"Zaznamenali jste negativní ohlasy na nativní reklamu"?

Žádné stížnosti Pár stížností



Zdroj: ONA



SPONSOR CONTENT

What's This?

David Miscavige Leads Scientology to Milestone Year

Under ecclesiastical leader David Miscavige, the Scientology religion expanded more in 2012 than in any 12 months of its 60-year history.

f Recommend

1.8k



12:25 PM ET



Kontroverzní klient? Zaručený průšvih

WRITERS



JEFFREY GOLDBERG | [A Wonderful New Book About Scientology, By a...](#)



JAMES FALLOWS | [Security Tip: Disable Java Now](#)



TA-NEHISI COATES | [More Guns, Less Crime: The Switzerland Example](#)



DEREK THOMPSON | [How Low Are U.S. Taxes Compared to Other...](#)



ALEXIS C. MADRIGAL | [A Big Field Test for 'GeoPush' Ads That Pop Up on...](#)



CLIVE CROOK | [Forward to North American Union, for Europe's Sake](#)



GARANCE FRANKE-RUTA | [Richard Ben Cramer on How He Did It](#)



STEVE CLEMONS | [Officials: Chuck Hagel Was a 'Gift From God' for...](#)

2012 was a milestone year for Scientology, with the religion expanding to more than 10,000 Churches, Missions and affiliated groups, spanning 167 nations--figures that represent a





Totally new type of sunlight today

RECENT NEWS

Gas Station Clerk Glad To See Pump
2 Doing So Well Today

Fisher-Price Designer Would Like To
See 2-Year-Old Try And Choke On
Newest Version

New App Matches You With Others
In Vicinity Who Wasted \$2.99 On
Same App

Moviegoer Manages To Sneak
Candy Past Teenage Usher Earning
\$7 An Hour

Newly Discovered Cave Paintings
Suggest Early Man Was Battling A
Lot Of Inner Demons

LESSER NEWS FROM THE WEB

SPONSORED: The Taliban Is A Vibrant And Thriving Political Movement

NEWS • News • ISSUE 49-03 • Jan 15, 2013

SPONSORED LINK



Members of the world's fastest-growing Islamic fundamentalist organization.



2.2K



3.4K



207

ROI

*(Nechci napovídat,
ale fakt, že zrovna zde není žádný obrázek,
leccos prozrazuje)*

NATIVE ADS

4.1

Consumers looked at native ads 52% more frequently than banner ads.

BANNER ADS

2.7

Average number of times the ad was viewed in a session

25% more consumers were measured to look at in-feed native ad placements rather than standard banners.

NATIVE ADS

25%



BANNER ADS

20%

Percentage of users who saw native ads vs. banner ads

NATIVE ADS

32%

BANNER ADS

23%

NATIVE ADS

52%

BANNER ADS

34%



Percentage of lift in brand favorability



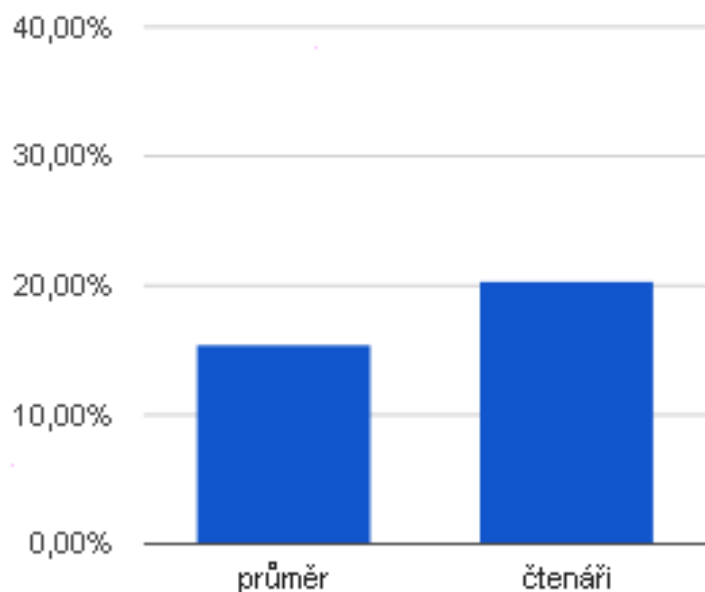
Percentage of lift in purchase intent

K.O. pro
bannerovou
reklamu?

Zdroj: Sharethrough

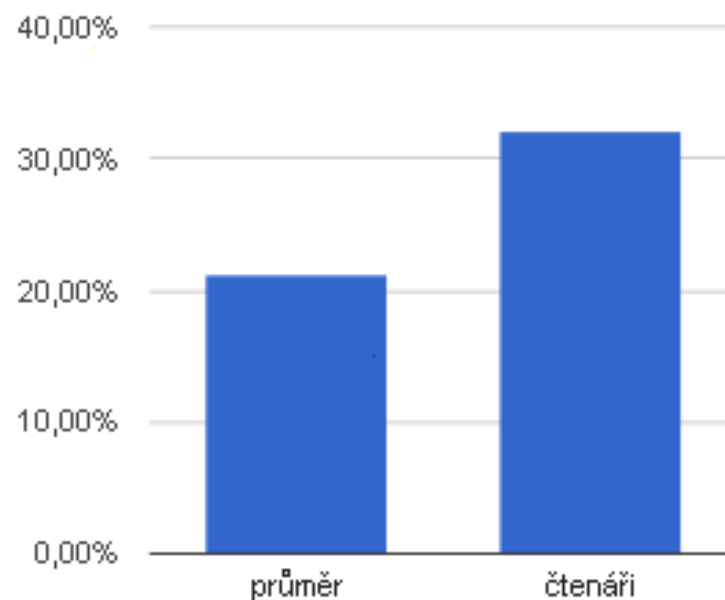
Jak přemlouvá klienty BuzzFeed

**Až budu kupovat příští auto,
MINI bude ve výběru**



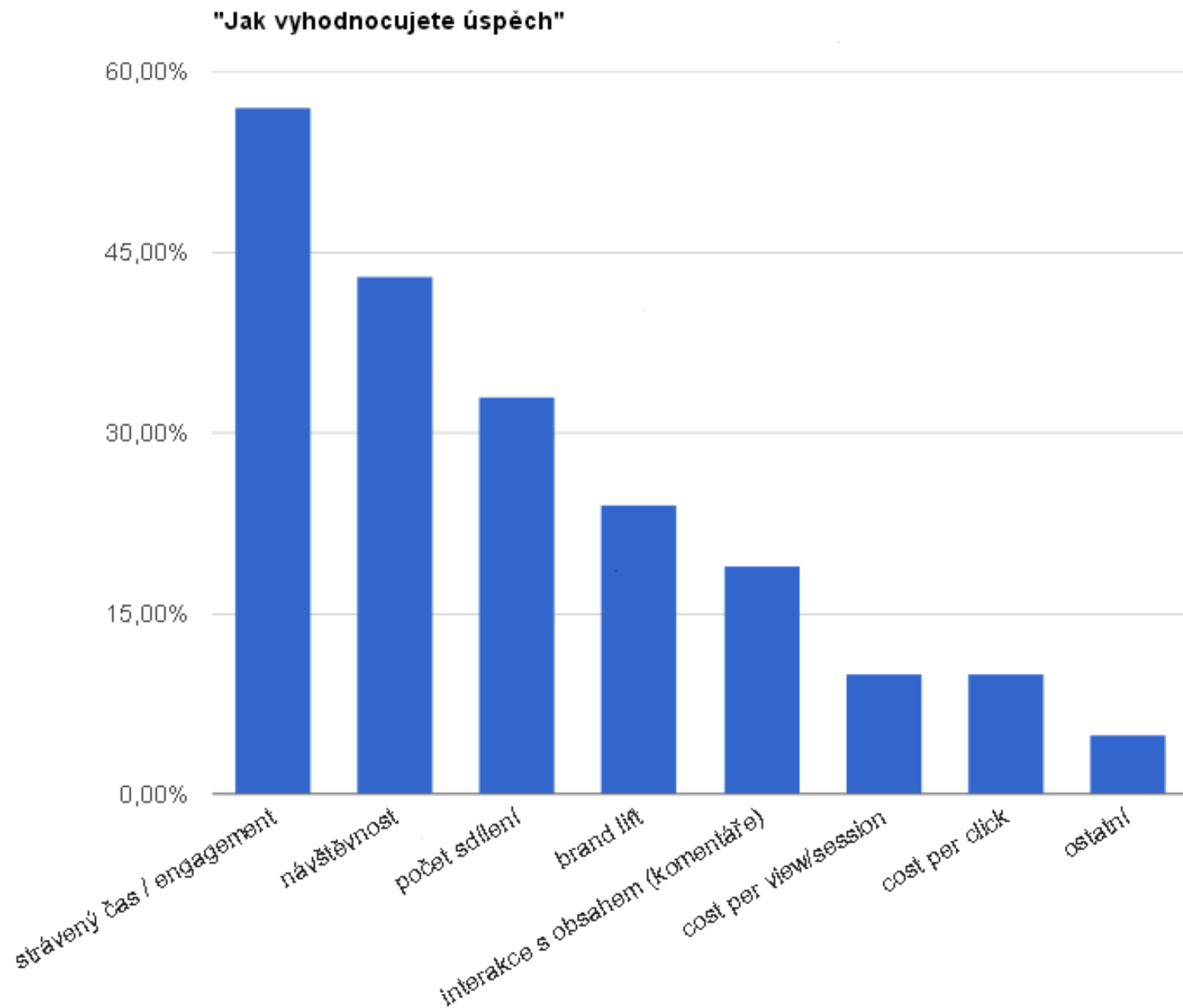
32,9 % brand lift

MINI = zábava



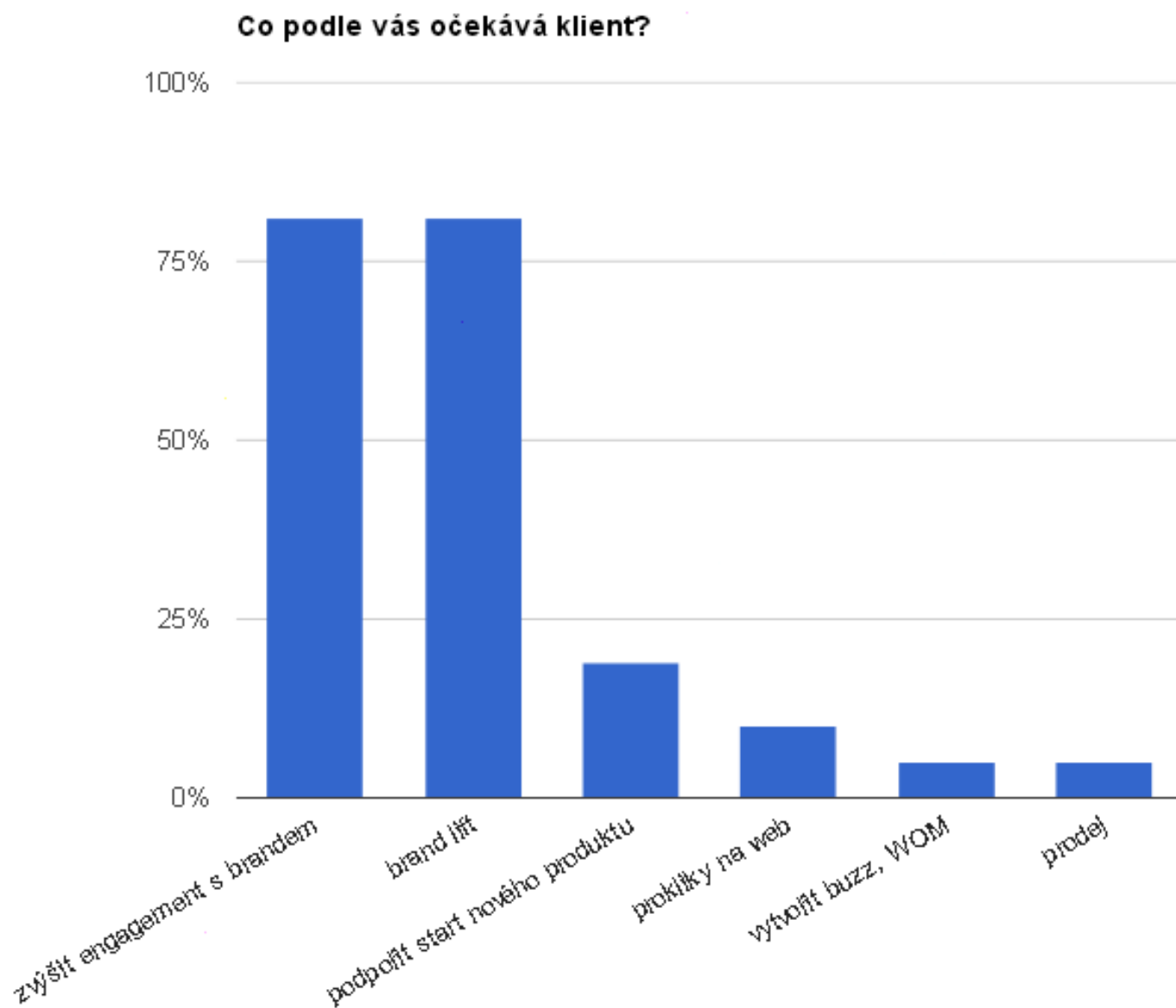
52,2 % brand lift

Jak měří úspěch vydavatelé?



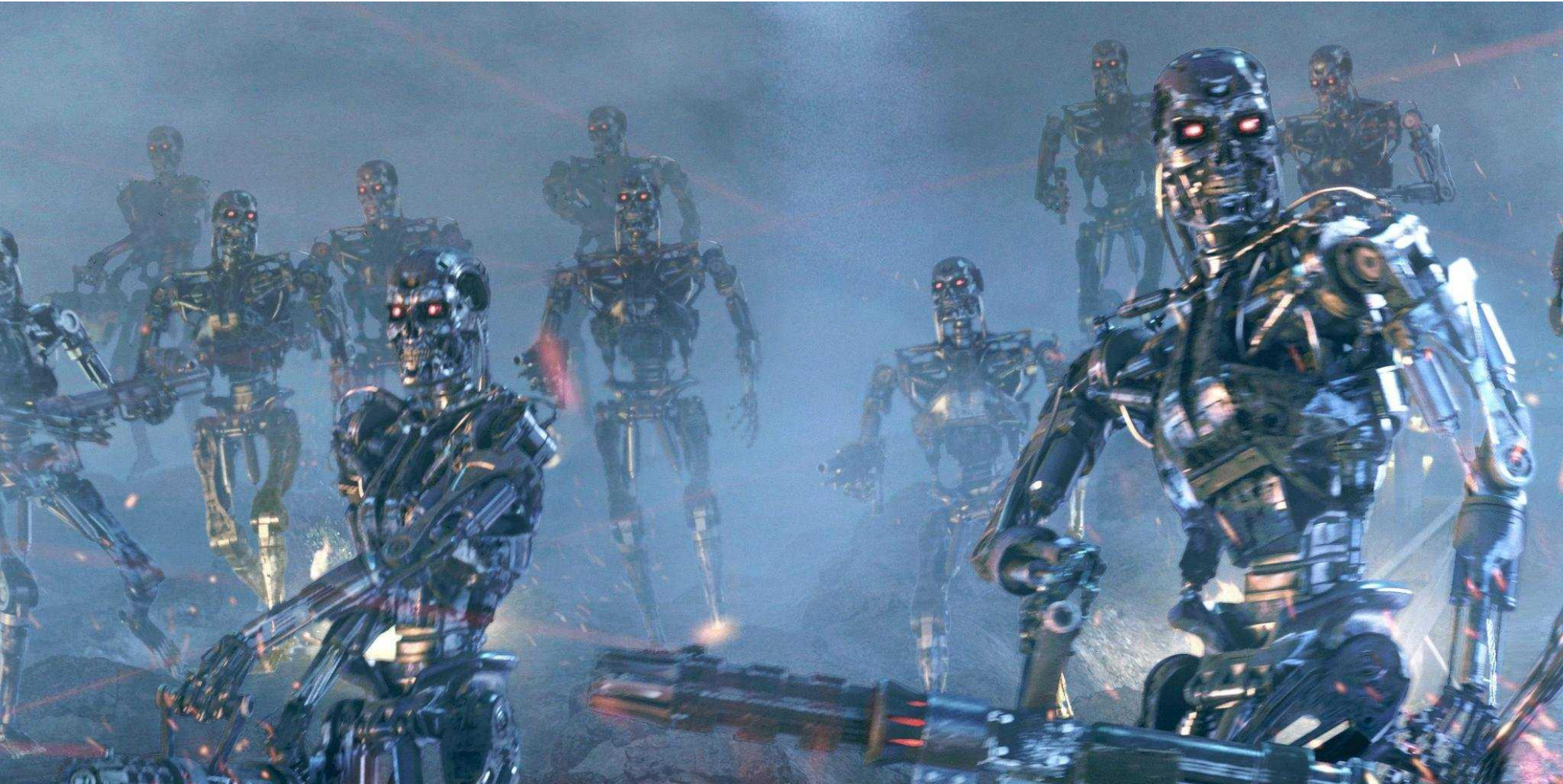
Zdroj: ONA

Co očekává dle vydavatelů klient?



Zdroj: ONA

Jak škálovat *unikátní* obsah?



ADAM JAVŮREK

prezentace: slideshare.net/javurek

já: linkedin.com/in/adamjuvurek

zase já: javurek@zurnalistika.cz