

**Monetisation:** The process through which a blog or vlog is converted into a source of commercial revenue

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| **Monetisation** | **Definition** | **Example screen shots** | **Notes** |
| Display adverts | Generally appear beside or below the video |  |  |
| Overlay adverts | Placed over the top , in the lower portion of the video |  |  |
| Video adverts skippable |  |  |  |
| Video adverts not skippable |  |  |  |
| Sponsorship |  |  |  |
| Merchandising |  |  |  |
| Diversification |  |  |  |
| Synergy |  |  |  |