

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Monetisation** | **Definition** | **Example screen shots** | **Notes** |
| Display adverts/banners |  |  |  |
| Overlay adverts |  |  |  |
| Video adverts skippable |  |  |  |
| Video adverts not skippable |  |  |  |
| Sponsorship |  |  |  |
| Merchandising |  |  |  |
| Diversification |  |  |  |
| Synergy |  |  |  |