

Paid and unpaid content categories

Table 1

Typology of Forms of Online Brand-Related Content

Content Creator				
	Brand	Brand and News Media	News Media	User
Unpaid	Social Video Viral Video Native Advertising	Publicity	Editorial Content	Word-of-Mouth Consumer-Generated Advertising
Paid	Advertorial Display Advertising	Branded (Editorial) Content	Sponsored (Editorial) Content	Sponsored WOM Consumer-Generated Advertising Competitions

Source: Campbell et al. (2014)