

No.	Channel	Provider	WWW
1	Affiliate programme		
2	App (Advertising medium)		
3	App (Brand, topic)		
4	Audio streaming platform Spotify		
5	Audio streaming platforms		
6	Call centre		
7	Cinema		
8	Community		
9	Consulting, support, training		
10	Corporate lounge areas		
11	Corporate publications		
12	Customer loyalty programme		
13	Delivery		
14	Demo media channel	Demo-Provider	www.melaschuk-medien.de
15	Digital signage, POS TV		
16	Email, email newsletter		
17	Event		
18	Extranet		
19	Field sales force		
20	Gaming platform		
21	Guerilla marketing action		
22	Household distribution		
23	Influencer marketing		
24	Location-based service		
25	Messenger		
26	Messenger WhatsApp		
27	Metaverse		
28	Navigation system, map tool		
29	Newspapers, periodicals, magazines (publishing objects)		
30	Online comparison portal		
31	Online directory		
32	Online marketplace		

No.	Channel	Provider	WWW
	(Advertising medium)		
33	Online shop (Brand)		
34	Out of Home (OOH)		
35	Out-of-home (OOH) ambient media		
36	Out-of-home (OOH) point-of-sale		
37	Out-of-home (OOH) posters		
38	Out-of-home (OOH) sports stadium		
39	Out-of-home (OOH) traffic media		
40	Podcast (Advertising medium)		
41	Point of sale (POS), Showroom		
42	Print mailing		
43	Product, service (Advertising medium)		
44	Product, service experience		
45	Public Relation		
46	Radio		
47	Recruitment platform		
48	Retail media platform		
49	Reviews, recommendations		
50	Search engine advertising (SEA)		
51	Search engine optimisation (SEO)		
52	Shop windows, display areas		
53	SMS		
54	Social media platform Facebook		
55	Social media platform Instagram		
56	Social media platform LinkedIn		

No.	Channel	Provider	WWW
57	Social media platform Pinterest		
58	Social media platform Snapchat		
59	Social media platform TikTok		
60	Social media platform X		
61	Social media platforms		
62	Transaction documents		
63	TV private sector		
64	TV public sector		
65	TV streaming platform, Connected-TV		
66	Video streaming platform		
67	Video streaming platform Amazon Prime		
68	Video streaming platform Netflix		
69	Video streaming platform YouTube		
70	Voice assistant, voice marketing		
71	Wearable Device		
72	Website (Advertising medium)		
73	Website (Brand, topic)		
74	Wi-Fi hotspot (Advertising medium)		
75	Wi-Fi hotspot (brand location)		