

Mainstream

Summary

This glossary contains definitions of technical and marketing terms referenced across DAO.AD documentation.

Definition

Mainstream traffic includes websites and mobile applications intended for a broad audience. These sources typically contain family-friendly or general-interest content suitable for most advertisers.

Examples include:

- News websites
- Blogs
- Entertainment portals
- Technology websites
- Sports websites
- Educational resources
- Business websites
- Forums and communities

Typical Characteristics

- Suitable for all audiences
- Complies with standard advertising policies
- Does not contain explicit or adult content
- Accepted by most advertisers

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