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AUCTION MECHANICS

FEBRUARY 2019 UPDATE
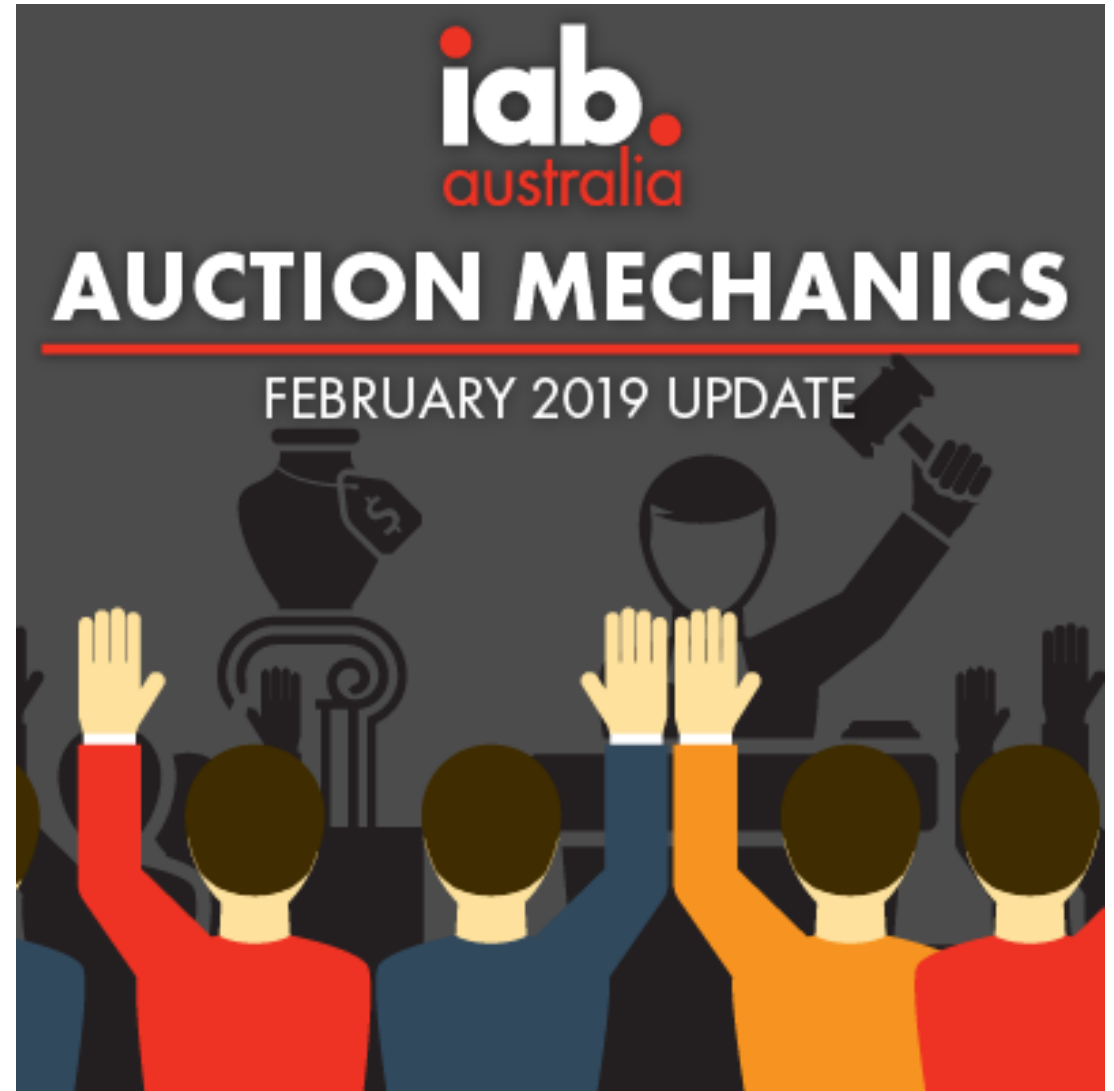
Our Industry Experts for Today

Mitchell Greenway

Director Partner
Services ANZ

Janette Higginson

APAC Head of
Demand
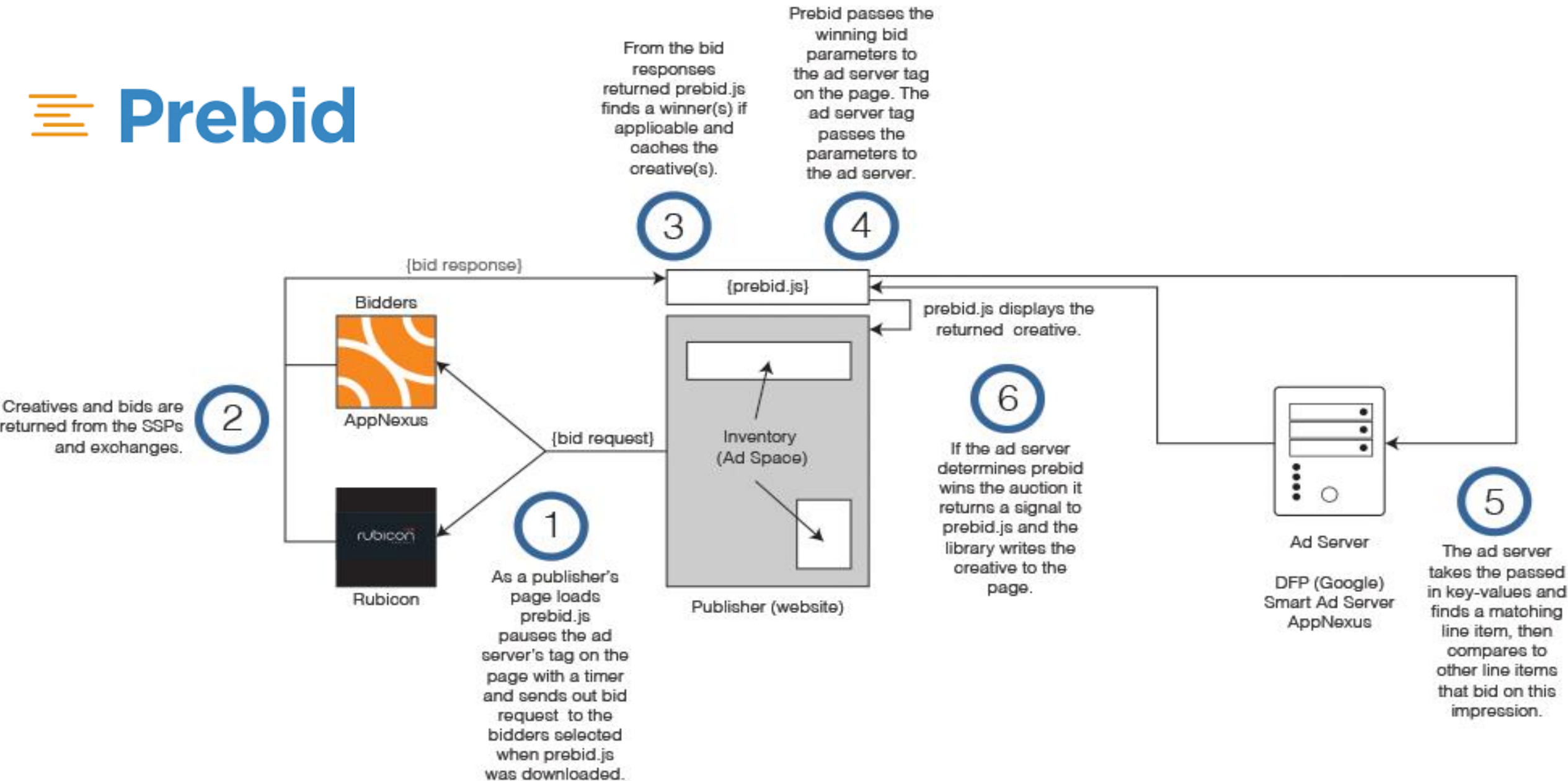
David Benjafield

Country Manager ANZ

Ben Murray

Director Products
& Technology

Prebid

Prebid passes the winning bid parameters to the ad server tag on the page. The ad server tag passes the parameters to the ad server.

From the bid responses returned prebid.js finds a winner(s) if applicable and caches the creative(s).

③

④

{bid response}

{prebid.js}

Bidders

AppNexus

prebid.js displays the returned creative.

Creatives and bids are returned from the SSPs and exchanges.

②

{bid request}

Inventory (Ad Space)

⑥

If the ad server determines prebid wins the auction it returns a signal to prebid.js and the library writes the creative to the page.

rubicon

①

As a publisher's page loads prebid.js pauses the ad server's tag on the page with a timer and sends out bid request to the bidders selected when prebid.js was downloaded.

Rubicon

Publisher (website)

Ad Server

DFP (Google) Smart Ad Server AppNexus

⑤

The ad server takes the passed in key-values and finds a matching line item, then compares to other line items that bid on this impression.

☰ Prebid

Leader Members

INDEX EXCHANGE	Magnite	MediaMath	OpenX
PubMatic	SPOTX THE TRUSTED PLATFORM FOR VIDEO ADVERTISING	theTradeDesk	xandr

Prebid – An Introduction

Mitchell Greenway

Director, Partner Services ANZ

Evolution of the Programmatic Tech Stack

The Traditional waterfall

Inefficient and advantageous for Google

Adoption of Header Bidding

Eliminated last look, leveled the playing field

Proliferation of Header Bidding + Containers

More competition, higher revenue and the beginning of optimization

Open Bidding + Open Source

Transparency and continuous optimization

Prebid.js launches

EBDA Launches

Pubs intro 2-3 demand partners w/google stack

Supply becomes commoditized

Pubs add even more demand partners

Complex ad call stacks are the norm

| 2015 | 2016 | 2017 | 2018 | 2019 | Today |

EFFICIENCY ⟶ **OPTIMIZATION** ⟶ **TRANSPARENCY**

OpenX

Prebid – An Introduction

- Prebid.js provides and a simple and easy to implement code set to improve header bidding for a Publisher's inventory.

- Widely supported with 150+ demand sources, 15 + Analytics adapters.

- Open-source technology empowered through AdTech collaboration towards a wider vision of ever-evolving capabilities to improve header bidding.

- An active community of supporters, constantly being improved upon with new features being constantly released and supported via a knowledge base.

Prebid – Products

- Prebid.js - the leading web-based header bidding solution used by publishers worldwide

- Prebid Mobile – SDK available, enabling app publishers to move beyond the waterfall

- Prebid Server - shifting Prebid and Header Bidding to the cloud for improved efficiency, scale and performance

Prebid 4.0

- Version 4.0 includes some critical updates related to TCF 2.0 and several capability improvements.

- A major shift towards standardisation (incl. Parameter locations, Video parameters, and Meta Taxonomy).

- Prebid has developed flexible software solutions to help Publishers conform to TCF 2.0 (Transparency and Consent Framework – IAB Europe and IAB Tech Lab initiative) requirements.

The Power of Open Source

Benefits of switching to Prebid.js

- Positive feedback from all shareholders
- Opportunities to introduce new header bidding partners
- Reduced platform fees
- Reduced dependency on any one platform

Results with Prebid.js + OB

+49%
Programmatic Revenue

+72%
Increase in CPMs

"The culture we have built at KG Media fosters a growth mindset – we never stop searching for the best solutions to grow our business. This was the case when we moved to Prebid.js.

Beyond more revenue, Prebid.js offered us a reliable and transparent solution that reduced our overall dependence on any one tech platform."

Moris Rusmanto
Print and Digital Sales Director
KG Media

OpenX

Industry Panel and Attendee Q&A

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OpenX®

INDEX EXCHANGE

MediaMath

INTERPLAY MEDIA™