

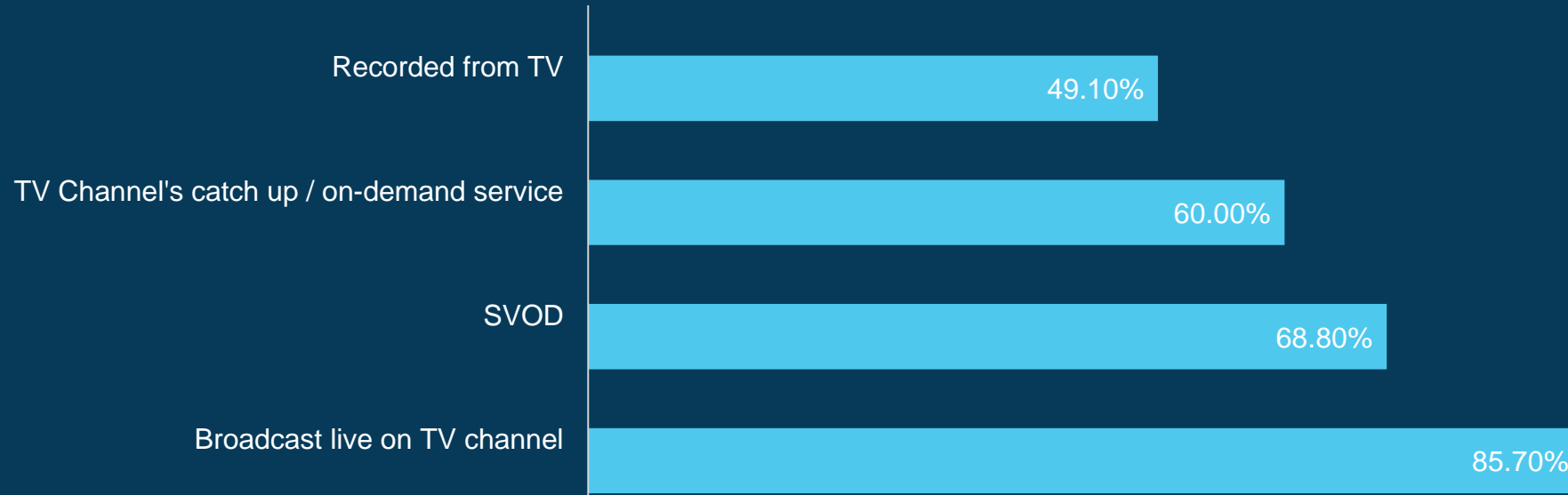
HOW SELL-SIDE TECH CAN FUEL BUY-SIDE INNOVATION IN CTV

TINA TSANG

VIDEO STREAMING IS ON THE RISE IN AUSTRALIA

Live broadcast TV is still the dominant form of TV consumption, but streaming is catching up

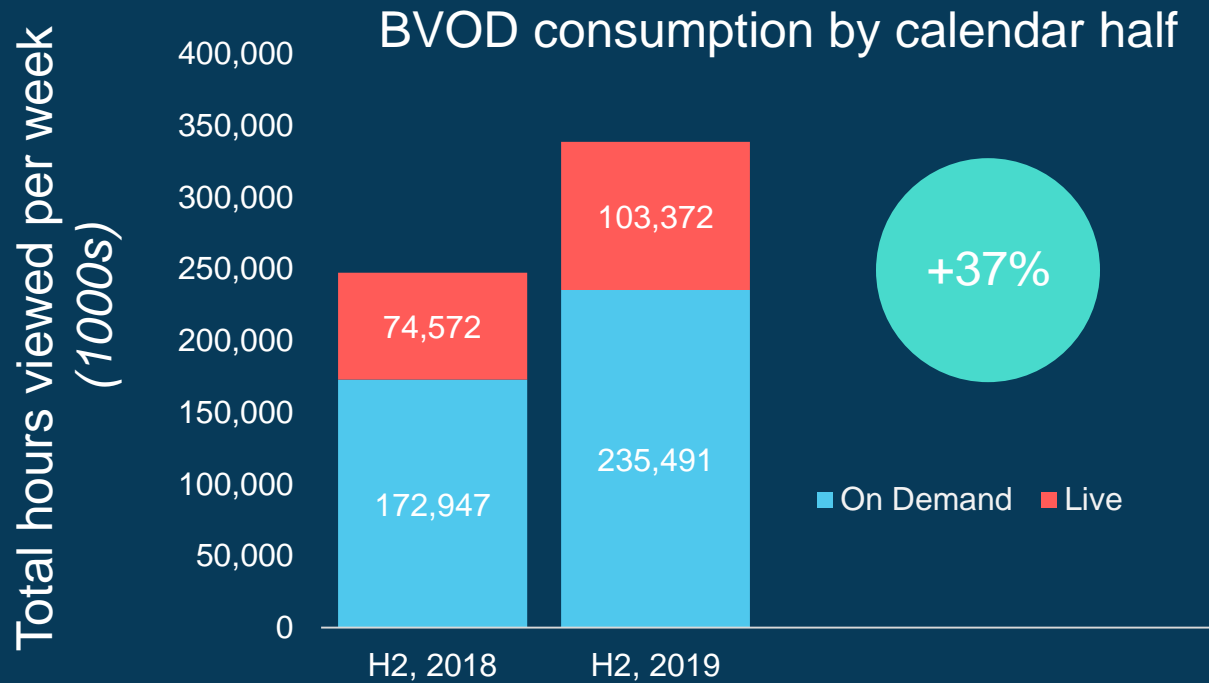
TV viewers in Australia, by method, H1 2019
% of internet users



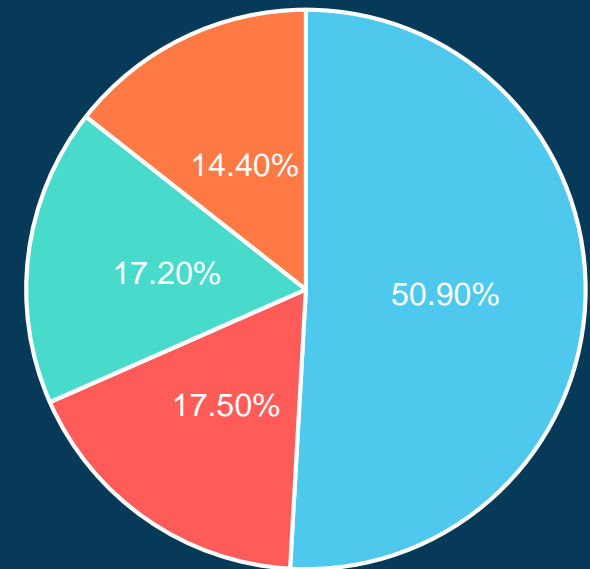
Source: eMarketer – Global Media Intelligence Report Australia, 2019

VIDEO STREAMING IS ON THE RISE IN AUSTRALIA

Broadcaster Video On Demand (BVOD) is growing fast, and CTV is the preferred device for consumption



Screen use
(average total daily hours per device)



■ TV ■ Tablet ■ PC / Laptop ■ Mobile

Source: thinkTV TV Everywhere Report, H2 2019

THE PANDEMIC PARADOX

CTV Supply
Has Increased

+40%
Available
CTV Inventory

But Programmatic CTV CPMs
Have Remained Flat

~90%
Programmatic CTV
Fixed Rate Deals

Resulting in
Missed Opportunity for
Advertisers & Publishers

Inventory
Left Unsold

Source: OmnicomMediaGroup Adapting to Covid-19: Programmatic Marketplaces, 2020

PUBLISHERS HAVE BEEN SLOW TO FULLY EMBRACE PROGRAMMATIC OTT...



Preserving Inventory Value



Delivering Viewer Experience



Ad Pod Complexity



Transparency & Control

...WHILE BUYERS FACE UNIQUE CHALLENGES



Lack of Brand Safe Marketplaces



Limited Access to Programmatic Inventory



Bid Request & Ad Pod Blind Spots



Viewer Experience

THE FUTURE OF PROGRAMMATIC OTT

- Run server-to-server parallel auctions within private marketplaces
- Centralise 100% of programmatic and direct demand
- Optimise the entire ad pod
- Deliver TV-like experiences



INTRODUCING OPENWRAP OTT

Realise the full economic potential of programmatic with Prebid server powered header bidding for ad pod creation and optimisation



**Centralise 100% of
Direct and
Programmatic
Demand**



**Optimise the
Entire Ad Pod**



**Deliver TV-Like
Experiences**

PUBLISHER BENEFITS



FLATTEN THE WATERFALL

- Compete all demand – from programmatic and direct deals (SSAI, Exchanges, DSPs, Ad Server)
- Access to differentiated demand and brand spend from PubMatic preferred partnerships deals (SPO)
- Grow yield and revenue without losing access to current demand



FASTER AD LOADS

- S2S parallel auctions applied within the ad pod to reduce latency, timeouts and buffering
- Ensures all demand sources have the opportunity to bid
- Viewers benefit from faster ad loads



AD POD CONTROL & PERFORMANCE

- Maximise monetisation and apply business rules across the entire pod while maintaining great viewer experience
- Solves for frequency capping, competitive exclusion, back to back ads



POWERED BY PREBID

- Transparency, control, and accelerated innovation through open source, enterprise tools
- First independent Prebid OTT header bidding solution



ADVERTISER BENEFITS



BUYING EFFICIENCY & FLEXIBILITY

- Real-time auctions against curated and brand safe Private Marketplace inventory
- Transparent auction dynamics
- Supply Path Optimisation



FIRST LOOK ACCESS

- Incremental scale and reach from header bidding
- Expands first-look access to programmatic and direct inventory
- Bid on inventory previously “stuck” in the ad server



BID TRANSPARENCY & AD POD OPTIMISATION

- Optimisation of full ad pod assembly
- Bid parameters include business rules so Advertisers know how to bid
- Controls frequency capping, competitive exclusion, and back to back ads



IMPROVED VIEWER EXPERIENCE

- S2S parallel auctions reduce latency, buffering and ad load times
- Greater opportunity to bid and deliver ads
- Increases viewability and TV-like experiences for viewers



Thank You
