

VIRTUAL PROGRAMMATIC DAY H1 2018



#IABEUVPD

19 April 2018

iab.europe

WELCOME

Simon Halstead

*Chair, IAB Europe Programmatic Trading
Committee and Head of Open Demand
International, Oath*



Today's agenda

10.40-10.50 (CEST)
09.40-09.50 (BST)

IAB Europe Header Bidding and Auction Dynamics white paper

10.50-11.20 (CEST)
09.50-10.20 (BST)

PANEL Header Bidding and Auction Dynamics

11.20-11.55 (CEST)
10.20-10.55 (BST)

PANEL The Impact of GDPR on Programmatic Trading

11.55-12.15 (CEST)
10.55-11.15 (BST)

PANEL Building Transparency and Trust in the Digital Advertising Supply Chain

12.15-12.30 (CEST)
11.15-11.30 (BST)

Audience Q&A

Your opportunity to ask the speakers any questions.

12.30-12.35 (CEST)
11.30-11.35 (BST)

Summary and close

IAB Europe Header Bidding and Auction Dynamics White Paper

Kay Schneider

General Manager, SmartX Platform (RTL Group) and leader of IAB Europe Header Bidding and Auction Dynamics white paper



Objective

The white paper aims to provide guidance on what header bidding is, the latest developments in auction dynamics and the key considerations, challenges and opportunities for buy and sell-side stakeholders.

The Evolution of Header Bidding and Auction Dynamics

The white paper will explore the latest trends including:

Server-side header
bidding

First and second
price auctions

Video, mobile and
native ad formats

Challenges and Opportunities

The white paper will address some of the key challenges surrounding Header Bidding and Auction Dynamics

Buy-side
challenges

Buy-side
opportunities
*(e.g. supply path
optimisation)*

Publisher
challenges e.g.
holistic yield
strategy

Publisher
opportunities

Key Considerations

The white paper will outline key considerations for media buying and selling in relation to header bidding and auction dynamics, for example:

- ? Impacts on media buying
- ? Impact on publisher yield management and optimisation
- ? Considerations for choosing a solution

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Header Bidding and Auction Dynamics

MODERATOR



Andrew Buckman
*Managing Director
EMEA, Sublime Skinz*



Alvaro Bolivar
*VP Product
Management, Oath*



Lisa Kalyuzhny
*Director Advertiser
Solutions, PubMatic*



Jonas Dobravolskas
*Product Director,
Adform*



Ellen Mikals
*Senior Strategic
Publisher Partnerships
Manager, Criteo*

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The Impact of GDPR on Programmatic Trading

MODERATOR



Michele Appello
*Senior Director
Business Solutions,
Improve Digital*



Charlie Glyn
*Head of
Programmatic,
Havas Media
Group*



Julia Shullman
*VP Chief Privacy
Counsel,
AppNexus*



Andrew Buckman
*Managing Director
EMEA,
Sublime Skinz*



**Mirjam Berkheij-
Naves**
*Director of Technical
Operations Europe
SpotX*



Chris Hartsuiker
*Public Policy Officer,
IAB Europe*

Building Transparency and Trust in the Digital Advertising Supply Chain

Ina Arens

Head of Programmatic, MediaCom



Many Questions

Has the data been verified as pseudonymous/anonymous as defined by GDPR?

Is the supply disclosed as header bidding in the auction?

How am I being charged for data, independently to media or is it bundled with data

Are all costs included in the clearing price or are there additional costs appended?

Is the data stream based or sample based?

Are the numbers of bidders within the auction disclosed?

Is the supply via header bidding?

What service model is being deployed?

Three Areas of Transparency

COST

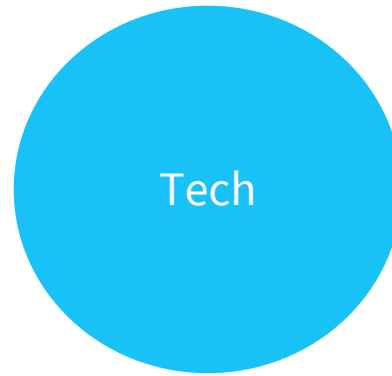
INVENTORY
SOURCE

DATA

How Does Everyone Earn Money?



Service or Product
(Ad-Network)?



Licence or Media
Arbitrage?

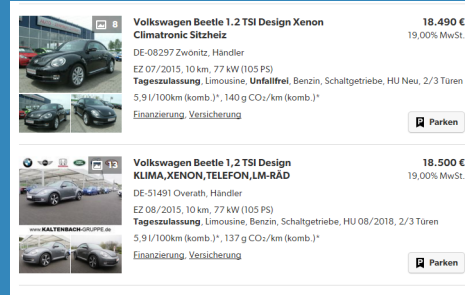


Representing the Publisher
or (Arbitrage) Reseller?

Are You Buying a Service or a Product?

Pre-Configured Programmatic Products

Media Product:
*One price including
Inventory,
Tech,
Data
and Experts*



The screenshot shows two listings for Volkswagen Beetles. The first listing is for a 'Volkswagen Beetle 1.2 TSI Design Xenon Climatronic Sitzheiz' priced at 18.490 € (19,00% MwSt.). The second listing is for a 'Volkswagen Beetle 1.2 TSI Design KLIMA, XENON, TELEFON, LHM-RÄD' priced at 18.500 € (19,00% MwSt.). Both listings include details about the dealer, engine specifications, and features like 'Tageszulassung' and 'Unfallfrei'.

New car from stock
Fixed configuration
Fixed price – often cheaper

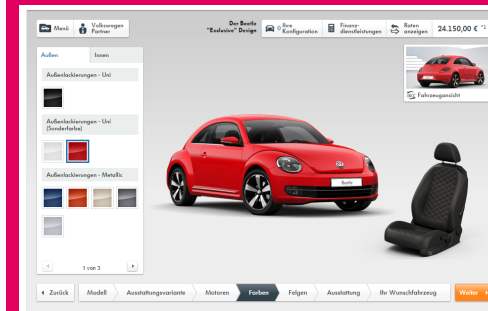
Fully disclosed customised Programmatic Service

Media Inventory: full control

Technology: pass-through cost

Data: 3rd party pass-through cost

Specialists: specialist team fee

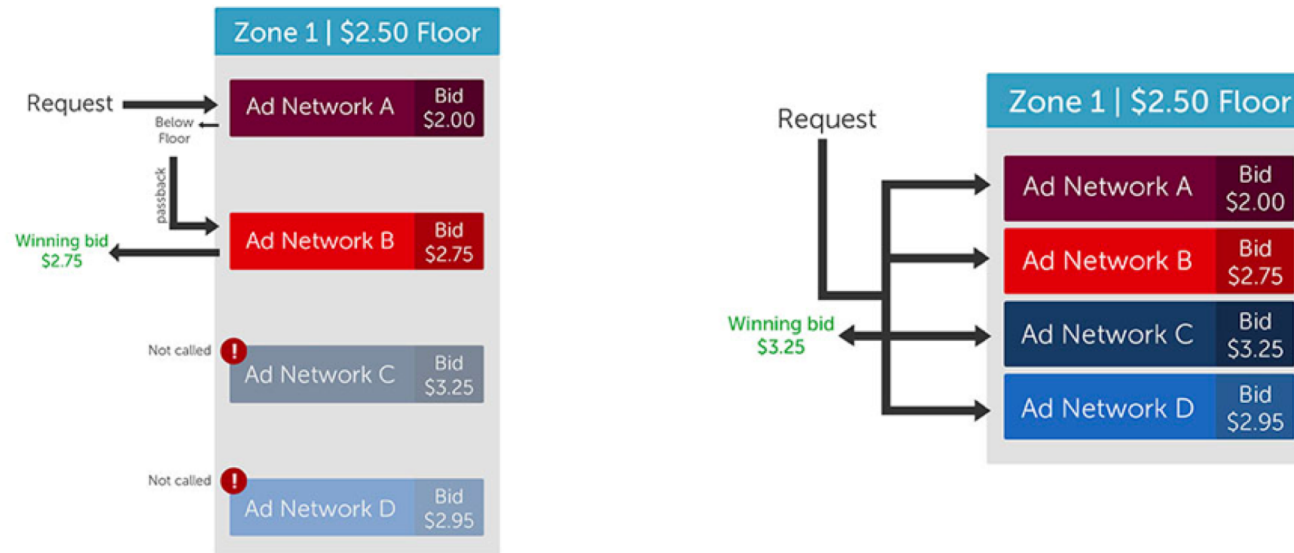


The screenshot shows a car configurator interface for a red Volkswagen Beetle. It features a central image of the car and a separate image of a car seat. The interface includes various options and a price of 24.150,00 €. Navigation buttons like 'Zurück', 'Modell', 'Ausstattungsvarianten', 'Motoren', 'Farben', 'Folgen', 'Ausstattung', 'Ihre Wunschfahrzeug', and 'Weiter' are visible at the bottom.

Car Configurator
Flexible configuration
Full control

What About Inventory?

Waterfall Auction vs. Header Auction



Source: Ad Ops Expert <http://www.adopsexperts.com/2017/03/27/header-bidding/>

Data Transparency

- Lack of alignment of definitions
- Audience databases are not auditable
- No independent verification
- Models are not transparent

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Building Trust and Transparency in the Digital Advertising Supply Chain

MODERATOR



Ina Arens
Head of
Programmatic,
MediaCom



Bastiaan Spaans
SVP Commercial,
Improve Digital



Luke Fenney
VP Publishers
Development, Index
Exchange



Simon Burgess
Business
Development
Director, Oracle
Data Cloud



Özlem Geyik
Business
Development
Manager,
DoubleClick
(representing IAB
Turkey)



Emmanuel Ogidan
Commerical Director
UK and Ireland,
FreeWheel

AUDIENCE Q&A

MODERATOR



Simon Halstead

Chair, IAB Europe Programmatic Trading Committee and Head of Open Demand International, Oath

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- Ben Sutherland, Diageo
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- Evgeny Morozov, Author
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Get involved

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