



THE SWINGING PENDULUM: BUYERS, SELLERS AND AN ECOSYSTEM IN THE BALANCE

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mtm

Global Scale, Local Expertise

Ooyala is an independent subsidiary of Telstra, one of the world's largest telecommunications and IT services companies. With a presence in dozens of major cities around the world, Ooyala helps customers win at a global and local level.



500+
CUSTOMERS
WORLDWIDE

220M
UNIQUE
MONTHLY
VIEWERS

SERVING OVER
1.5B
VIDEO ADS PER
MONTH

Ooyala Ad Tech

Optimize video advertising revenue across all platforms with a holistic ad-decisioning approach



Maximize revenues

OOYALA® PULSE 



Increase eCPMs

OOYALA® PULSE 
SELL-SIDE PLATFORM



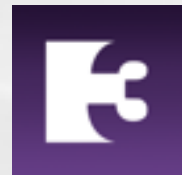
Unlock inventory

OOYALA® PULSE 
UNLOCK

Premium sell-side video ad serving, programmatic trading platform, and anti-ad blocking technology for broadcasters and publishers

World-Class Clientele

The world's best broadcasters, media companies and brands trust Ooyala to help them deliver personalized video and advertising experiences as efficiently and profitably as possible.



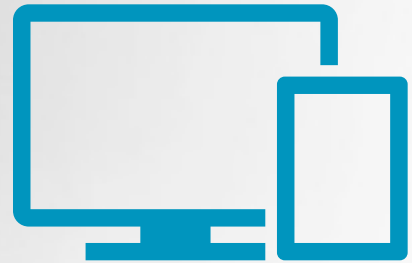
The World of Video Advertising is Complex and Uncertain



Help is At Hand



Challenges to Building an Ad Business



Fragmentation



Many Models



Ad Policies



Advertiser Mix



User Experience



Real-time Decisions

What's Next?



TOWARDS A NEW BALANCE IN PROGRAMMATIC VIDEO

Over 100 Industry Experts from Five Markets



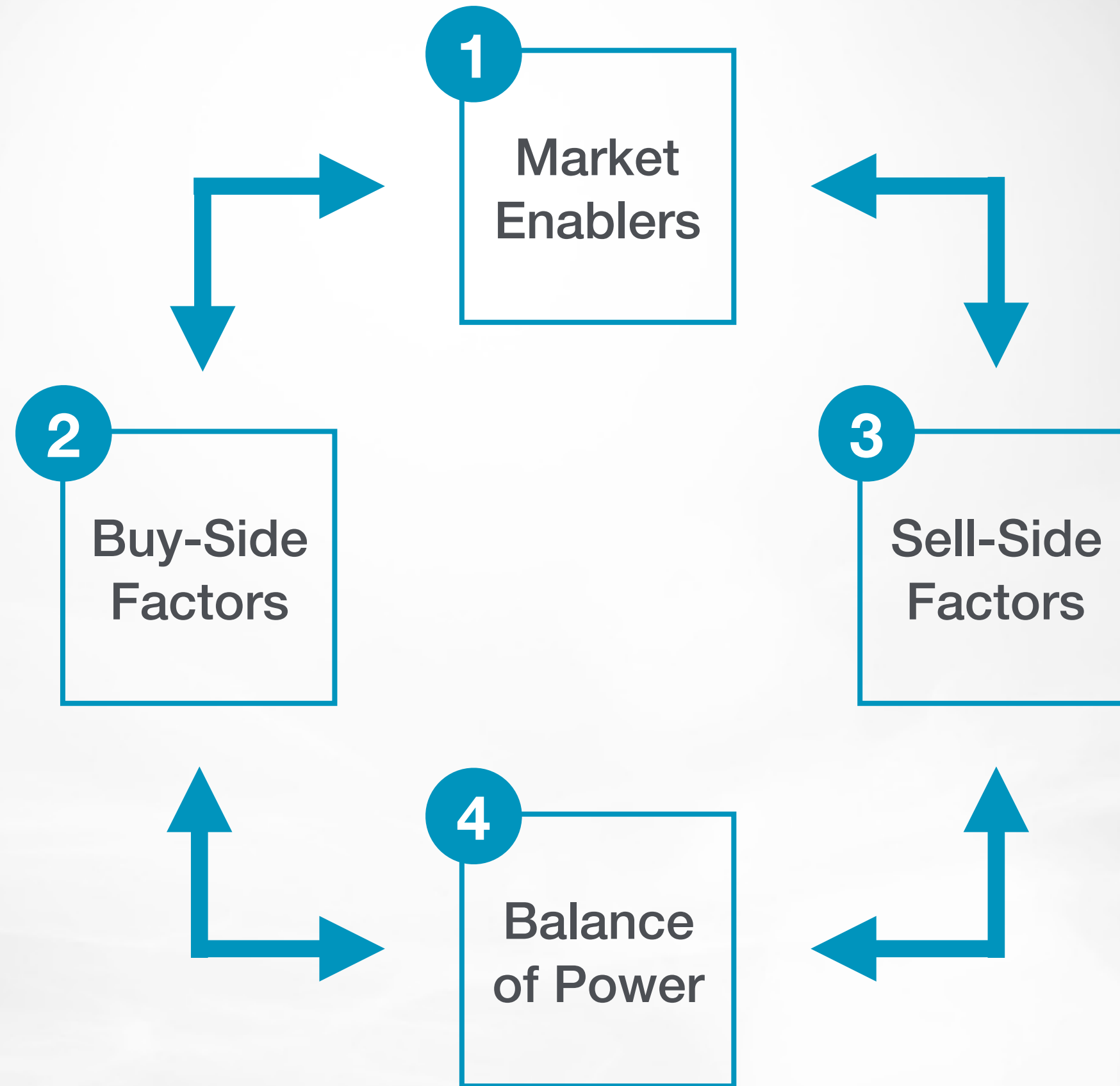
Buy-side

groupm | HAVAS MEDIA GROUP
ESTÉE LAUDER
byyd™ | CADREON
OmnicomGroup
MINDSHARE | SCREAM mediabyrå
evania™ VIDEO | vivaki
videology® | Tradelab PROGRAMMATIC PLATFORM
AXONIX
TubeMogul | amnet
Interactive Media
TREKRONORMEDIA™
DELTA PROJECTS | FOUR MEDIA NETWORK
theTradeDesk | ASSEMBLY

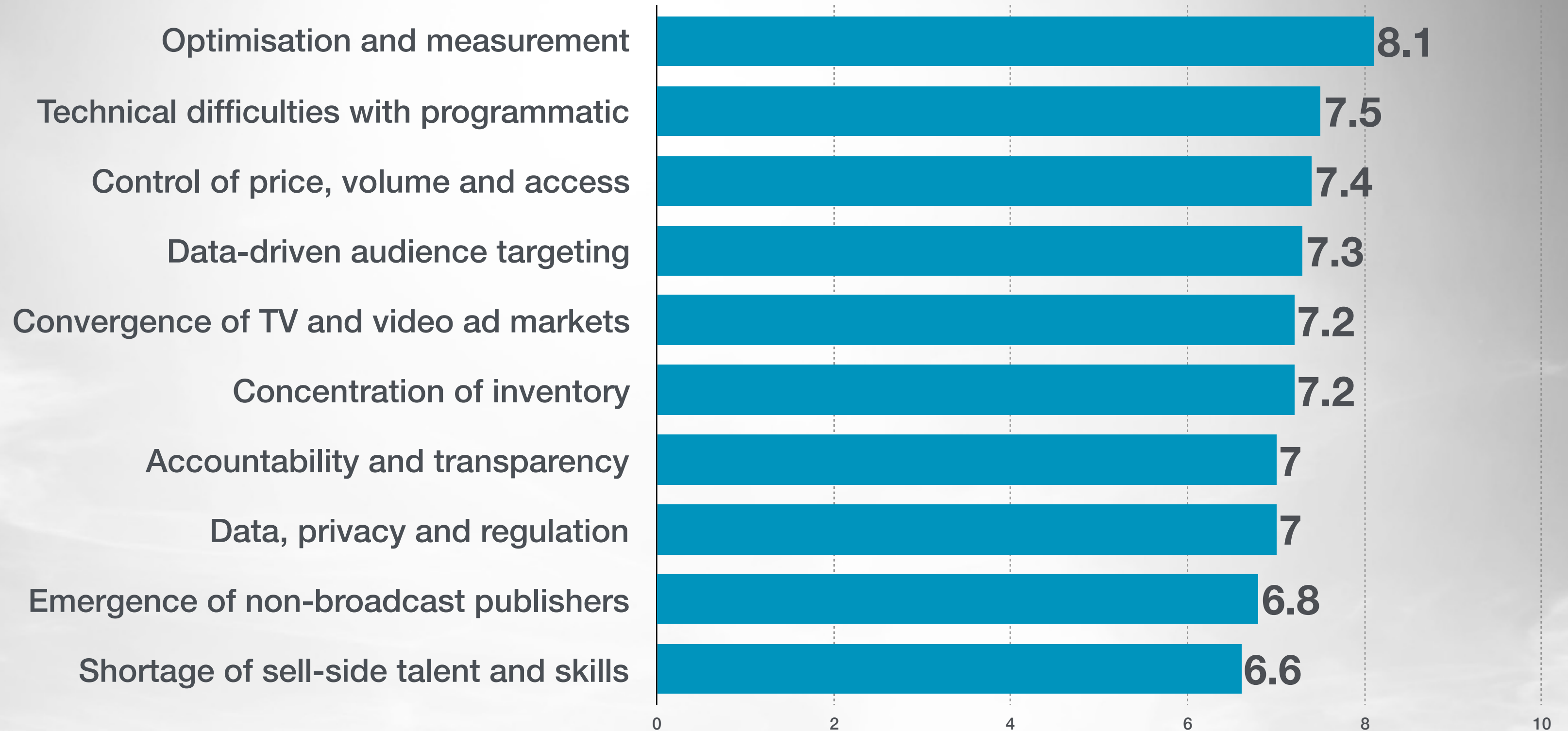
Sell-side

Aol. | Disney
WENNER MEDIA LLC | IGN | itv
TV4-GRUPPEN | 4 | RTL
MTG | VICE
samba | BUSINESS INSIDER | DAILY Mirror
amazon | Hubert Burda Media
CANAL+ | SBS Discovery MEDIA
ProSiebenSat.1 Media AG | EXPRESSE
SCHIBSTED MEDIA GROUP | 6
ROKU | Next Régie
LA PLACE MEDIA audience premium en temps réel
ONLINE FOCUS | egta association of television and radio sales houses

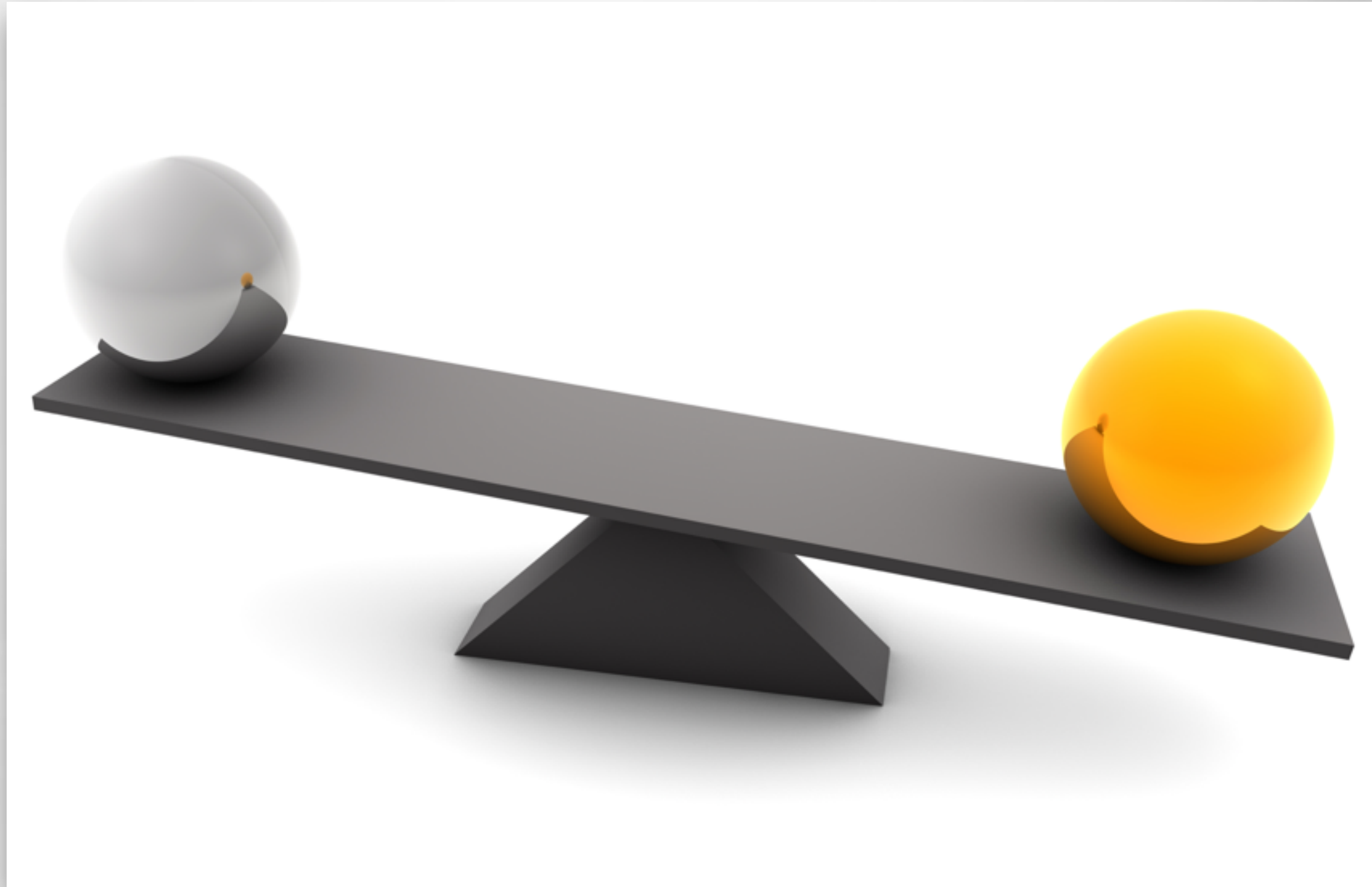
Four-Part Framework



Top 10 Factors Influencing Adoption of Programmatic Video



6 Key Areas that Need to be Addressed for Balance



Currencies and Measurement

- Develop New Metrics & Approaches
- Optimise, Measure, Evaluate Campaigns
- Handle Growth & Change



Currencies and Measurement

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TV has a trusted source for measurement. There's a reason why clients spend so much on TV and it gets a return – as a TV buyer you know what you're getting if you buy a particular show. We don't have the currencies and metrics to know this across online video

UK, buy-side

Creative Innovation



- Bring Fresh Approaches
- Build Closer Integrations
- Develop Audience Trust

Creative Innovation

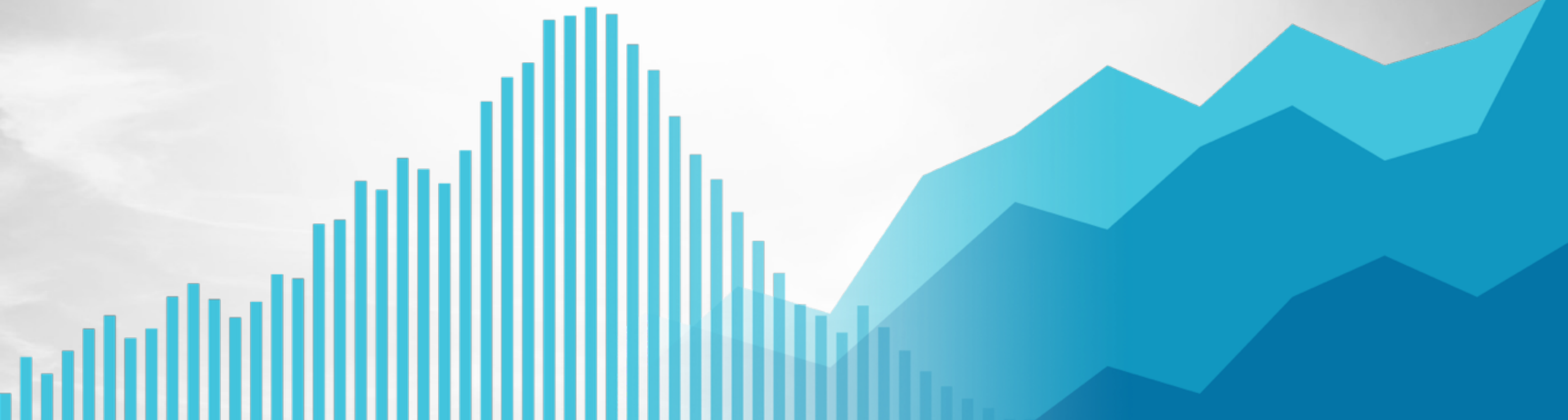
There is so much clutter on screens now, and so much ad-blocking as a result: the consumer is asking for a seamless, positive, useful experience, and brands just aren't getting the message. That's why we are pushing a move to quality, and we are investing more with quality publishers

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- Build Closer Integrations
- Develop Audience Trust

USA, buy-side

Publisher-Led Data Products

- Satisfy Appetite for Data
- Marry Premium Inventory & Audience Data
- Improve Data Strategies



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I see it as a huge opportunity on the publisher side not to just sell me quality inventory but to sell me quality people. Publishers can provide me with data that's refreshed daily that I can't get anywhere else

USA, buy-side

Holistic Sell-Side Platforms

- Build Advanced Programmatic Systems
- Support Monetisation Sources
- Obtain Platform Control & Flexibility



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We shouldn't have to care on our side how the buy-side wants to buy. We negotiate price and volume, and then whether it comes through automated sales straight into the ad server, or through the SSP, or through PMP – they should co-exist. There are big benefits for broadcasters in programmatic, if you have the control and flexibility to maintain premium value

Sweden, buy-side

Education and Training



- Build Talent & Skills
- Leverage Consultative Support
- Bring Best Practices

Education and Training

The fact is that finding people who are able to understand all the supply-side programmatic technology and make it live is not easy. There are lots of middlemen offering to solve the problems, but it's hard to know who to trust and also to get the right people in-house

- Build Talent & Skills
- Leverage Consultative Support
- Bring Best Practices

France, sell-side

Collaborative Relationships

- Build Foundation
- Improve Communication
- Forge Deeper Relationships



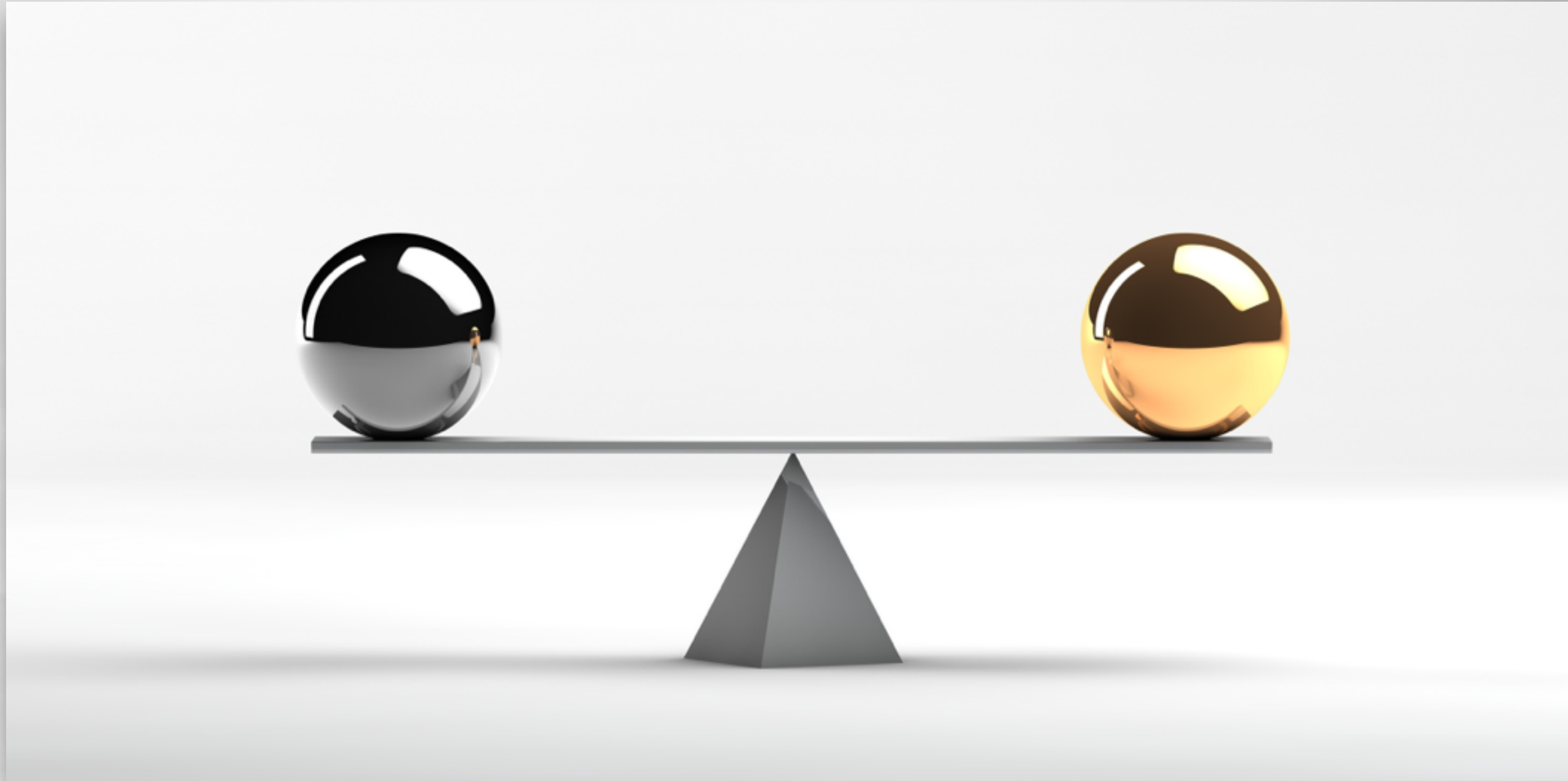
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Agencies are now realising that you can't do it on your own. You need an involved client, an involved and bought-in creative team, tight working relationships with publishers. And you need a much more transparent and open process in terms of planning and execution as well as buying

UK, buy-side

A Future in Balance



QUESTIONS?

Download the Report

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THANK YOU

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