

Strategy

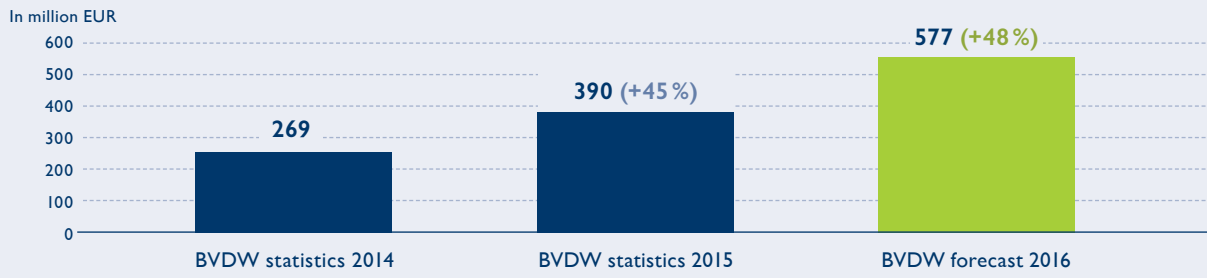
In the German market there is a need for an adequately collected market figure regarding the net advertising revenues generated via programmatic advertising.

In cooperation with the relevant market partners the BVDW was able to create a higher market transparency in this dynamically growing area.

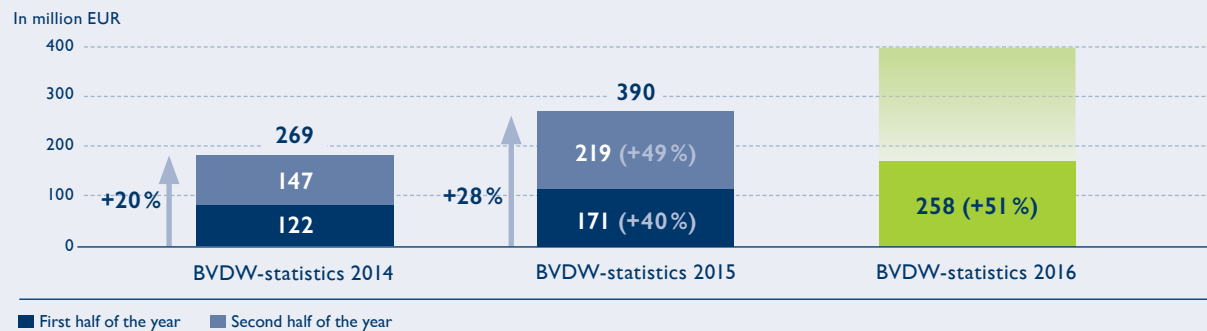
Methodology

- ✓ The leading Sell Side Platforms (SSPs) report programmatically generated net advertising revenues for digital display advertising.
- ✓ An extrapolation to the total market is carried out.
- ✓ Reporting and collecting via a neutral authority (auditor).

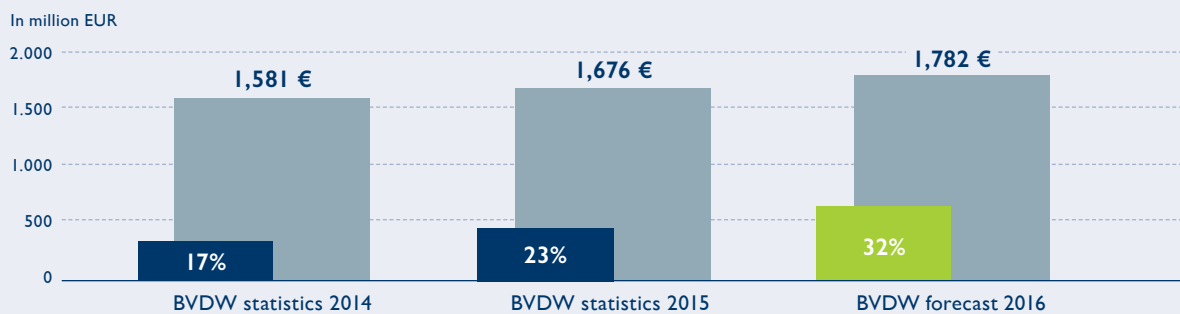
Net advertising revenues in programmatic advertising in Germany



Biannual development of the net advertising revenues in programmatic advertising in Germany



Share of net advertising revenues in programmatic advertising in the advertising statistics of the Circle of Online Marketers (OVK)



Source: Committee Programmatic Advertising in the German Association for the Digital Economy (BVDW): Report of the Sell Side Platforms (extrapolation of the programmatically generated net advertising revenues reported by the auditor for digital display advertising to the total market). Data only represents revenues generated in Germany in million EUR for 2014 and 2015 with a forecast for 2016. // Digital display advertising according to the definition of the OVK. // Programmatic advertising is the automated control of individual advertising contact opportunities in real time. // Data as of: July 2016