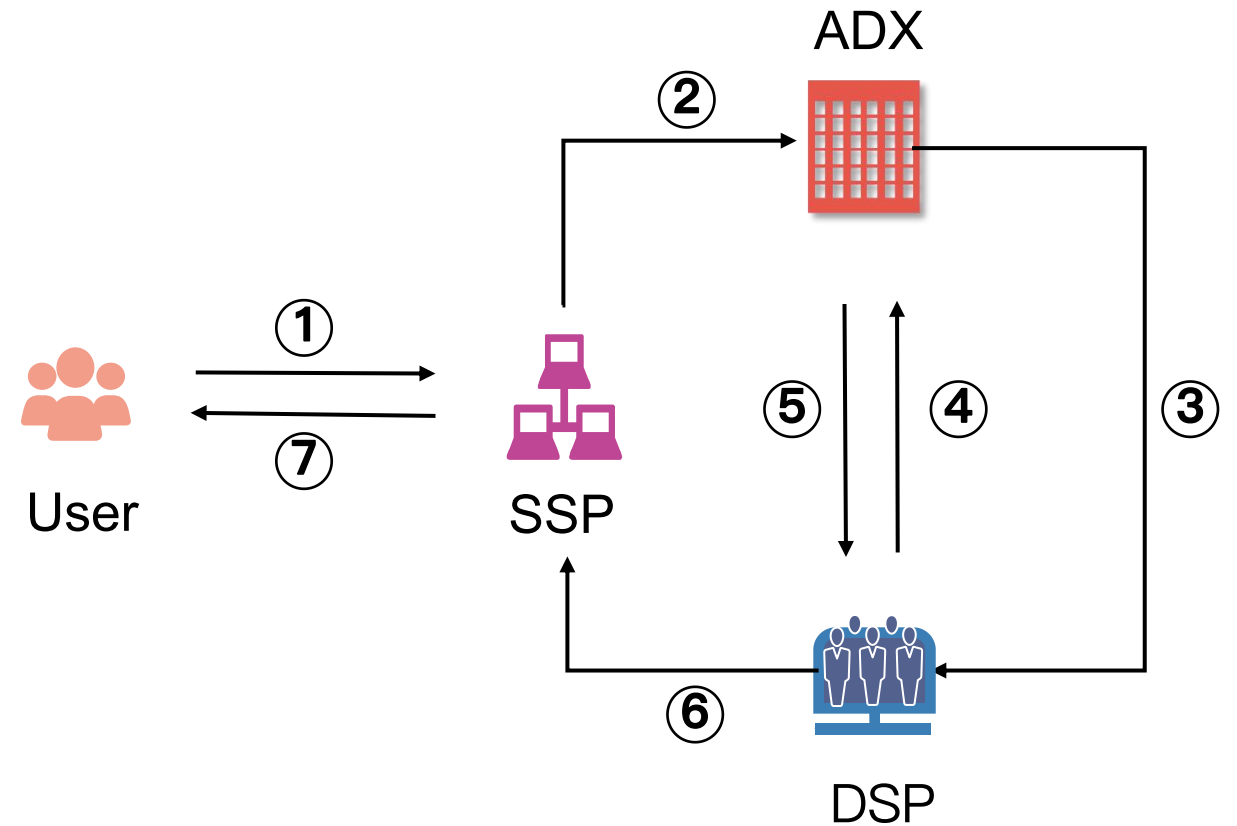


DMP: Data Management Platform
 ADX: Ad Exchange
 DSP: Demand Side Platform
 SSP: Supply Side Platform



- ① Browse Web or App
- ② Send Bidding Request
- ③ Notify Advertisers of Bids
- ④ Advertiser Bid Offer
- ⑤ Determine the Winner
- ⑥ Send AD Content with Payment
- ⑦ Show Ads