



Global Ad Exchange

2020.05
nasmedia

Nasmedia is the answer

nasmedia
more than expected!

Our Own Proprietary Platforms

EXCHANGE YOUR VALUE

 **admixer**

- OpenRTB based Ad exchange
- Integrated with various domestic and global DSPs & SSPs.
- Interchange enormous world-wide ad requests & responses in real-time

PERFORMANCE & BRANDING

 **nposting**

- Automated Non-incentivized CPI platform
- Reach variety of CPI demand-platforms with just one integration
- Keep updating with the highest payout among same offers

PROMOTE YOUR APPS

 **nswitch**

- No.1 non incent CPI platform in Korea
- Listed on 'APAC TOP 15 partners' by TUNE
- Deliver a million installs per day globally

REACH YOU AUDIENCE

 **adpacker**

- Korea's No.1 Mobile DSP
- Provides specific audience targeting based on our own DMP
- Re-targeting through audience data from our DMP and 3rd party data

RTB based Global Ad Exchange admixer

Admixer is an Ad-exchange based on OpenRTB, integrated with various global and local DSPs & SSPs. It provides user information and traffic in real-time in accordance with supply and demand.



rubicon
PROJECT

BID
SWITCH

doubleclick
bid manager by Google

mobfox.

criteo.

Reach
Global

PubNative

inMOBI

smaato

mopub

Appier

Cover Most
Local Traffics

ADPIE

MANPLUS
media adtech network

iga works

WIDER PLANET



CROSSTARGET

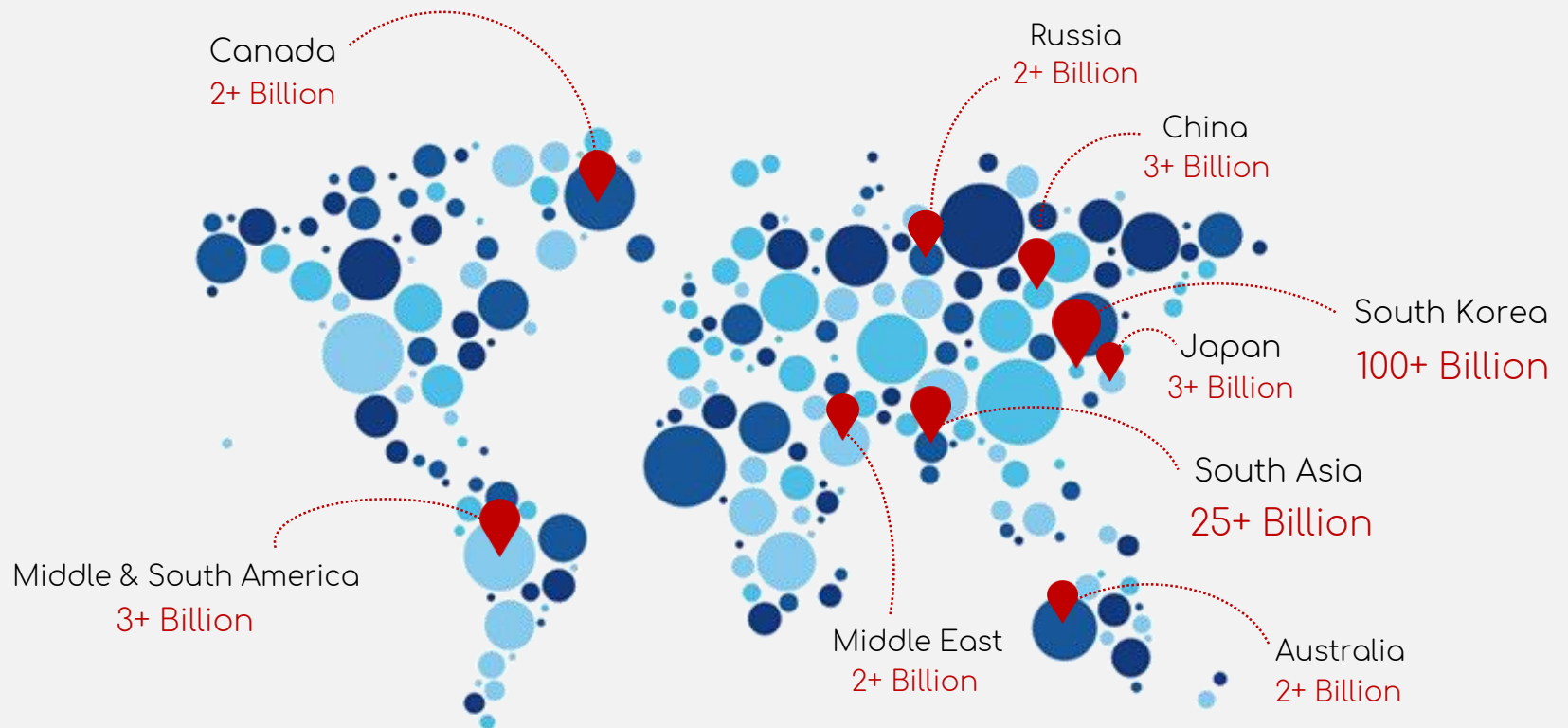
ACE Trader

ADLIB

CAULY

Reach Global with admixer

Global AD Request Volume for a month



Exchange Your Value with admixer



Massive Scale

50,000 +
Publishers

300+ Million
Monthly Users

150+ Billion
Monthly AD Request



Advanced RTB

Own intelligent
Algorithms

Based on
Open RTB 2.3

Support
Header Bidding



Various Products

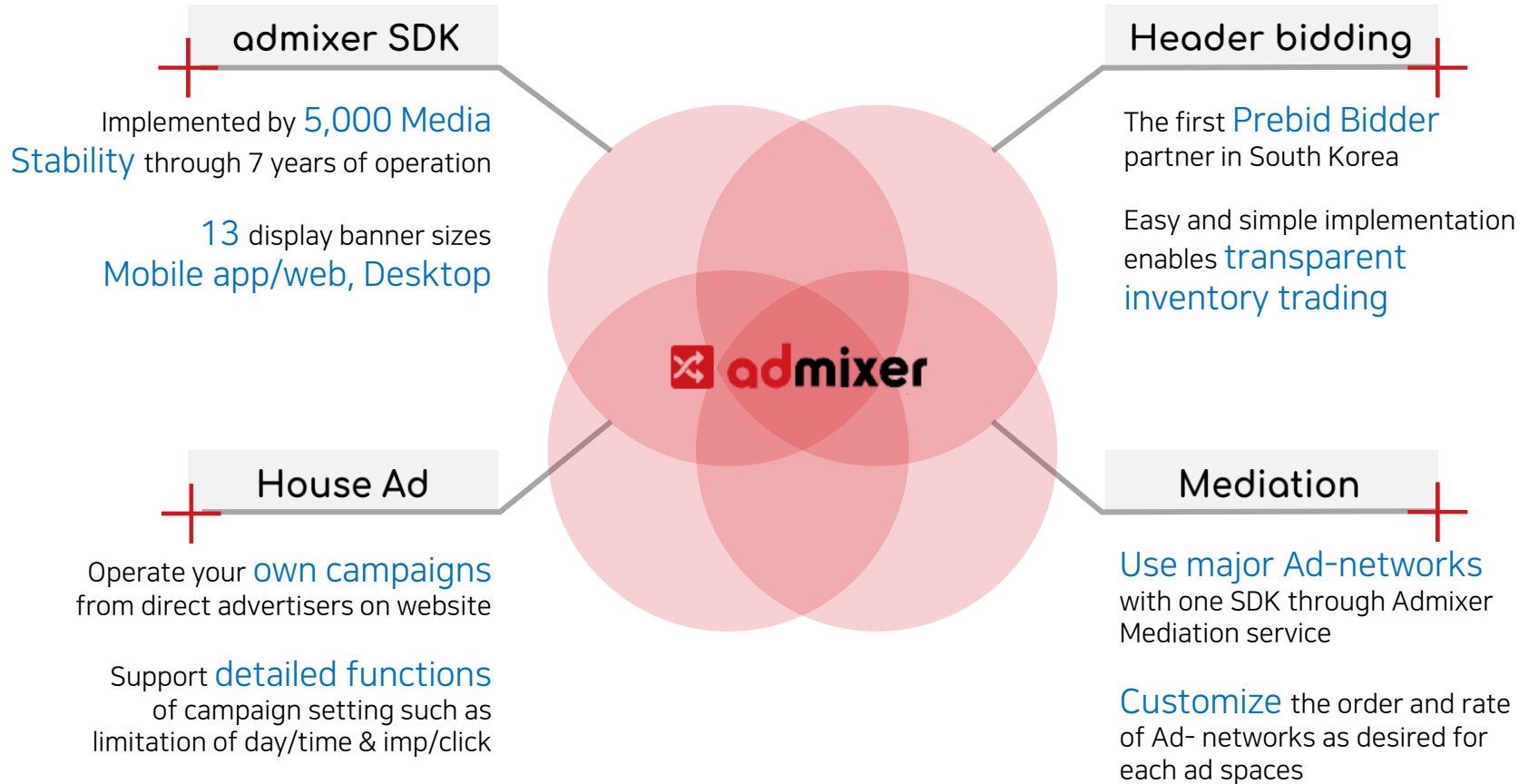
Support all
Devices

13 IAB standard
Display Sizes

Expand to
Video & Native

For Publishers

Monetize your traffic with Global RTB exchange



For Supply Partners

Monetize your traffic with Global RTB exchange

Extensive
Demand



Connect to the largest
premium demand source
with high level of **eCPM**

Make 50+ demand partners
to bid on your inventories
and maximize eCPM

Highest
Yield



Maximize your
Fill-rate through
mediation service

Mediate major Ad-networks
and optimize your yield
with intelligent algorithms

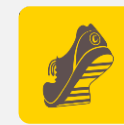
Multiple
Inventory



Utilize a variety of
Ad formats to
monetize all your traffic

Monetize all your in-app, m-
web and desktop traffic by
applying various display sizes

Direct
Publishers



Supply
Partners



For Demand Partners

Connect to your target audience across all inventory types

Quality
Inventory



Connect to
reliable and rich
inventories

Reach out to direct inventor-
ies, premium global supply
and most of local users

Multiple
Format



Improve engagement
with diverse
Ad formats

Select a suitable ad format
among display, video and
native across all devices

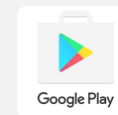
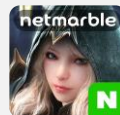
Pinpointed
Audience



Find your right
audience by proper
Targeting solution

Provide the best efficiency
of campaign by exposing
ads to a targeted audience

Direct
Advertisers



Demand
Partners



MOLOCO



Appier

criteo

rubicon

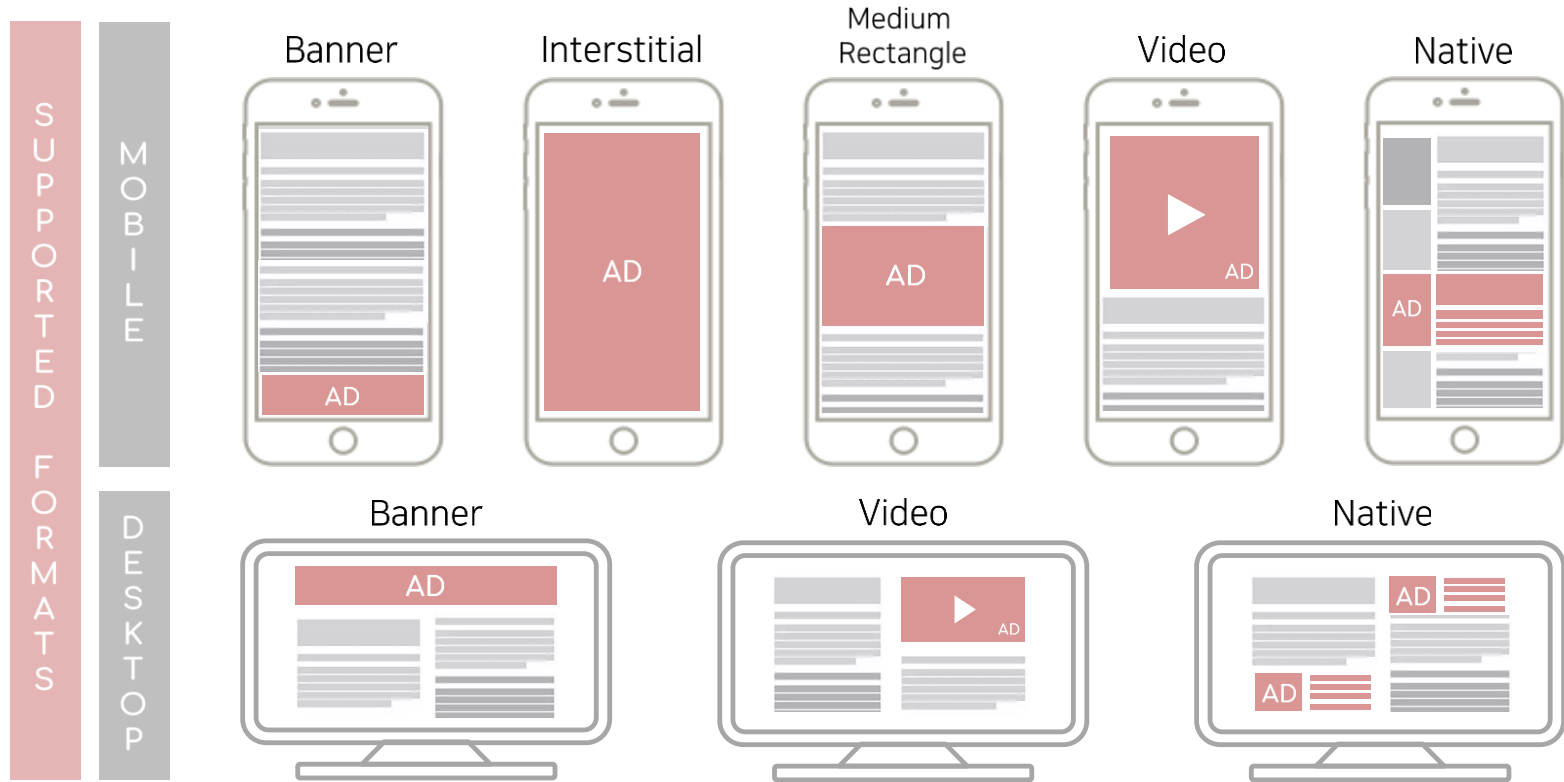
WIDER PLANET



ACE Trader

Format & Sizes for RTB Partners

Connect to all types of inventory and campaigns



* Admixer SDK support only Display Banner. Video & Native are supported via OpenRTB integration.

[DA Sizes]

- 1) Mobile in-app : 320x50 / 320x480 / 300x250
- 2) Mobile web : 320x50 / 320x480 / 300x250 / 320x100 / 100x100 / 150x150 / 200x200
- 3) Desktop : 300x250 / 200x200 / 728x90 / 970x90 / 160x600 / 300x600 / 120x600 / 250x250 / 468x60 / 240x240



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