



# Business Forecast Meeting

Sell-Side

June 24th, 2019

[Narrative](#)

[Calendar](#)

[Sell side BFM one sheeter](#)

**PTX0978**

**1:23-cv-00108**

# Agenda

Global Ads Performance Review	Finance
Sell side Performance Review	Chris
Growth & Adoption Metrics	Chris
Deep Dive Questions: Apps	P-Staff
Deep Dive Questions: PG	P-Staff
Top Product Asks	Chris
Appendix	

# Global Ads Performance Review

# Global Product Forecast

To be updated by Sales Finance on Nov 30 ([template](#))

	Revenue EOQ \$	Q4 2017 Y/Y Growth EOQ %	\$	Performance % vs. Target	\$ vs. Target	W/W Outlook Change %	\$
<i>amounts shown in USD millions</i>							
<b>Search</b>							
CT Google.com							
Mobile Google.com							
AFS							
<b>Display</b>							
Network Display							
non-Google Display							
O&O Display							
<b>Video</b>							
O&O Video							
Network Video							
non-Google Video							
<b>Total Quota-Bearing Ads</b>							
<i>Total YouTube</i>							
<i>Total Programmatic</i>							
<i>Total App Promo</i>							
<b>Total Self-Serve</b>							

\*Total Programmatic Media includes AdX Buyers, DBM, DBM Video on YT, and DBM non-YT Video  
 \*Total YouTube includes DBM Video on YouTube  
 \*App Promo forecast sourced from Sales Finance

Sell side Revenue

Google

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4

# Region-Channel Performance

To be updated by Sales Finance on Nov 30 ([template](#))

Region vs. Channel	LCS+AUX				GMS				TOTAL			
	% Target	\$ vs Target	w/w	QTD YoY	% Target	\$ vs Target	w/w	QTD YoY	% Target	\$ vs Target	w/w	QTD YoY
Americas												
EMEA												
APAC												
<b>TOTAL</b>												

Notes: Only captures quota-bearing revenues. Marked green if % Target above 102% and red if below 98%. All metrics (except QTD yoY) are based on current quarter's EoQ revenue outlook.

Google  
Confidential and Proprietary

5

# Sell side Performance Review

## Sell Side Performance Review

	Network Web			Network App			Network Video Content			Total Display			AFS + AFD			Total Sell Side Revenue		
March 5 - June 2	Rev	Rev YoY	Mo YoY	Rev	Rev YoY	Instr YoY	Rev	Rev YoY	Mo YoY	Rev	Rev YoY	Mo YoY	Rev	Rev YoY	Mo YoY	Rev	Rev YoY	Mo YoY
LPS - Americas	\$428	12%	17%	\$129	61%	6%	\$64	26%	31%	\$621	21%	15%	\$434	-7%	-25%	\$1,055	8%	7%
OPG - Americas	\$659	7%	3%	\$235	26%	7%	\$37	38%	56%	\$931	12%	4%	\$24	17%	-1%	\$955	12%	4%
<b>Americas</b>	<b>\$1,088</b>	<b>9%</b>	<b>7%</b>	<b>\$364</b>	<b>36%</b>	<b>7%</b>	<b>\$101</b>	<b>30%</b>	<b>39%</b>	<b>\$1,662</b>	<b>15%</b>	<b>7%</b>	<b>\$457</b>	<b>-6%</b>	<b>-24%</b>	<b>\$2,010</b>	<b>10%</b>	<b>6%</b>
LPS - EMEA	\$267	18%	11%	\$48	103%	56%	\$34	37%	52%	\$349	27%	17%	\$165	-14%	-4%	\$514	10%	15%
OPG - EMEA	\$628	19%	14%	\$409	48%	22%	\$24	31%	42%	\$1,061	29%	17%	\$53	20%	2%	\$1,114	29%	17%
<b>EMEA</b>	<b>\$895</b>	<b>19%</b>	<b>13%</b>	<b>\$457</b>	<b>52%</b>	<b>25%</b>	<b>\$58</b>	<b>34%</b>	<b>47%</b>	<b>\$1,410</b>	<b>29%</b>	<b>17%</b>	<b>\$218</b>	<b>-8%</b>	<b>-3%</b>	<b>\$1,628</b>	<b>22%</b>	<b>16%</b>
LPS - APAC	\$96	9%	14%	\$138	-26%	-18%	\$7	57%	101%	\$241	-13%	-4%	\$32	17%	72%	\$273	-11%	-4%
OPG - APAC	\$374	16%	8%	\$660	33%	12%	\$3	47%	106%	\$1,038	27%	9%	\$10	23%	-9%	\$1,048	27%	9%
<b>APAC</b>	<b>\$470</b>	<b>15%</b>	<b>9%</b>	<b>\$798</b>	<b>17%</b>	<b>-2%</b>	<b>\$10</b>	<b>54%</b>	<b>103%</b>	<b>\$1,278</b>	<b>16%</b>	<b>6%</b>	<b>\$42</b>	<b>18%</b>	<b>39%</b>	<b>\$1,321</b>	<b>17%</b>	<b>6%</b>
<b>LPS</b>	<b>\$791</b>	<b>14%</b>	<b>74%</b>	<b>\$315</b>	<b>9%</b>	<b>-5%</b>	<b>\$105</b>	<b>31%</b>	<b>42%</b>	<b>\$1,211</b>	<b>14%</b>	<b>8%</b>	<b>\$631</b>	<b>-8%</b>	<b>-16%</b>	<b>\$1,842</b>	<b>5%</b>	<b>6%</b>
<b>OPC</b>	<b>\$1,662</b>	<b>13%</b>	<b>9%</b>	<b>\$1,304</b>	<b>36%</b>	<b>15%</b>	<b>\$64</b>	<b>36%</b>	<b>54%</b>	<b>\$3,030</b>	<b>23%</b>	<b>11%</b>	<b>\$87</b>	<b>20%</b>	<b>0%</b>	<b>\$3,116</b>	<b>22%</b>	<b>11%</b>
<b>Total</b>	<b>\$2,453</b>	<b>13%</b>	<b>10%</b>	<b>\$1,619</b>	<b>30%</b>	<b>10%</b>	<b>\$168</b>	<b>33%</b>	<b>42%</b>	<b>\$4,241</b>	<b>20%</b>	<b>10%</b>	<b>\$718</b>	<b>-5%</b>	<b>-15%</b>	<b>\$4,958</b>	<b>15%</b>	<b>10%</b>

1 Web in transition from CT (0% Y/Y, 47% of rev) to mobile (+28% Y/Y, 53% of rev)

2 Apps still main growth driver (56% of growth), EMEA now fastest growing region followed by AMS

3 In stream video still small, but growing. 41% of growth driven by PG.

4 Search highly concentrated (top 5 partners drive ~65% of revenue).

Total Video = \$692M (56% Y/Y) and it has 3 components: 1) \$34M in Web outstream, 9%y/y, \$2.8 CPM; 2) \$490M in Apps outstream, 70% y/y, \$3.2 CPM; 3) \$168M Instream, 33%y/y, \$8.9 CPM

Metrics use March 5 to June 2, 2019 time frame (90 days) and deltas compared to previous year. SELL-SIDE is a regional view - representing the regions where inventory is managed. Network Video includes Instream only (AdX Video & APV); Outstream included under Web (AdX, AdSense) and Apps (AdX Apps, AdMob). Details on appendix: [CT and M/SIDE](#), [TOTAL VIDEO INSTREAM + OUTSTREAM](#) and [Countries](#).

## Growth & Adoption Metrics

## Platform Penetration - Non Weighted Breadth Overview (\*)

"Gain Access"					
Non-Weighted Breadth of top 1% of the addressable market					
	WEB	APP	VIDEO INSTREAM (Web)		
	Web Platform Penetration	y/y	Google App mediation penetration	q/q	Video Instream platform penetration
LPS AMS	96%	--	52%	▲ 7	72%
LPS EMEA	95%	▲ 3	36%	--	70%
LPS APAC	95%	▲ 5	40%	▲ 7	60%
<b>LPS TOTAL</b>	<b>95%</b>	<b>▲ 2</b>	<b>42%</b>	<b>▲ 2</b>	<b>69%</b>
OPG AMS	81%	▲ 5	33%	▲ 2	48%
OPG EMEA	82%	▲ 6	42%	--	51%
OPG APAC	82%	▲ 10	26%	--	32%
<b>OPG TOTAL</b>	<b>82%</b>	<b>▲ 7</b>	<b>32%</b>	<b>--</b>	<b>47%</b>
Global XC	1 85%	▲ 6	2 32%	--	3 53%

(\*) Caveat: Data not rev weighted; Video instream covers web only - apps and CTV to be included in the methodology.  
 Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y (except apps where delta is computed as q/q for now given data only available from July 2018 onwards).  
 Data source: [SELL-SIDE](#) and [BUY-SIDE](#). Summary of the methodology for the penetration metrics [SELL-SIDE](#). SELL-SIDE is a regional View - representing the regions where inventory is managed. Metrics definition in [SELL-SIDE](#). Regional and weighted views in [BUY-SIDE](#). Rev on platform detail in [SELL-SIDE](#).

Key: Percentage point up in last 3 months  
 Color indicates above/below XC average

1 Web breadth strong overall, however, OPG slightly lower w/ 95% of leads; viable ceiling est. at 90% w/ active mgmt of the leads in the pipeline; Weighted avg penetration ~91% (97% LPS, 86% OPG).

2 Apps business highly concentrated in OPG, specifically in APAC; LPS exhibiting higher rates given smaller base (7% or ~800 app devs); Weighted avg penetration ~33%  
*Metric greyed out given we only have data to track q/q (vs y/y for web and video).*

3 High breadth penetration of partners with video instream content (which includes M&E partners, but also other types of partners w/video content); Weighted avg penetration ~29% - highlighting concentration of video content among few publishers that do not work on our platform.

## Growth & Adoption Metrics

	Programmatic Guaranteed (Share)	Exchange Bidding (Breadth)	Instream video Viewability (Share)	Android Play Gaming (Breadth)
BR	10% ▲ 3	90% ▲ 2	20% ▲ 1	0% -
CA	8% -	90% -	20% ▲ 1	N/A -
US	2% -	70% ▲ 2	20% ▲ 1	95% ▲ 1
Americas LPS	3% --	75% ▲ 2	20% ▲ 2	82% ▲ 1
DACH	1% -	63% ▲ 6	20% ▲ 1	66% ▼ 10
FR	3% -	80% ▲ 7	10% ▲ 1	95% -
UK/IE	3% ▲ 2	93% -	20% ▲ 1	21% ▲ 5
EMEA LPS	2% --	78% ▲ 3	10% ▲ 1	53% ▲ 5
AU/NZ	3% ▲ 1	81% ▲ 3	20% ▲ 1	0% -
GRCN	0% -	87% ▲ 6	20% ▲ 1	98% ▲ 1
JP	0% ▲ 1	86% ▲ 4	20% ▲ 1	4% -
APAC LPS	11% --	85% ▲ 2	21% ▲ 1	70% ▲ 1
LPS	4% --	79% ▲ 3	12% ▲ 3	77% -
Americas OPG	1% -	60% ▲ 7	11% -	23% -
EMEA OPG	5% ▲ 1	46% ▲ 4	20% ▲ 1	75% ▲ 1
APAC OPG	2% -	31% ▲ 2	19% ▲ 1	61% ▲ 3
OPG	3% ▲ 1	48% ▲ 4	10% ▲ 2	68% ▲ 2
Global XC	1% --	63% ▲ 4	11% ▲ 1	69% ▲ 1

1 PG Imps as % of total reservations Imps growing slowly, yet revenue from PG is up 14% last 90d, primarily driven by video (video bfm metric is ~9%).

Difference between revenue growth and BFM metric attributed to i) tag reservation Impressions growing and ii) video PG revs have higher CPM vs. display; LPS BR growth driven by UOL while LPS APAC driven by True Caller deal.

2 Adoption of EB continues to grow at rapid pace across web, app and video Imps in Ad Manager.

LPS EMEA growth driven by United Internet in DACH / Bertlesman & Fimalac in FR; LPS AU/NZ and GRCN softness driven by partner mix (pubs in EB representing now lower share of total).

3 Eng team questioning veracity of predicted viewability data; investigating to ensure accurate ad targeting / BFM metric on hold until resolution.

4 Access to gaming inventory growing well in markets with most of the oppy (OPG APAC JP, CN, SEA, HK all growing 3-5 ppts). LPS oppy is small as most of the apps gaming business concentrated in OPG.

Metrics use March 5 to June 2, time frame (90 days) and deltas compared to previous 90 days except for the Android Play Gaming Metric which uses Mar - May 2019 compared to the prior three months (Dec 2018 - Feb 2019). SELL-SIDE is a regional View - representing the regions where inventory is managed. Metrics definition in [appendix](#). Data source: [googbfm](#). Detail views in appendix: [Regional](#) and [OPG Tier](#).

Key 86% ▲ 9 - Percentage point ▲ in last 9 months  
Color indicates above/below XC average

Google

# Deep Dive: PG

## Deep Dive Discussion: PG

Since last review (Aug 2018) PG growing but headwinds involved in jump-starting PG at scale

- PG sellside growing at ~85% YOY but pacing ~20% below target of EOY goal \$897M
- Difficulties proving product value relative to price (buy & sell) as compared to tag-reservations
- Continued systemic challenges w/ agency business model limitations

### Buy/Sell side:

- **What is the level of commitment to working with agencies and publishers to re-make the existing reservation market:** what initiatives are planned to close the gap in each region and what are the main blockers seeing in each region? Has the inclusion of PG in DVIP enabled a faster adoption across media agencies?

Google

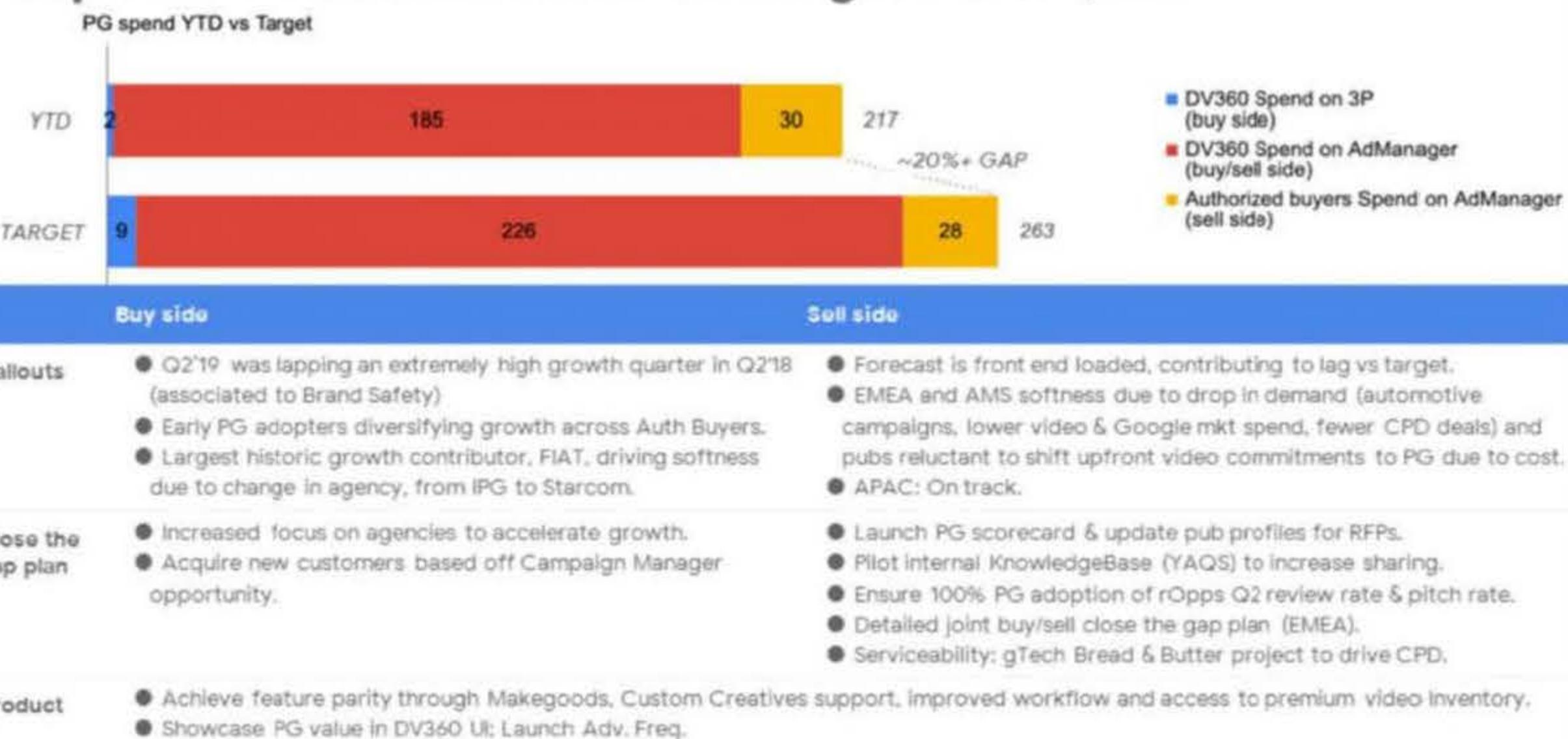
[PG Q2 SteerCo](#)

[Deals offsite](#)

[Review of PG Go to market plan](#)

**YTD Softness driven by lower spend of large auto advs (GM, Renault) and food/beverage (Mondelez, Starbucks). Pubs most affected Cox, Entrepreneur Media, Globe & Mail.**

## Deep Dive Discussion: How do we get PG to \$1B?



YTD Numbers as of 2019-Q2-QO timeframe. PG spend = [makegood](#) (Acquire from pgmanager (buy side)) - \$20M difference with available reporting infrastructure due to IT issues (still currently under investigation). Google Marketing budget not included.

### PG Q2 SteerCo Deals offsite

#### Hypothesis of “why is PG not growing”:

- a) **Cannibalization** -> looking at global numbers it is inconclusive. However, anecdotal feedback of the new york times transferring OA into pg for EMEA users due to GDPR. If cannibalization is happening it is in specific pockets of inventory.  
 Analysis: distribution of PG CPMs, if closer to OA CPMs could conclude certain amount of cannibalization happening

- b) **Product readiness** -> “unless adv can buy all direct through PG they will not move”
- custom creatives just launched
  - DVC can be approved on a partner by partner level (to confirm by eow by should be the case)
  - rich media support and discovery - is this one left and preventing the move of budgets?
  - serviceability -> has gotten better but still issue
- c) **Org dynamics with agencies** -> asymmetry of information, if value exists this

should be solved.

**d) Lack of value** -> flexible pricing (pubs asked by advs to lower the pricing)

## Deep Dive: Apps

## Deep Dive Discussion: Apps

Apps is one of the key levers of sell side growth expected to reach ~\$8B (41% y/y) by the end of 2019; Gaming specifically is forecasted to reach \$3.250B (47% y/y).

### Sell side:

- When AdMob or AdManager is the mediation platform, Google demand has fair access to inventory and is optimally positioned to win. What strategies are you focusing on to grow the revenue on platform from 28%? What challenges and learnings have there been so far? As it relates to larger apps with proprietary ad servers, has Ad Connector (Yavin) proven to be an option to gain access to the pub's inventory?

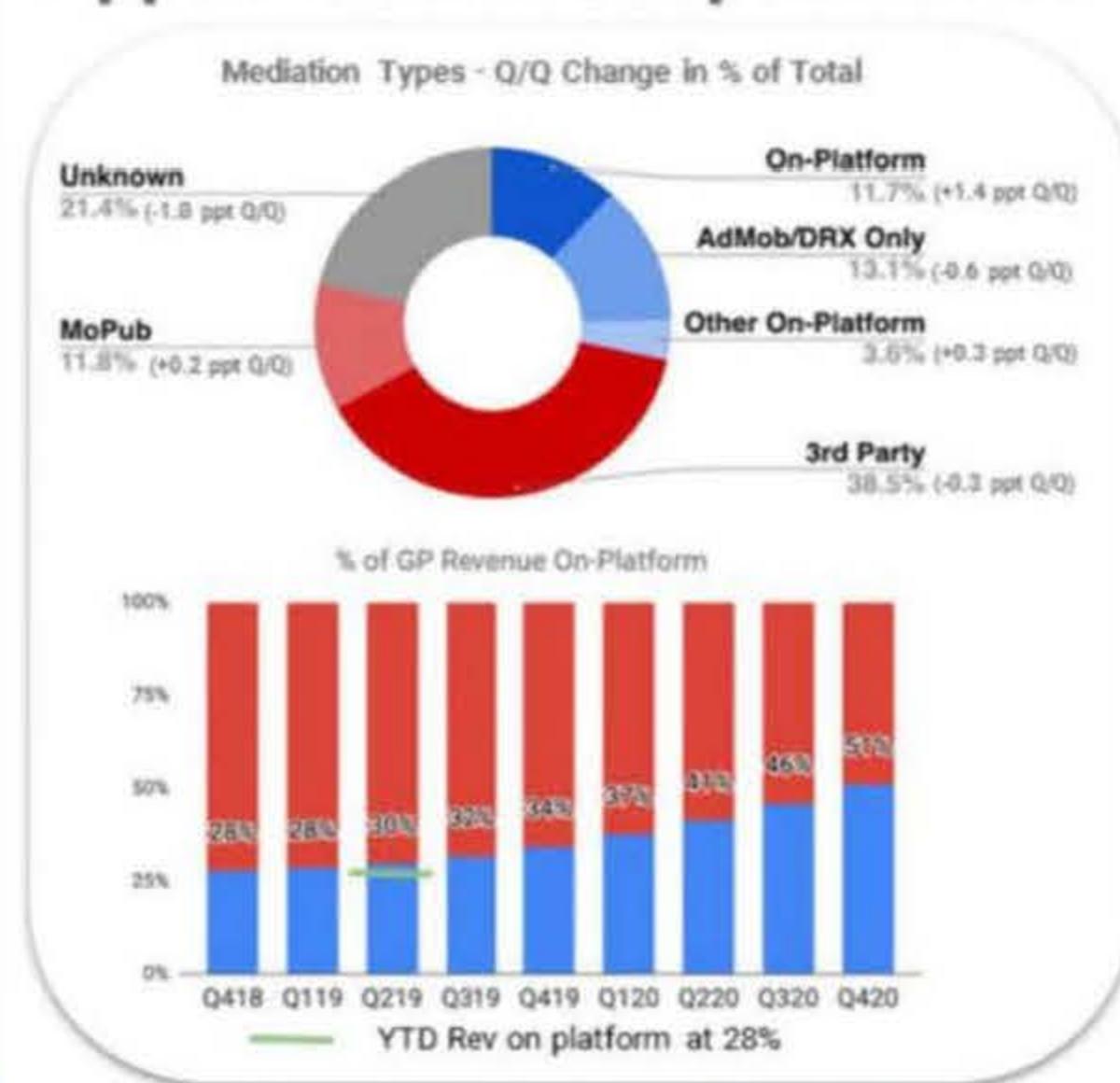
### Buy side:

- 19% of Google Ads (non-UAC) and ~13% of DV3 spend falls to our app network. With a \$15-25b addressable opportunity, and growing user time in apps, what are your plans to increase spend on apps inventory from non-UAC demand?

\* We are excluding UAC from this discussion as the sales teams are unable to action increased network spend via UAC.

Google

## Apps Platform adoption at 28% against ytd goal of 30%



### Sales Activation Plan

- 10% success rate over 1B+ ARR in platform prospects.
- Closely managing deep list of pipeline by region ([link](#)).
- Limited platform adoption w/ Deal Program: Playdots / OneSoft live (of 32 prospects).
- Achieving target dependent on driving significant uplift in publisher revenue with Open Bidding & commercialization.
  - OB ramping to GA: 16 partners live on OB, of which 7 live with FAN; 8% avg. uplift in 5 A/B tests with OB; Challenges w/ FAN approving partners with existing RTB integration now resolved.

### Challenges

- New feature: Competitors introduced LTV reporting to attract partners with UA; AdMob expected in Q4.
- New competitor: MAX introducing additional deals to smaller partners, setting a higher bar on Ad Ops & Tech Support.

Google

EMEA pipeline source:

[https://docs.google.com/spreadsheets/d/1PmMH2eNjFupk8JtJZgKGektRKeOWmO7iLuYmf34\\_1o/edit#gid=0](https://docs.google.com/spreadsheets/d/1PmMH2eNjFupk8JtJZgKGektRKeOWmO7iLuYmf34_1o/edit#gid=0)

APAC pipeline source:

[https://docs.google.com/spreadsheets/d/135r7uzEDinbK8HHZFUrg5I5\\_yE8OmI499VwjWvNASTw/edit?ts=5ceba497#gid=639338210](https://docs.google.com/spreadsheets/d/135r7uzEDinbK8HHZFUrg5I5_yE8OmI499VwjWvNASTw/edit?ts=5ceba497#gid=639338210)

NA pipeline source: [https://docs.google.com/spreadsheets/d/1YEiGDB\\_Ld\\_Ui54T-5elqsQ7H1Sm7sUoyh9l4iRjBCcY/edit#gid=0](https://docs.google.com/spreadsheets/d/1YEiGDB_Ld_Ui54T-5elqsQ7H1Sm7sUoyh9l4iRjBCcY/edit#gid=0)

## Majority of Sell side Apps Revs from UAC and Google Ads

Source	Revs (y/y)	% over total	Plan ahead
UAC	627 M (17% y/y)	39%	UAC growing at ~51% but most of the growth being captured by YouTube (29% of total UAC growing at 63% y/y) and non-apps GDN (23% of total UAC growing at 91% y/y).
Google Ads (non UAC)	720 M (28% y/y)	45%	<p><b>Focus of Discussion</b></p> <ul style="list-style-type: none"> <li>1) Removed opt-out option "goldmine" (increased share of apps revs from 26% to 33% and of budget available to app from 58% to 82%).</li> <li>2) Investigating performance fixes to mCPC and eCPC bid strategies to remove throttling.</li> <li>3) Investigating deprecation of 'Games' content exclusion (applies exclusively to mobile games).</li> <li>4) Investigating deprecation or migration of App Categories.</li> <li>5) Launched initiatives to improve quality of traffic in App (App-First Formats and Targeting models).</li> </ul>
DV360	143 M (82% y/y)	9%	Aggressively drive app opt-in (currently at ~50%; goal of 60% LIs within each NAL) as observed correlation with revs increase. Focus on extending web campaigns into App (not app promo)
3P Buyers + Others	122 M (-1% y/y)	7%	Additional Exchange onboarding focused on app-heavy sources that materially improve our access to inventory and incremental demand; bid denormalization and additional app-first formats (Rewarded, Native) are anticipated later this quarter
<b>TOTAL</b>	<b>1611 M (*) (24% y/y)</b>		<b>Slower growth than forecasted (41% y/y)</b>

90 days Timeframe: March 5 - June 2, 2019. Source: [go/mobile/appdailypub](#) (model [here](#)): (\*) difference with SF number presented on slide 7 due to floating FX (instead of yearly fix).

### UAC - UAC 101

Agnostic and most of the growth has landed in youtube - is there any product development missing on the sell side?

### Google ads - Plan ahead:

- 1) Completed the apps control deprecation in January. This increased share of GDA apps revenue from 26% to 33% and increased % of GDA budget available to app from 58% to 82%. - goldmine
- 2) Currently investigating performance fixes to mCPC and eCPC in order to remove throttling on those bid strategies.
- 3) Investigating deprecation of 'Games' content exclusion (applies exclusively to mobile games).
- 4) Investigating deprecation or migration of App Categories.
- 5) Kicked off initiatives to improve quality of traffic for GDA in App via App-First Formats and App-First Targeting models.

### DV360 app strategy & activation plan.

### 3P -

Network Bidding pipeline -

[https://docs.google.com/spreadsheets/d/104\\_dm7vldnGXwrChIUYlnXHZIVkdxGsCJZedM1t6cS8/edit?urp=gmail\\_link#gid=842774972](https://docs.google.com/spreadsheets/d/104_dm7vldnGXwrChIUYlnXHZIVkdxGsCJZedM1t6cS8/edit?urp=gmail_link#gid=842774972)

Bid Flattening Comms doc-

<https://docs.google.com/document/d/1TpgsmQBwXxaFk0wa3Hqwko-LMy8HXyYGoB8PGsBzmnA/edit>

Rewarded Video comms doc - [https://docs.google.com/document/d/1CMR\\_UF-IsvTnB1omK0TuWPa9bKfYKnJ7loKgPxZS\\_xE/edit](https://docs.google.com/document/d/1CMR_UF-IsvTnB1omK0TuWPa9bKfYKnJ7loKgPxZS_xE/edit)

regarding native - checking on timing with Eng. On FAN:

<https://docs.google.com/document/d/1g8Hi9BHQtm5JcnIZicFrINrQts5a5VrN9W9hvioJn4E/edit?ts=5ccb1b93>

## Top Product Asks

## Status of Top Product Asks from Sales

Category	Product/Feature Requests	Status	Progress Update	ETA	Availability
PG	▲ Google Audience (Demo, Affinity) in PG	Yellow	Tested Google Demo Audience on 7 pubs in 1H '18. Original plan to tie Demo with Affinity and launch to 20 full stack strategic pubs at 20% rev share. Recent feedback has caused us to pivot to only launch for Disney as a self-side feature and evaluate pivoting to a buy-side feature available to all pubs/buyers.	Q3 '19 TBD	Disney
	■ Makegoods, buyer hosted creative support to improve parity		Makegoods (delayed from H1). buyer hosted creatives are on the 2H '19 roadmap		2H '19
	■ Exchange Bidding (DRX)		EB in GA for DFP premium (web & app). Since last update in-stream video has also GAed. Sales is still asking for EB to be extended to all of Small Business (Ad Manager). Currently only certain Small Business pubs have been whitelisted. Plans for full Small Business roll-out are unclear.		Q4 '19
EB	▲ Open Bidding (AdMob)	Yellow	Open Bidding (EB+NB on AdMob) transacting with 4 exchanges, 4 network certified & live. FB is being prioritized but other demand ramps up slower than expected.	2H '19	Global
	▲ Network Bidding (DRX & AdMob)		Signed 6 App network partners including FB. Taking longer to get pubs live than expected. Issues with SIMBA have been flagged and are being worked on. Work with Jedi Blue is being prioritized/accelerated. Need better direction from product on whether networks currently serving as Authorized Buyers will have similar access opportunities as Network Bidders.		
Video (instream)	▲ DAI for Linear TV - linear addressable soIn for TV distributors	Green	Launched with Total Play (MX) in Q2 '19. 2 additional POCs in progress for 2020 launch	Q2 '19 Beta	Global
	■ Direct VAST Calls / Programmatic Access Library		PAL launched on web, iOS, Android, Android TV, Fire TV, tvOS, and is supported across ~85% of video ad impressions (as of Apr '19). OA/PA/PD support on CTV devices is still TBD and a top priority for Product & Spam to resolve in 2H '19.		
Native apps	■ Higher Native CPMs via Video Improvements	Yellow	MediaView to reduce fiction to be enforced as of 5/26/19. Ongoing experiments regarding platform effects of Native performance to be completed by EOQ2	Q2 '19	Global
	■ Best practices for native implementation, to be promoted		<a href="#">Native templates</a> Launched mid Q2, designed to help publishers choose suggested implementations. In progress of building an effort to commercialize Native Dev Workshop (design service) to global WATT accounts.		
Rewarded	■ Higher Rewarded CPMs via Incremental demand & optimizing existing demand	Green	Playable demand - Q4 GA, ongoing optimizations of TrueView demand, Video CTD demand.	Q4 '18	Global
	■ Rewarded SDK API update		Enable Rewarded API to prefetch multiple ads simultaneously; in closed beta, GA moved to Q1		
<small>▲ = New Offering ■ = Innovate existing offering</small>		<small>● = Successfully launched, or on track to deliver on requirements</small>		<small>● = In progress, low-med risk of not delivering on requirements</small>	<small>● = Minimal progress, high risk of not delivering on requirements</small>

# Appendix

# [Apps/PG] BFM Overview (06/12/2019)

Highly Confidential

**TL;DR:** Sell-side BFM (6/24) with the goal of ensuring strong collaboration across buy-sell. Two deep dive topics: 1) PG - behind goal (80% of target) - discussion on how buy and sell sides are collaborating in market to drive shift in reservations from tags to PG; 2) Apps - sell-side behind goal (30% y/y vs goal of 41%) - discussion on how to accelerate platform adoption and drive non-UAC demand.

## Highlights & key call outs:

- **Penetration Metrics:**
  - Web breadth at 85% in LPS
  - Apps highly competitive (32% OPG)
  - Good progress on video at 53%
- **Product adoption metrics:**
  - PG: Revenue growth sufficient, but depth metric (PG imps as % of total reservations imps) lagging as tag reservations continue to grow.
  - **Exch. Bidding and Gaming breadth** growing strongly.

## For GTM Leads:

- (i) [What is potentially controversial that GTM Leads should be aware of?](#)
  - PG value prop relative to price points is not clear for adv/pubs, resulting in slow adoption. Coordinated efforts to push PG across buy/sell required.
  - Apps platform adoption growth is slow in face of competitive environment. Driving AdMob platform flips remains a sell-side sales priority, even as we await delivery of Open Bidding with FAN demand. Little progress done with top app players via demand-product (with possible need to tweak product/policy).
- (ii) [What would you like GTM Leads to provide input on specifically?](#)
  - Prepare senior sales stakeholders for discussion on coordinated cross functional regional plans to increase apps spend (buy) and platform adoption (sell side) and push flip of tags to PG (buy/sell).

Google

## Appendix - Performance review

## Sell-Side Revenue Metrics: C/T and M split

	Display												Search				Total Sell Side Revenue		
	Google Network CT Web			Google Network mWeb			Google Network App			Google Network Video Premium Instream Inventory Only			AFS + AFD						
March 5 - June 2	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	Imp YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ Im p YoY	
LPS - AMS	\$245.9	1%	5%	\$182.5	31%	32%	\$129.0	61%	6%	\$63.7	26%	31%	\$433.8	-7%	-25%	\$1,055	8%	12%	
LPS - EMEA	\$159.3	6%	0%	\$107.9	40%	29%	\$48.4	103%	56%	\$33.7	37%	32%	\$165.0	-14%	-4%	\$514	10%	11%	
LPS - APAC	\$38.0	-10%	-7%	\$57.9	27%	31%	\$137.5	-26%	-18%	\$7.3	57%	101%	\$32.2	17%	72%	\$273	-11%	14%	
OPG - AMS	\$306.9	-1%	-2%	\$352.4	15%	8%	\$234.9	26%	7%	\$37.0	38%	56%	\$23.5	17%	-1%	\$955	12%	3%	
OPG - EMEA	\$294.3	2%	5%	\$333.5	40%	22%	\$409.0	48%	22%	\$24.0	31%	42%	\$52.9	20%	2%	\$1,114	29%	14%	
OPG - APAC	\$126.2	-5%	-7%	\$248.2	31%	16%	\$660.4	33%	12%	\$2.7	47%	106%	\$10.2	23%	-9%	\$1,048	27%	8%	
OPG	\$727.5	-1%	-1%	\$934.2	27%	16%	\$1,304.2	36%	16%	\$63.7	36%	54%	\$86.6	20%	0%	\$3,116	22%	9%	
Total	\$1,170.6	0%	0%	\$1,282.5	29%	10%	\$1,619.2	30%	10%	\$168.4	33%	47%	\$717.6	-5%	10%	\$4,958	15%	10%	

Metrics use Mar 5 to June 2, 2019 - 90 days; both days included time frame (90 days) and deltas compared to previous year.

SELL-SIDE is a regional View - representing the regions where inventory is managed.

Video includes in-stream only (AdX Video, AdX Games, AFG, AFG video format); Outstream included under Web (AdX, AdSense) and Apps (AdX Apps, Admob).

Google

## Sell-Side Revenue Metrics: Video Instream + Outstream

	Display				Video				Search				Total Sell Side Revenue		
	Google Network Web		Google Network App		Google Network Video - Instream and Outstream			AFS + AFD			Rev	Rev YoY	MQ YoY	Rev	Rev YoY
<b>March 5 - June 2</b>	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	Imp YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ/Imp YoY
LPS - AMS	\$425	12%	16%	\$78	17%	-9%	\$118.0	75%	79%	\$433.8	-7%	-25%	\$1,055	8%	16%
LPS - EMEA	\$264	18%	11%	\$44	95%	57%	\$41.3	41%	32%	\$165.0	-14%	-4%	\$514	10%	11%
LPS - APAC	\$95	9%	14%	\$112	-31%	-19%	\$33.7	21%	17%	\$32.2	17%	72%	\$273	-11%	14%
OPG - AMS	\$649	7%	3%	\$161	19%	6%	\$121.1	35%	19%	\$23.5	17%	-1%	\$955	12%	3%
OPG - EMEA	\$618	19%	14%	\$257	36%	19%	\$186.4	62%	45%	\$52.9	20%	2%	\$1,114	29%	14%
OPG - APAC	\$369	15%	7%	\$477	24%	8%	\$191.3	67%	50%	\$10.2	23%	-9%	\$1,048	27%	7%
<b>OPG</b>	<b>\$1,636</b>	<b>13%</b>	<b>9%</b>	<b>\$895</b>	<b>26%</b>	<b>12%</b>	<b>\$498.9</b>	<b>57%</b>	<b>41%</b>	<b>\$86.6</b>	<b>20%</b>	<b>0%</b>	<b>\$3,116</b>	<b>22%</b>	<b>9%</b>
<b>Total</b>	<b>\$2,419</b>	<b>13%</b>	<b>10%</b>	<b>\$1,130</b>	<b>17%</b>		<b>\$691.9</b>	<b>56%</b>	<b>43%</b>	<b>\$717.6</b>	<b>-5%</b>	<b>10%</b>	<b>\$4,958</b>	<b>15%</b>	<b>10%</b>

REVENUES DISTRIBUTION

Google Network Web (AFC + AdX + Adx Video + AFV + AFG + Adx Games) when format is <i>not</i> video	Google Network App (AdX Apps + Admob + AFV + Adx Video) when format is <i>not</i> video	Google Network Video (AdX Video + AFV + AdX + AFC + AFG + ADX-Games + AdX-Apps + Admob) when format is <i>video</i>
Google Network Web (AFC + AdX + AdX-Games + AFG) all + (AdX-Video + AFV) when format is <i>not</i> video	Google Network App (AdX Apps + Admob) all + (AdX-Video + AFV) when format is <i>not</i> video	Google Network Video (AdX Video + AFV) when format is <i>video</i>

Metrics use Mar 5 to June 2, 2019 - 90 days; both days included time frame (90 days) and deltas compared to previous year.  
SELL-SIDE is a regional View - representing the regions where inventory is managed.

Video includes both in-stream (AdX Video, AdX Games, AFV, AFG video format) and Outstream: web and app only include display.

Google

## How is Sell-Side Revenue distributed across inventory

	Display						Search						Total Sell Side Revenue			
	Google Network Web			Google Network App			Google Network Video Premium Instream Inventory Only			AFS + AFD			Total Sell Side Revenue			
March 5 - June 2	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	Imp YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ YoY	Rev	Rev YoY	MQ/Imp YoY	
LATAM	\$15.1	30%	31%	\$2.1	60%	-15%	\$1.1	0%	49%	\$0.8	-44%	-26%	\$19	24%	31%	
CA	\$20.2	5%	6%	\$5.3	48%	26%	\$7.0	39%	62%	\$0.1	-15%	-8%	\$33	16%	6%	
US	\$393.2	12%	15%	\$121.6	61%	6%	\$55.5	25%	29%	\$432.9	-7%	-25%	\$1,003	7%	15%	
LPS - AMS	<b>\$428.4</b>	<b>12%</b>	<b>17%</b>	<b>\$129.0</b>	<b>61%</b>	<b>6%</b>	<b>\$63.7</b>	<b>26%</b>	<b>31%</b>	<b>\$433.8</b>	<b>-7%</b>	<b>-25%</b>	<b>\$1,055</b>	<b>8%</b>	<b>17%</b>	
DACH	\$73.3	14%	11%	\$14.4	95%	53%	\$0.9	-21%	-18%	\$79.6	-8%	11%	\$168	5%	11%	
FR	\$15.2	13%	-8%	\$2.9	26%	49%	\$5.7	28%	-18%	\$2.7	-37%	8%	\$26	8%	-8%	
GB	\$43.5	9%	19%	\$6.7	57%	37%	\$5.1	14%	72%	\$4.7	-20%	-13%	\$60	10%	19%	
LPS - EMEA	<b>\$267.2</b>	<b>18%</b>	<b>31%</b>	<b>\$48.4</b>	<b>103%</b>	<b>56%</b>	<b>\$33.7</b>	<b>37%</b>	<b>52%</b>	<b>\$165.0</b>	<b>-14%</b>	<b>-4%</b>	<b>\$514</b>	<b>10%</b>	<b>11%</b>	
AU/NZ	\$16.1	2%	5%	\$2.4	70%	18%	\$2.2	9%	28%	\$0.3	-32%	-4%	\$21	7%	6%	
CN	\$4.9	6%	5%	\$110.8	-34%	-29%	\$0.7	40%	8%	\$0.0	-100%	-100%	\$116	-32%	5%	
JP	\$52.8	7%	10%	\$3.0	30%	41%	\$0.0	-17%	-20%	\$31.5	18%	102%	\$87	11%	10%	
LPS - APAC	<b>\$95.9</b>	<b>9%</b>	<b>14%</b>	<b>\$137.5</b>	<b>-26%</b>	<b>-18%</b>	<b>\$7.3</b>	<b>57%</b>	<b>101%</b>	<b>\$32.2</b>	<b>17%</b>	<b>72%</b>	<b>\$273</b>	<b>-11%</b>	<b>14%</b>	
OPG - AMS	\$659.4	7%	3%	\$234.9	26%	7%	\$37.0	38%	56%	\$23.5	17%	-1%	\$955	12%	3%	
OPG - EMEA	\$627.9	19%	14%	\$409.0	48%	22%	\$24.0	31%	42%	\$52.9	20%	2%	\$1,114	29%	14%	
OPG - APAC	\$374.4	16%	8%	\$660.4	33%	12%	\$2.7	47%	106%	\$10.2	23%	-9%	\$1,048	27%	8%	
OPG	<b>\$1,661.7</b>	<b>13%</b>	<b>9%</b>	<b>\$1,304.2</b>	<b>36%</b>	<b>15%</b>	<b>\$63.7</b>	<b>36%</b>	<b>54%</b>	<b>\$86.6</b>	<b>20%</b>	<b>0%</b>	<b>\$3,116</b>	<b>22%</b>	<b>9%</b>	
Total	<b>\$2,453.1</b>	<b>13%</b>		<b>\$1,619.2</b>	<b>30%</b>		<b>\$168.4</b>	<b>33%</b>		<b>\$717.6</b>	<b>-5%</b>		<b>\$4,958</b>	<b>15%</b>		

Metrics use Mar 5 to June 2, 2019 - 90 days; both days included time frame (90 days) and deltas compared to previous year.

SELL-SIDE is a regional View - representing the regions where inventory is managed.

Video includes in-stream only (AdX Video, AdX Games, AFV, AFG video format); Outstream included under Web (AdSense, AdD) and Apps (AdX Apps, Admob).

Google

## Appendix - Penetration and Product adoption metrics

## Sell-side BFM Metrics - 2019 View

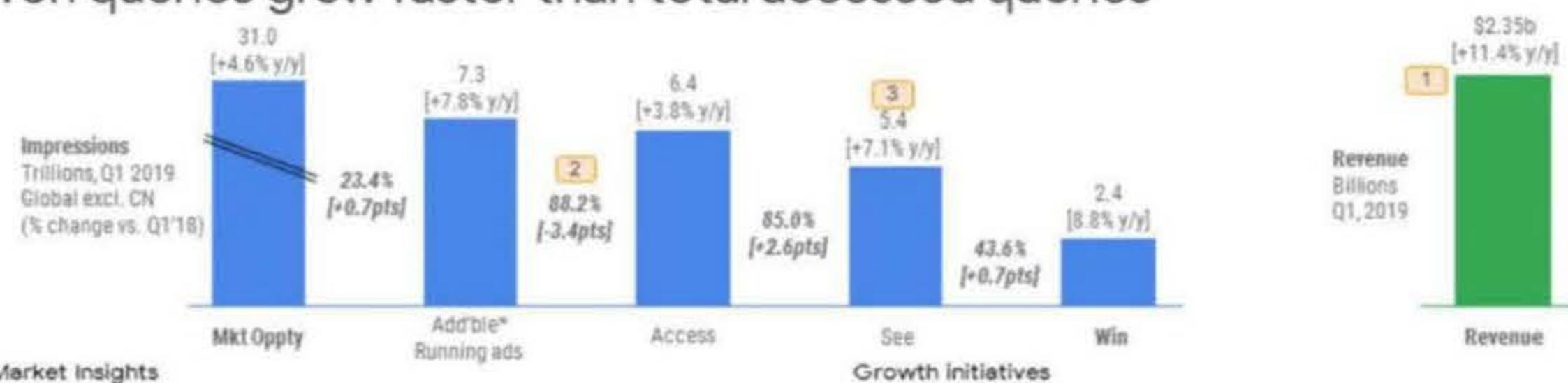
Penetration metrics			Product Adoption metrics			Deep dives (Buy-sell coordination)	
"Gain Access" (Grow Inventory Access)			"See More" (Improve Demand Access)			"Win More" (Improve Demand Competitiveness)	
Drive Platform Adoption		Drive Shift To Programmatic					
Web	Web breadth	% Web Revs on platform (100%)	PG (\$11.2B)	EB (\$5.8B)	75%	Dependency on buy side	ESTABLISHED Defend monetization and platform access
Apps	App breadth	% Apps Revs on platform	% of a Partner's direct business that is programmatic [Depth]	% of pubs with EB enabled [Breadth] <small>(*) Indirect line items enabled on EB [Depth]</small>	Games monetization [Breadth]	Dependency on buy side	EMERGING Gain monetization access and flip to on platform
Video (Instream)	Video Instream breadth	% Video Revs on platform			% high viewable inventory [Depth] <small>(**) See Rate [Depth]</small>	Dependency on buy side	
Google	Penetration Metric based on estimations (this is not directly pulled through a query in Google systems); metric for comparison (*) EB metric to be changed to Depth in Q2/Q3; (**) Video instream see rate to be changed to share of high viewability mg in Q2						★ = has corresponding (not identical) GP OKR

## Penetration Metrics Definition

	WEB	APP	VIDEO INSTREAM (Web only)
Metric	 <b>Web DFP Penetration</b> # domains with DFP tag or adsense hardcoded or Yavin implementation AdX and Adsense revs served through DFP or hardcoded	 <b>Google App Mediation (Admob or DRX)</b> # apps with Google mediation or 100% Google demand or Yavin implementation Admob and AdX-Apps revs served on platform or no mediation	 <b>DFP Video Penetration</b> # domains with Adx-Video queries via DFP AdX-Video revs served through DFP
Scope	# domains addr. running ads (non weighted Breadth) (Rev on platform)  Defined list covering 67% of addressable domains running ads.  In order to be considered in DFP or adsense hardcoded the threshold applied is 1000 Adx or adsense imps/quarter.	# total apps addr. running ads (non weighted Breadth) (Rev on platform)  Defined list covering 67% of addressable market by downloads with ads, WAU or Google revenue (12K+ apps).  In order to be considered in admob mediation the threshold applied is 1000 imps/quarter through admob mediation in apps; similarly for an app to be considered monetizing with Google the threshold applied is 1000 imps/quarter through admob].	# total domains addr. running video instream ads (non weighted Breadth) (Rev on platform)  Defined list covering outlier domains plus the remaining top 67% of addressable domains in terms of total video playbacks of each region. Outliers are domains that alone concentrate more than 1% of video playbacks in a region.  In order to be considered as using Adx-Video (numerator) the threshold applied is 1000 Adx-Video imps via DFP per quarter.
Caveats /Notes	<ul style="list-style-type: none"> <li>List of domains on scope updated every quarter but y/y computed comparing against same list.</li> <li>Yavin prospects considered</li> <li>All adsense is either hardcoded or through DFP as adsense through 3P cannot be served (TBC).</li> <li>Adx Revs from passbacks included "on platform".</li> </ul> <p>Unaddressable: AOL, MSN, TW, Amazon, Others</p> <p>Addr. not running ads</p> <p>Addr. running ads</p>	<ul style="list-style-type: none"> <li>List of apps on scope updated every quarter but y/y computed comparing against same list.</li> <li>Yavin prospects considered</li> </ul>	<ul style="list-style-type: none"> <li>List of domains on scope updated every quarter but y/y computed comparing against same list.</li> <li>Only covers video instream served on web (apps not included due to methodology not ready).</li> <li>Yavin prospects considered.</li> </ul>
NOTE - The goal of these penetration metrics is not to hold teams accountable but to provide with an idea of the business opportunity in the market.			

2018 priority OKRs to drive platform access: (70+ flips from Top 1000 pubs; 1000+ SoV optimizations) - OPG only OKR

## Web - Addressable web market growth accelerated in Q1. Competed and Won queries grew faster than total accessed queries



- Market opportunity, all regions > 0%, APAC at 16% y/y
- The addressable (with ads) web market is estimated to have accelerated in Q1, available queries grew at 7.8% y/y (+4ppt q/q)
- Google accessed queries grew at 4% y/y (-3ppt q/q). Main drivers were US/CA AFC query decline and AdX HC inventory transitioning to the platform. Total queries on Google Ad Manager grew by 7%, AFC/AdX hardcoded queries declined 6% y/y
- AFC/AdX seen and won queries continued to grow faster than accessed queries driven by improved inventory access via Ad Manager and stable win rates: % of Ad Manager queries where AFC/AdX had a chance to compete (See), grew to 75.0% of total queries y/y (+5.0 pts y/y)

\*Addressability defined by sites that currently have ads, and addressable by Google Display Sales teams. Youth prospects are NOT specifically included in the addressable group.  
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- Continue to focus on Platform Depth through BAU optimizations & Off platform Yavim deals.
- PG growth continues +80% y/y but behind aggressive target. Performance below target driven by buy-side weakness - need to drive narrative with LCS Advertisers & their Agencies
- Exchange Bidding breath is on target at 61%; with nearly all eligible accounts now onboarded - need to consider what's next to drive further growth here
- Adoption progresses on AMP however still not parity of performance on reservation AMP traffic - need to improve here
- In general, good adoption of existing initiatives; looking towards new features for future growth here
- GDPR impact still unclear on H2; however expecting headwinds due to proactive consent enforcements [\$200M risk]

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## Sandra

Source: <https://docs.google.com/spreadsheets/d/1T9vyRhe59ESVB3wm51EONBtzgY1zRIfFlwRJOtfqgU/edit#gid=881369511>

### Explaining Chart

1. Mkt Oppty = all traffic w/ assumption on #ads/page based on historic ratios
2. Add'ble = Excluding FB, porn, etc.
3. Access = On our platform (AdSense or DRX)
4. See = We compete (so primarily excluding direct (ETC = ))
5. Win = Won impressions.

### Q119 supporting notes:

- driven by PV growth in APAC and AMP sites (ampproject.org)
- APAC growth in addressable market concentrated in some sites: pixiv.net, livedoor.jp, syosetu.com, rakuten.co.jp (Japan), tribunnews.com (SEA)
- Domain ampproject.org drives 3.5ppt of the 7.8% y/y growth of addressable market. That domain consolidates queries from AMP sites
- Top gainers / losers (avito.ru, Dailymail.co.uk, coolmath-games.com) on access share (access share defined as the % of estimated ad impressions that Google accesses either via DRX or AFC)

Notes from Tim on Header Bidding:

HB's share of overall Ad Manager impressions is stable - in or around the 7 to 8% of overall impressions served mark. NA still has the largest penetration although is actually in decline.

Amazon are still the biggest grower, and Rubicon are making efforts to step up their HB game, but all in all we're at a comfortable point when it comes to HB. We expect some movements once we fully migrate to 1P and UPRs from late July.

Q418 supporting notes:

- Addressable market growth accelerated vs. Q3'18: we have only seen acceleration in APAC - driven by Japan and somewhat concentrated (see list of top 100 sites - <https://docs.google.com/spreadsheets/d/1B1S9xYbPNWXFD6TiFHViAwWS4gUykXOo-MsufBUQ4so/edit#gid=0>) This is to some extent correlated with AFC/AdX web query acceleration seen in Japan in Q4'18

Total DFP web queries grew a little under 11% Y/Y, with all regions growing more than 6% and APAC and LATAM growing the fastest. The main driver of total query growth was on queries where AdX competed (16% Y/Y), while non-competed-for queries grew around 1% Y/Y. For AdX competed queries, growth was driven by OA (contributing to 55% of the growth), followed by Third Party EB (18%). Third Party EB and PG were the fastest growing, both above 100% Y/Y. Within AdX OA, about 36% of the competed-for queries were EB eligible in Q4 2018 versus 16% in Q4 2017.

## PG

- Programmatic G'Teed: 81% y/y growth, but trailing aggressive target. Performance below target driven by buy-side weakness (a few large auto clients slowing down PG spend)
  - Globally the partnerships teams are working with buy-side counter parts to activate use of pipes from large buyers/agencies. If demand does not ramp, pubs will have less incentive to move inventory into this deal type, so working closely with buy-side.
  - Additional resource from us not unlocking more, need to drive the narrative with LCS Advertisers and/or their Agencies

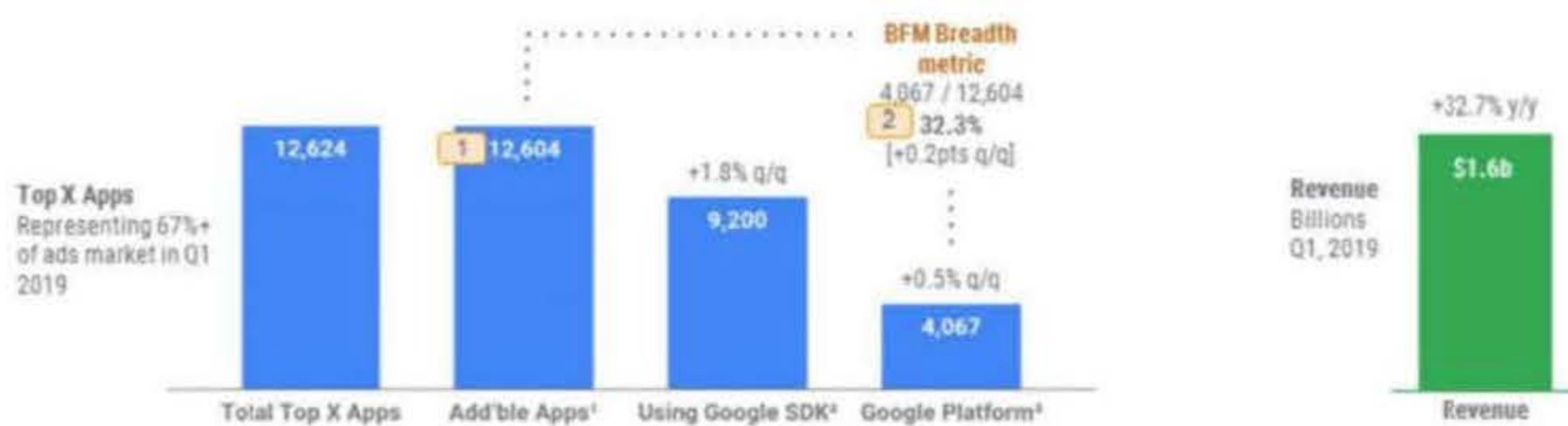
## AMP

- AMP revenue parity split between OA and Reservations. Ads revenue on AMP in OA environment exceeds that of non-AMP, while reservation revenue on AMP pages are roughly half that of a non-AMP page
- OPG teams also have specific OKR to increase the % of ads queries

that originate from AMP pages

## Apps - Healthy growth in Google's SDK footprint; Revenue on-platform remained stable as expected

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### Market Insights

- 1 Google SDK footprint with 73.0% of addressable apps via AdMob/AdX up 1.3pts vs last quarter with LPS and ISO onboarding new partners and Scalable Acquisitions bringing in new partners.
- 2 BFM Breadth metric at 32.3%, up 0.2pts vs last quarter. More details on the performance in the Platforms deep-dive.

### Gaming Revenue

Closed at 95% of target, slower than expected January while February and March were on target. Slow January attributed to slowdown in hypercasual growth, UAC top advertiser spend decline, and the delay of Goldmine's launch.

### Growth initiatives

- | Initiative | Description  |
|------------|--|
| Access     | Revenue on-platform has remained static Q/Q as expected, stable at 28%; progress on the product side has been in onboarding 5 partners on OB with FAN, having 4 additional partners in pipeline from the Deal Program list of 32 top developers, and having Marketing focus on Platforms narrative for Q2. |
| See        | Partners continue to use the Google SDK allowing us access to inventory, with ISO acquiring 97 new partners in Q1 valued at \$3.4m captured in-quarter. High value formats drove CPM increases but mitigated by low growth on banner and native formats.   |
| Win        | Win-Rate declined Q/Q by 1pp, slightly greater than expected in terms of seasonal decline; there were further Policy launches, including AdMob throttling, Out-of-Context interstitial enforcement and App Verification.   |
- Google

<sup>1</sup> Addressability defined by developers that currently have ads and are addressable by Google display sales teams. <sup>2</sup> Top unaddressable developers [here](#). <sup>3</sup> Using a threshold of \$100 over last four weeks to filter out false mappings and signals.

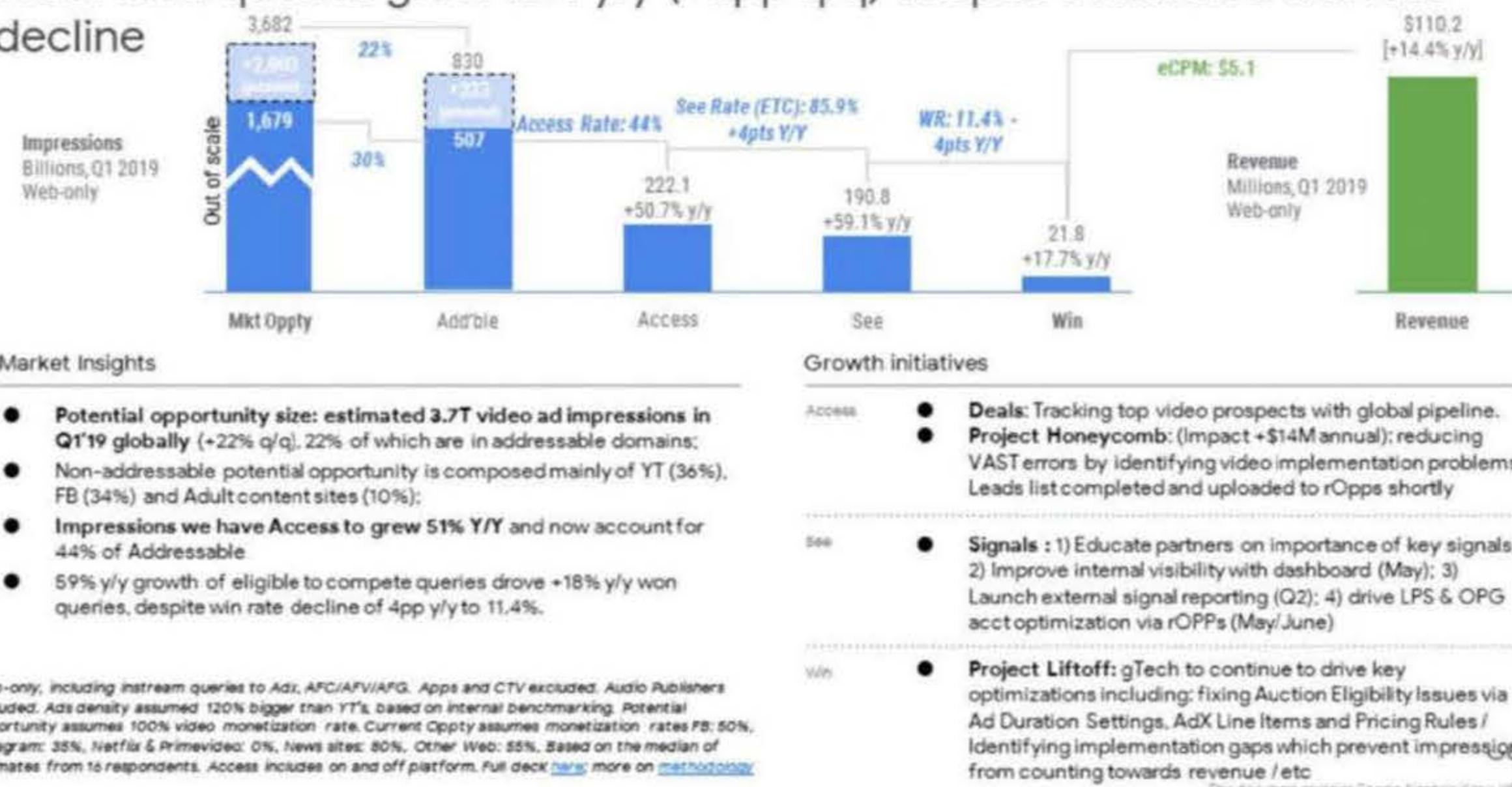
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Zach

Revenue:

[https://dasnav.corp.google.com/dnskv23s/#chart\\_type=bar\\_chart&dimensions=quota\\_product:0&display\\_type=bar\\_display&end=2019-04-01T00:00:00&granularity=day&growth=true&page=attainment&shift=P1Y&start=2019-01-01T00:00:00&view=default](https://dasnav.corp.google.com/dnskv23s/#chart_type=bar_chart&dimensions=quota_product:0&display_type=bar_display&end=2019-04-01T00:00:00&granularity=day&growth=true&page=attainment&shift=P1Y&start=2019-01-01T00:00:00&view=default)

## Instream Video - estimate to access 44% of current addressable oppy on Web. Won queries grew 18% y/y (+6pp q/q) despite continued win rate decline



### Julie

- dark blue are current opp - assume monetization rate under 100% (level we think there is today based on todays mont rates which is an estimate)
- lite blue if all domains were monetizing at their full potential (ie all video playbacks have 1 ad) - lite blue = mont 100%
- access is everything that goes through platform (GAM) or adx
- see is what we compete for

### For performance section:

Top line from [go/gpnav\\*](#) (same results as in [zember@ trix](#)) & [last QBR](#). Next two bullets from [this dasnav view](#) & [data here](#).

### Commentary on top video partners -

- For **CBS Interactive** it was all about Q4 PG spend when looking at video growth...PG grew from \$1.4M in Q3 to \$5.1M in Q4 2018. And when looking at y/y for Q4...PG again grew from \$1.7M in Q4 2017 to \$5.1M in Q4 2018.
- Pandora**: Launched programmatic video support to GA in June 2018 and really scaled in Q3 and Q4 of this year, with PG Video being the main driver of growth.
- Spotify**: Similar to CBS, the core of Spotify's video growth was centered around doubling down on PG video. They also launched PG Audio in Q4, which generally gets

lumped into their video numbers.

- **Warner Media:**

- Turner leveraging PG through Direct VAST Calls - PG revenue increased from \$600k in Q3 to \$2.5 MM in Q4 and saw strong YoY growth as well from \$50k in Q4 2017.
- Seasonality for The CW. CW airs new content in Q4 (their shows are in hiatus all of Q3 and we don't see much activity). CW recorded strong YoY growth in Q4 led by PG. PG grew 600% YoY in Q4 from \$150k in 2017 to \$1.1 MM in 2018.

Draft for Bruno: XY% of the potentially addressable impressions opportunity sits on domains not considered "premium" (not broadcasters like X, Y and Z)

## Penetration metrics - Web Weighted Breadth

### NON Weighted (as per main slide)

	A: # domains add'l and running ads:	Breadth metric		
		Q1 19	B/A: Breadth (%)	YoY (pts)
BR	33	29	88%	0.0
CA	34	33	97%	-2.9
US	328	316	96%	0.3
<b>LPS AMS</b>	<b>434</b>	<b>415</b>	<b>96%</b>	<b>0.0</b>
DACH	216	211	98%	2.3
FR	79	71	90%	-2.5
UK/IE	47	46	98%	0.0
<b>LPS EMEA</b>	<b>819</b>	<b>782</b>	<b>95%</b>	<b>3.4</b>
AU/NZ	60	55	92%	3.3
CN	-	-	-	-
JP	62	58	94%	3.2
<b>LPS APAC</b>	<b>246</b>	<b>233</b>	<b>95%</b>	<b>4.5</b>
<b>LPS TOTAL</b>	<b>1,499</b>	<b>1,430</b>	<b>95%</b>	<b>2.6</b>
OPG AMS	1,371	1,108	81%	4.7
OPG EMEA	2,971	2,428	82%	5.5
OPG APAC	1,288	1,059	82%	9.9
<b>OPG TOTAL</b>	<b>5,630</b>	<b>4,595</b>	<b>82%</b>	<b>6.3</b>
<b>Global XC</b>	<b>7,129</b>	<b>6,025</b>	<b>85%</b>	<b>5.5</b>

### Weighted

	Breadth metric (weighted)			
	Q1 19	A: est. ad imps from add'l and running ads domains (B)	B: est. ad imps from domains w/ GFP tag, A/C or Yavin (B)	B/A: Breadth (%)
BR	135	129	96%	-0.2
CA	38	35	97%	-2.6
US	920	884	96%	-3.4
<b>LPS AMS</b>	<b>1,205</b>	<b>1,161</b>	<b>96%</b>	<b>-2.8</b>
DACH	172	167	97%	-0.9
FR	98	96	99%	-4.0
UK/IE	152	150	98%	-1.6
<b>LPS EMEA</b>	<b>1,050</b>	<b>1,011</b>	<b>96%</b>	<b>1.0</b>
AU/NZ	15	14	99%	16.3
CN	-	-	-	-
JP	512	508	99%	1.1
<b>LPS APAC</b>	<b>692</b>	<b>673</b>	<b>97%</b>	<b>0.3</b>
<b>LPS TOTAL</b>	<b>2,948</b>	<b>2,846</b>	<b>97%</b>	<b>-0.7</b>
OPG AMS	1,049	898	86%	3.3
OPG EMEA	1,672	1,447	87%	30.2
OPG APAC	783	661	84%	0.8
<b>OPG TOTAL</b>	<b>3,504</b>	<b>3,006</b>	<b>86%</b>	<b>16.9</b>
<b>Global XC</b>	<b>6,452</b>	<b>5,851</b>	<b>91%</b>	<b>8.6</b>

Caveat: Data purely directional, as it is all based on estimations of the volume of web impressions for each domain.  
 Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [Yield](#), [Bidding](#) and [Video](#).  
 Summary of the methodology for the penetration metrics [here](#) - video methodology under review (ETA to be fully vetted June 7).  
 SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

# Penetration metrics - Apps Weighted Breadth

## NON Weighted (as per main slide)

	Q1 2019		BFM Metric	
	Breadth Metric		Breadth Metric	
	App Level	App Level	App Level	App Level
Brazil	23	12	52.2%	0.0
Canada	11	9	81.8%	-18.2
US	167	83	49.7%	2.4
LPS AMS	205	106	51.7%	1.0
DACH	25	10	40.0%	-4.0
France	11	3	27.3%	0.0
UKIE	26	10	38.5%	-7.7
LPS EMEA	187	68	36.4%	0.5
AU/NZ	16	12	75.0%	0.0
Greater China	237	72	30.4%	2.1
Japan	56	31	55.4%	8.9
LPS APAC	436	175	40.1%	2.8
LPS TOTAL	828	349	42.1%	1.8
OPG AMS	1,486	491	33.0%	2.2
OPG EMEA	3,451	1,436	41.6%	-0.6
OPG APAC	6,801	1,790	26.3%	-0.1
OPG TOTAL	11,778	3,718	31.6%	0.1
Global XC	12,604	4,067	32.3%	0.2

## Weighted

	Q1 2019		BFM Metric	
	Breadth Metric		Breadth Metric	
	App Level	App Level	App Level	App Level
Brazil	12,019,763	3,544,085	29.5%	3.9
Canada	1,709,177	1,128,927	66.1%	-23.8
US	236,345,185	92,784,562	39.3%	-0.5
LPS AMS	252,105,716	99,015,262	39.3%	-0.4
DACH	11,702,069	2,746,484	23.5%	1.1
France	5,193,446	3,034,592	58.4%	11.9
UKIE	18,611,052	8,424,616	45.3%	-5.3
LPS EMEA	110,765,985	39,854,998	36.0%	6.1
AU/NZ	4,799,340	3,133,590	65.3%	15.5
Greater China	766,054,030	173,926,748	22.7%	1.7
Japan	27,425,340	3,084,003	11.2%	2.4
LPS APAC	1,189,001,366	360,558,364	30.3%	2.0
LPS TOTAL	1,551,873,067	499,428,624	32.2%	2.0
OPG AMS	1,529,365,643	508,172,708	33.2%	0.6
OPG EMEA	4,204,434,234	1,929,088,316	45.9%	-2.7
OPG APAC	7,014,320,641	1,803,661,269	25.7%	-0.2
OPG TOTAL	12,802,620,032	4,241,622,704	33.1%	-0.6
Global XC	14,354,493,099	4,741,051,328	33.0%	-0.6

Caveat: Data purely directional, as it is all based on estimations of the market - weight of each app based on number of downloads.

Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [YTD](#), [2018](#) and [2019](#).

Summary of the methodology for the penetration metric [here](#) - video methodology under review (ETA to be fully vetted June 7).

SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

## Penetration metrics - Video Weighted Breadth

NON Weighted(as per main slide)

	A: # top 2/3rds domains addrs. and running ads	Breadth metric	
		Q1 19	YoY (pts)
	B/A:	Breadth (%)	Breadth (ppt change)
LPS AMS	54	72%	5.6
LPS NA	33	70%	6.1
LPS LATAM	21	76%	4.8
<b>LPS EMEA</b>	<b>176</b>	<b>70%</b>	<b>11.4</b>
LPS APAC	63	60%	7.9
<b>LPS TOTAL</b>	<b>293</b>	<b>69%</b>	<b>9.6</b>
OPG AMS	200	48%	8.5
OPG NA	65	38%	4.5
OPG LATAM	135	53%	10.4
<b>OPG EMEA</b>	<b>410</b>	<b>51%</b>	<b>17.6</b>
OPG APAC	143	32%	13.3
<b>OPG TOTAL</b>	<b>753</b>	<b>47%</b>	<b>14.3</b>
<b>Global XC</b>	<b>1,046</b>	<b>53%</b>	<b>13.0</b>

Weighted

	A: Playbacks from top 2/3rds domains addrs. and running ads (Billions)	Weighted Breadth metric	
		Q1 19	YoY (pts)
	B/A:	Weighted Breadth (%)	Weighted Breadth (ppt change)
LPS AMS	87.5	29%	-1.5
LPS NA	84.2	28%	-1.6
LPS LATAM	3.3	50%	1.2
<b>LPS EMEA</b>	<b>25.1</b>	<b>74%</b>	<b>13.4</b>
LPS APAC	17.2	60%	30.8
<b>LPS TOTAL</b>	<b>129.8</b>	<b>42%</b>	<b>5.7</b>
OPG AMS	15.0	53%	27.4
OPG NA	7.8	67%	52.7
OPG LATAM	7.2	38%	0.1
<b>OPG EMEA</b>	<b>25.6</b>	<b>44%</b>	<b>15.9</b>
OPG APAC	16.3	17%	0.8
<b>OPG TOTAL</b>	<b>56.9</b>	<b>39%</b>	<b>14.6</b>
<b>Global XC</b>	<b>186.6</b>	<b>41%</b>	<b>8.4</b>

Caveat: Data purely directional as it is all based on estimations of the market; (\*) Video instream covers web only - apps and CTV to be included in the methodology.  
 Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [WEB](#), [APP](#) and [CTV](#).  
 Summary of the methodology for the penetration metrics [here](#) - video methodology under review (ETA to be fully vetted June 7).  
 SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

## Penetration metrics - Rev on platform

	"Gain Access"					
	WEB		APP		VIDEO INSTREAM (Web)	
	Web Rev on Platform	App Rev on Platform	Video Instream Rev on Platform			
LPS AMS	96%	▲ 3	13%	▲ 3	91%	▲ 19
LPS EMEA	97%	▲ 2	11%	▼ 17	89%	▲ 10
LPS APAC	88%	▲ 9	14%	▼ 1	88%	▲ 4
<b>LPS TOTAL</b>	<b>95%</b>	<b>▲ 3</b>	<b>14%</b>	<b>▼ 1</b>	<b>90%</b>	<b>▲ 15</b>
OPG AMS	96%	--	17%	▲ 1	67%	▼ 8
OPG EMEA	95%	▲ 4	24%	--	89%	▲ 16
OPG APAC	97%	▲ 6	23%	▲ 1	63%	▼ 13
<b>OPG TOTAL</b>	<b>96%</b>	<b>▲ 3</b>	<b>22%</b>	<b>▲ 1</b>	<b>79%</b>	<b>▲ 5</b>
<b>Global XC</b>	<b>96%</b>	<b>▲ 3</b>	<b>21%</b>	<b>--</b>	<b>87%</b>	<b>▲ 12</b>

Key: 86% ▲ 9  
 Percentage point Δ in last 3 months (previous year for new penetration metrics)  
 Colour indicates whether growth > 0  
 Col1: Platform, Col2: Web, Col3: XC average

(\*) Caveat: Data not rev weighted. (\*) Video instream: covers web only – apps and CTV to be included in the methodology.  
 Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [WEB](#), [APP](#) and [VIDEO](#).  
 Summary of the methodology for the penetration metrics [here](#) - video methodology under review (ETA to be fully vetted June 7).  
 SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

## Penetration metrics - Country view

	"Gain Access"							
	WEB		APP		VIDEO INSTREAM			
	Web DFP penetration (Breadth)	Web DFP penetration (Depth)	Google App mediation penetration (Breadth)	Google App mediation penetration (Depth)	DFP Video penetration (Breadth)	DFP Video penetration (Depth)		
BR	98%	--	97%	+ 1	82%	--	70%	+ 5%
CA	97%	- 2	99%	--	82%	- 12	6%	- 2
US	96%	--	96%	+ 3	50%	+ 3	13%	+ 3
LPS AMS	96%	--	96%	+ 3	33%	+ 3	13%	+ 3
DACH	98%	+ 3	99%	--	40%	- 4	0%	--
FR	90%	- 2	81%	+ 9	27%	--	30%	- 4
UK/IE	92%	--	91%	+ 1	39%	+ 7	29%	- 23
LPS EMEA	90%	+ 2	97%	+ 2	24%	--	11%	- 17
AU/NZ	92%	+ 5	89%	+ 5	75%	--	9%	--
CN	-	--	-	--	30%	+ 2	13%	+ 1
JP	94%	+ 6	88%	+ 11	35%	+ 9	91%	+ 2
LPS APAC	95%	+ 3	88%	+ 9	40%	+ 3	14%	+ 1
LPS TOTAL	93%	+ 2	95%	+ 2	42%	+ 2	14%	+ 1
OPG AMS	81%	+ 5	96%	--	33%	+ 2	17%	+ 1
OPG EMEA	82%	+ 5	95%	+ 5	47%	--	24%	--
OPG APAC	82%	+ 10	97%	+ 6	26%	--	23%	+ 1
OPG TOTAL	82%	+ 7	96%	+ 3	32%	--	22%	+ 1
Global XC	85%	+ 8	96%	+ 8	32%	--	21%	--

WIP

Percentage point Δ in last 3 months  
(previous year for new penetration metrics)  
Colour indicates whether growth > 0  
Color palette: 3000670000 - XC average

Key

86% ▲ 9

(\* )Caveat: Data not rev weighted. (\*) Video instream covers web only - apps and CTV to be included in the methodology.  
Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [WEB](#), [APP](#) and [VIDEO](#).  
Summary of the methodology for the penetration metrics [here](#) - video methodology under review (ETA to be fully vetted June 7).  
SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

## Penetration metrics - Regional view

"Gain Access"											
	WEB			APP			VIDEO INSTREAM (Web)			Video Instream Rev on Platform	Video Instream Rev on Platform
	Web platform penetration (breadth)	Web Rev on Platform	Google App mediation penetration (breadth)	App Rev on Platform	Video Instream platform penetration (breadth)	Video Instream Rev on Platform	Video Instream platform penetration (breadth)	Video Instream Rev on Platform	Video Instream Rev on Platform		
BR	88%	--	97%	+ 1	52%	--	70%	+ 5	--	--	--
CA	97%	- 2	99%	--	82%	- 18	0%	- 2	--	--	--
US	96%	--	96%	+ 3	50%	+ 2	13%	+ 3	--	--	--
LPS AMS	96%	--	96%	+ 3	82%	+ 1	12%	+ 2	74%	+ 9	91% + 19
DACH	98%	+ 2	99%	--	82%	+ 2	0%	--	--	--	--
FR	90%	- 2	87%	+ 4	27%	--	20%	- 4	--	--	--
UK/IE	98%	--	98%	+ 1	20%	+ 7	29%	+ 23	--	--	--
LPS EMEA	95%	+ 3	97%	+ 3	36%	--	11%	- 17	20%	+ 31	89% + 10
AU/NZ	92%	+ 5	89%	+ 6	75%	--	0%	--	--	--	--
CN	--	--	--	--	30%	+ 2	13%	- 1	--	--	--
JP	92%	+ 2	88%	+ 11	55%	+ 5	95%	+ 3	--	--	--
LPS APAC	95%	+ 5	88%	+ 8	40%	+ 3	34%	- 7	60%	+ 8	88% + 8
LPS TOTAL	95%	+ 2	95%	+ 3	42%	+ 2	14%	- 1	89%	+ 10	90% + 15
OPG AMS	81%	+ 5	96%	--	21%	+ 2	17%	+ 1	48%	+ 3	67% + 9
OPG EMEA	82%	+ 5	95%	+ 4	42%	--	24%	--	51%	+ 16	89% + 15
OPG APAC	87%	+ 10	87%	+ 4	26%	--	23%	+ 1	32%	+ 13	62% + 13
OPG TOTAL	82%	+ 7	96%	+ 3	32%	--	22%	+ 1	47%	+ 15	79% + 5
GADM EC	85%	+ 9	96%	+ 8	32%	--	21%	--	53%	+ 13	87% + 10

Percentage point Δ in last 3 months  
(previous year) for new penetration methods  
Colour indicates whether growth = 0

Color indicates above/below XC average

Key



(\*) Caveat: Data not rev weighted. (\*) Video instream: covers web only – apps and CTV to be included in the methodology.

Platform metrics use Q1-2019 timeframe (90 days). Deltas are y/y except apps where delta is computed as q/q given data is only available since July 2018. Data source: [WEB](#), [APP](#) and [VIDEO](#).

Summary of the methodology for the penetration metrics [here](#) - video methodology under review (ETA to be fully vetted June 7).

SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [appendix](#).

Google

# Display/Voice Product Adoption Metrics Definition

[Back to main slide](#)

Metric Definition	Ideal value	Notes	GP OKR *
# PG matched queries # Direct sales and PG matched queries in DFP of the partners who have served at least one PG impression	~80%	Remaining 20% are formats not available (eg skins).	\$897M PG revs (107.6% y/y)
# Indirect matched queries served in DFP by partners enabled in EB # Indirect matched queries served by DFP	75%-100%	DFP SB is initially not EB target although enabled as exception.	75-100% partners enabled
# EB eligible mq in indirect line items # mq of indirect line items	100%	2019 GP Metric - will be used at BFM once breadth hits ~75%	
DAU of gaming apps in Android Play serving ads through Admob or AdManager DAU of all gaming apps in Android Play	100%	Giving we are relying on Android Play data, DAU data can only be shown in aggregated	\$3.250B Gaming revs (47% y/y)
Video instream q in AdX-Video with viewability => 90% All video instream q in AdX-Video	TBD - 100%	It is expected to always have some low viewability inventory (can potentially be sold via DV360).	80% y/y growth of inventory with viewability =>80%

Google

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## Product Adoption Metrics - Regional View

	Programmatic Guaranteed(Share)	Exchange Bidding (Breadth)	Instream Video Viewability (Share)	Android Play Gaming (Breadth)
LPS	3%	--	75% <span style="color: green;">▲ 2</span>	9% <span style="color: red;">▼ 2</span> 83% <span style="color: red;">▼ 1</span>
OPG	1%	--	60% <span style="color: green;">▲ 7</span>	11% -- 73% --
<b>Americas</b>	<b>3%</b>	<b>--</b>	<b>68%</b> <span style="color: green;">▲ 5</span>	<b>10%</b> <span style="color: red;">▼ 1</span> <b>78%</b> --
LPS	2%	--	78% <span style="color: green;">▲ 3</span>	10% <span style="color: red;">▼ 5</span> 53% <span style="color: red;">▼ 5</span>
OPG	5% <span style="color: green;">▲ 1</span>	46%	▲ 4	8% <span style="color: red;">▼ 5</span> 75% <span style="color: green;">▲ 1</span>
<b>EMEA</b>	<b>3%</b>	<b>--</b>	<b>60%</b> <span style="color: green;">▲ 3</span>	<b>9%</b> <span style="color: red;">▼ 5</span> <b>74%</b> <span style="color: green;">▲ 1</span>
LPS	11%	--	85% <span style="color: green;">▲ 2</span>	31% <span style="color: green;">▲ 1</span> 70% <span style="color: green;">▲ 1</span>
OPG	2%	--	31% <span style="color: green;">▲ 2</span>	18% <span style="color: red;">▼ 5</span> 61% <span style="color: green;">▲ 3</span>
<b>APAC</b>	<b>8%</b>	<b>--</b>	<b>60%</b> <span style="color: green;">▲ 2</span>	<b>27%</b> <span style="color: red;">▼ 1</span> <b>62%</b> <span style="color: green;">▲ 2</span>
LPS	4%	--	79% <span style="color: green;">▲ 3</span>	12% <span style="color: red;">▼ 3</span> 77% --
OPG	3% <span style="color: green;">▲ 1</span>	48%	▲ 4	10% <span style="color: red;">▼ 3</span> 68% <span style="color: green;">▲ 2</span>
<b>Global XC</b>	<b>4%</b>	<b>--</b>	<b>63%</b> <span style="color: green;">▲ 4</span>	<b>11%</b> <span style="color: red;">▼ 3</span> <b>69%</b> <span style="color: green;">▲ 1</span>

Metric use: Mar 5 to Jun 2, 2019 (30 days) and the details are calculated against the immediately preceding 30 days, except for the Android Play Gaming Metric which uses Feb 2019, Mar 2019, Apr 2019 compared to the prior three months (Nov 2018, Dec 2018, Jan 2019). SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition: [Programmatic](#)

Key: 85% ▲ 9 Percentage point Δ in last 3 months / Colour indicates whether growth > 0

Color indicates above/below XC average

Google

## Product Adoption Metrics - OPG Tiering

	PG (Share)	EB (Breadth)	Instream Video Viewability (Share)	Android Play Gaming (Breadth)
Americas	2%	-	75%	▲ 2
EMEA	2%	-	78%	▲ 3
APAC	15%	-	85%	▲ 2
LPS	4%	--	79%	▲ 8
Tier 1	2%	▲ 1	72%	-
Torus	2%	-	75%	-
Tail	2%	-	12%	▲ 4
Americas OPG	1%	-	60%	▲ 7
Tier 1	2%	▲ 1	60%	▲ 6
Torus	2%	-	25%	-
Tail	2%	-	25%	-
EMEA OPG	2%	▲ 1	48%	▲ 4
Tier 1	2%	-	25%	▲ 2
Torus	2%	-	25%	-
Tail	2%	-	12%	▲ 12
APAC OPG	2%	--	21%	▲ 2
OPG Tier 1	2%	▲ 1	65%	▲ 6
OPG Torus	2%	-	5%	-
OPG Tail	2%	--	35%	▲ 2
OPG	2%	▲ 1	48%	▲ 4
Global KC	4%	-	62%	▲ 4
	11%	-	71%	▲ 2
	69%	-	69%	▲ 1

Key  Percentage point Δ in last 3 months  
Colour indicates whether growth > 0  
Color indicates above/below KC average

Metrics use Mar 5 to Jun 2, 2019 (90 days) and the deltas are calculated against the immediately preceding 90 days, except for the Android Play Gaming Metric which uses Feb 2019, Mar 2019, Apr 2019 compared to the prior three months (Nov 2018, Dec 2018, Jan 2019). SELL-SIDE is a regional view - representing the regions where inventory is managed. Metrics definition in [Appendix](#).

## Viewability Metrics excl. Activision

Instream Video Viewability			Instream Video Viewability			Instream Video Viewability		
BR	29%	▲ 6	LPS	9%	▼ 1	Americas	11%	▼ 1
CA	25%	▼ 12	OPG	12%	-	EMEA	10%	▼ 5
US	8%	▼ 1	Americas	10%	▼ 1	APAC	31%	▲ 1
Americas LPS	9%	▼ 1	LPS	10%	▼ 5	LPS	12%	▼ 2
DACH	8%	▼ 7	OPG	8%	▼ 5	Tier 1	12%	-
FR	16%	▼ 1	EMEA	9%	▼ 5	Torso	8%	▼ 3
UK/IE	10%	▼ 3	LPS	31%	▲ 1	Tail	9%	▼ 25
EMEA LPS	10%	▼ 5	OPG	19%	▼ 4	Americas OPG	12%	-
AU/NZ	42%	▼ 6	APAC	27%	▼ 1	EMEA OPG	8%	▼ 5
GRCN	25%	▼ 22	LPS	12%	▼ 2	Tier 1	19%	▼ 4
JP	25%	▲ 5	OPG	10%	▼ 3	Torso	9%	▼ 12
APAC LPS	31%	▲ 1	Global XC	11%	▼ 2	Tail	37%	▲ 5
LPS	12%	▼ 2	APAC OPG	19%	▼ 4	OPG Tier 1	10%	▼ 3
Americas OPG	12%	-	Global XC	11%	▼ 2	OPG Torso	7%	▼ 4
EMEA OPG	8%	▼ 5	APAC OPG	19%	▼ 4	OPG Tail	30%	▲ 7
APAC OPG	19%	▼ 4	Global XC	11%	▼ 2	OPG	10%	▼ 3
OPG	10%	▼ 3						
Global XC	11%	▼ 2						

Key Percentage point ▲ in last 3 months / Colour indicates whether growth > 0  
Color indicates above/below XC average

Google

Metrics use Mar 5 to Jun 2, 2019 (90 days) and the deltas are calculated against the immediately preceding 90 days. SELL-SIDE is a regional view - representing the regions where inventory is managed. Method definition in [Appendix](#).

## Appendix - Deep Dive Apps

## Apps Platform adoption

		Rev. on platform	Platform depth	# of targets	Sales Top Pipeline		
All					Opportunity	Testing	Flipped
OPG	AMR	\$37.8M	22.66%	30	280	10	3
OPG	EMEA	\$97.7M	29.06%	33	553	15	3
OPG	APAC	\$165.6M	28.26%	40	877	7	9

Google

EMEA pipeline source:

[https://docs.google.com/spreadsheets/d/1PmMH2eNjFupk8JtJZgKGektRKeOWmO7iLuYmft34\\_1o/edit#gid=0](https://docs.google.com/spreadsheets/d/1PmMH2eNjFupk8JtJZgKGektRKeOWmO7iLuYmft34_1o/edit#gid=0)

APAC pipeline source:

[https://docs.google.com/spreadsheets/d/135r7uzEDinbK8HHZFUrg5I5\\_yE8OmI499VwjWvNASTw/edit?ts=5ceba497#gid=639338210](https://docs.google.com/spreadsheets/d/135r7uzEDinbK8HHZFUrg5I5_yE8OmI499VwjWvNASTw/edit?ts=5ceba497#gid=639338210)

NA pipeline source: [https://docs.google.com/spreadsheets/d/1YEiGDB\\_Ld\\_Ui54T-5elqsQ7H1Sm7sUoyh9I4iRjBCcY/edit#gid=0](https://docs.google.com/spreadsheets/d/1YEiGDB_Ld_Ui54T-5elqsQ7H1Sm7sUoyh9I4iRjBCcY/edit#gid=0)

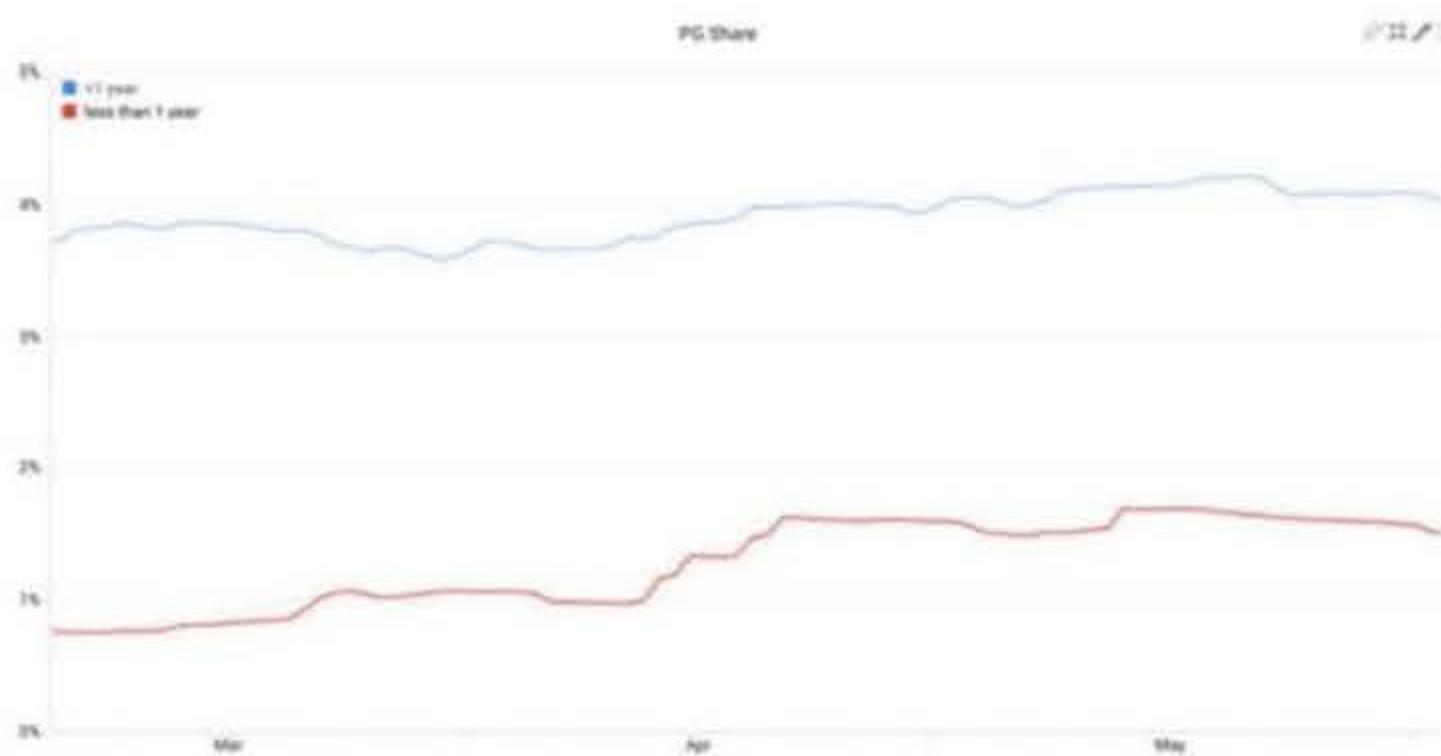
## Appendix - Deep Dive PG

## PG share by inventory type

		PG Share	90 Day Delta	PG Inv (in B)	PG Inv 90 Day Growth (%)	Direct Inv (in B)	Direct Inv 90 Day Growth (%)	PG Share Video	Video 90 Day Delta	PG Share App	App 90 Day Delta	PG Share Display	Display 90 Day Delta
PG Share by Region		4.00%	--	38.67	8.01%	928.32	-3.89%	8.56%	▼ 2	12.23%	▲ 5	1.93%	--
- All		4.49%	--	28.72	0.72%	610.54	-3.29%	8.67%	▼ 3	16.27%	▲ 3	2.44%	--
- LPS		3.32%	▼ 1	12.87	-21.89%	374.70	-6.85%	6.28%	▼ 4	3.28%	▼ 1	2.51%	--
+ Americas		11.96%	▲ 2	13.43	46.23%	98.85	20.89%	26.51%	▲ 2	21.90%	▲ 4	2.89%	--
+ APAC		1.73%	--	2.42	-15.17%	137.00	-6.97%	10.26%	▼ 1	0.94%	--	1.40%	--
+ EMEA		3.03%	▲ 1	9.94	36.52%	317.78	-5.04%	8.03%	▲ 2	16.81%	▲ 9	1.11%	--
- DPG		1.31%	--	1.59	-13.94%	120.37	-6.63%	5.71%	--	0.72%	--	1.29%	--
+ Americas		1.71%	--	1.08	20.90%	61.90	-5.04%	2.26%	▼ 2	1.98%	▼ 1	1.66%	--
+ APAC		5.10%	▲ 2	7.28	60.23%	135.51	-3.59%	27.36%	▲ 12	29.62%	▲ 15	0.70%	--
+ EMEA													

Google

## PG share by Admanager cohort



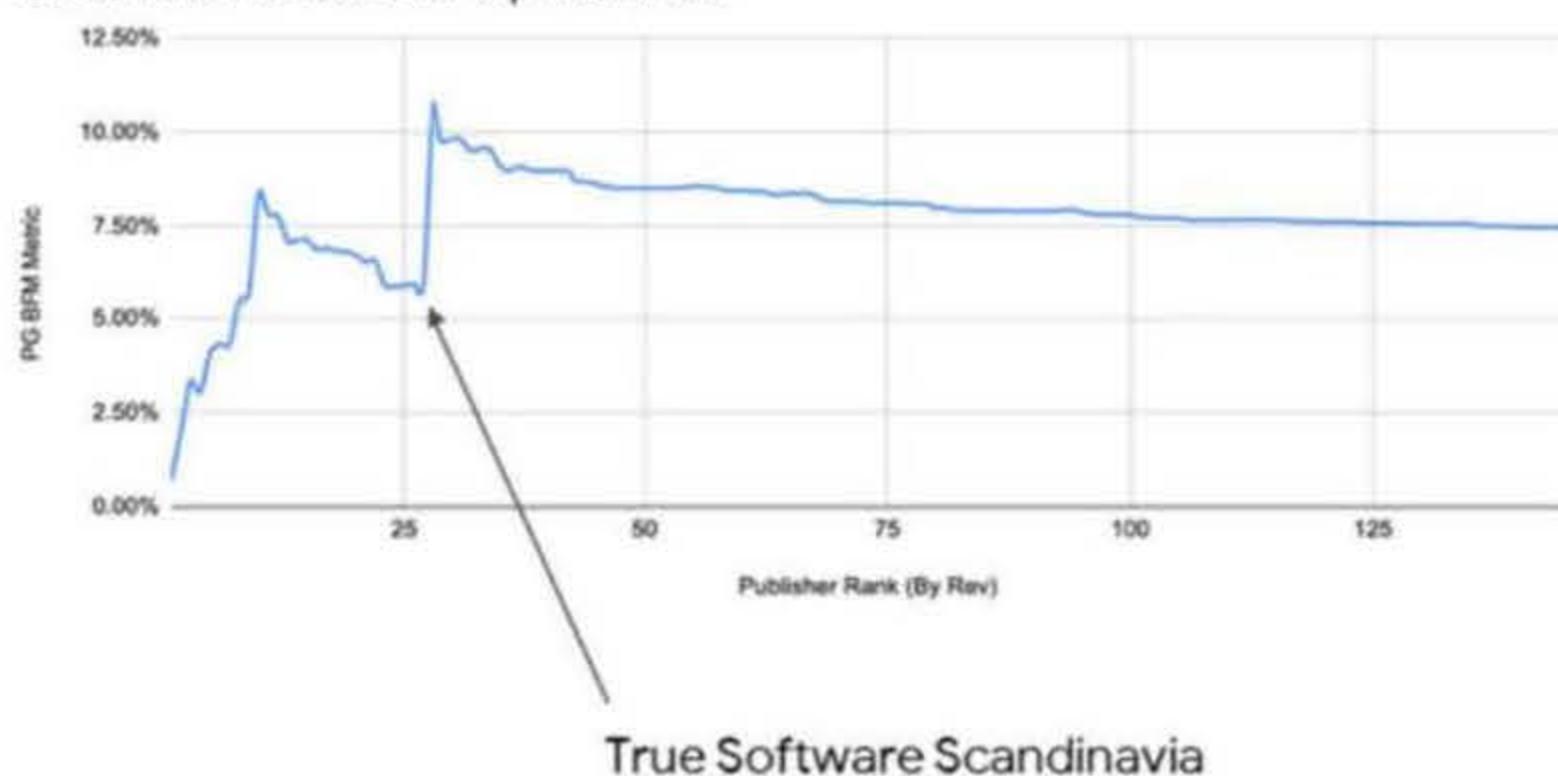
The new Admanager accounts (less than 1 year) show lower values of PG share (large amounts of reservation inventory hit the denominator while limited amount of PG).

As time progresses, the PG metric grows as the pub starts doing PG (value of the metric for the admanager accounts that have existed for more than 1 year shows a value of 4% by June 2)

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## PG share of top PG accounts

Cumulative PG Metric for Top Publishers



	PG Share
1 Spotify	0.71%
2 Advance Publications	9.00%
3 Vox Media	16.87%
4 CBS Corporation	2.42%
5 Chosun Group	18.69%
6 The New York Times Company	16.05%
7 Hearst	4.20%
8 TWC Product and Technology	21.24%
9 TripAdvisor Group	9.65%
10 UOL	15.01%
11 eBay Corp	3.80%
12 IAC	5.63%
13 SiriusXM Radio	6.36%
14 Ziff Davis	8.53%
15 Forbes Media	15.50%
16 WarnerMedia	3.25%
17 The Washington Post Company	15.83%
18 Cox Enterprises	3.15%
19 BCE	3.70%
20 SimecMedia NYC, Inc.	5.27%
21 News Corporation	1.28%
22 Univision Communications	13.31%
23 Bennett & Coleman	3.49%
24 Gannett	3.56%
25 Rogers Communications	13.88%

Source

Google

## PG breadth

	PG Breadth	90 Day Delta	PG rev (in B)	PG rev 90 Day Growth (%)	Direct rev (in B)	Direct rev 90 Day Growth (%)	PG Breadth Video	Video 90 Day Delta	PG Breadth App	App 90 Day Delta	PG Breadth Display	Display 90 Day Delta
- All	61.02% <span style="color: green;">▲ 2</span>	38.33	13.49%	933.02	4.53%	61.32% <span style="color: green;">▼ 10</span>	71.12% <span style="color: red;">▼ 1</span>	49.79% <span style="color: green;">▼ 1</span>				
- DPG	39.63% <span style="color: red;">--</span>	9.51	23.62%	314.20	0.27%	28.03% <span style="color: red;">▼ 12</span>	40.04% <span style="color: green;">▲ 5</span>	25.84% <span style="color: green;">▲ 2</span>				
+ EMEA	34.51% <span style="color: green;">▲ 3</span>	6.64	26.89%	133.66	1.90%	52.97% <span style="color: green;">▲ 20</span>	33.28% <span style="color: green;">▲ 4</span>	26.73% <span style="color: green;">▲ 2</span>				
+ Americas	29.79% <span style="color: red;">▼ 2</span>	1.75	12.19%	119.14	-2.67%	17.69% <span style="color: red;">▼ 26</span>	67.07% <span style="color: green;">▲ 5</span>	26.99% <span style="color: red;">--</span>				
+ APAC	23.58% <span style="color: red;">--</span>	1.12	24.44%	61.89	2.72%	25.32% <span style="color: red;">▼ 10</span>	23.63% <span style="color: green;">▲ 6</span>	21.84% <span style="color: green;">▲ 4</span>				
- LPS	76.24% <span style="color: green;">▲ 2</span>	28.82	10.50%	618.33	6.83%	67.49% <span style="color: green;">▼ 12</span>	80.98% <span style="color: red;">▼ 3</span>	64.24% <span style="color: red;">▼ 2</span>				
+ EMEA	89.60% <span style="color: green;">▲ 4</span>	2.61	12.54%	138.84	1.95%	75.22% <span style="color: red;">--</span>	75.21% <span style="color: red;">--</span>	88.72% <span style="color: green;">▲ 5</span>				
+ APAC	91.86% <span style="color: red;">--</span>	12.55	24.25%	96.75	27.29%	87.07% <span style="color: red;">▼ 1</span>	97.60% <span style="color: green;">▲ 1</span>	87.92% <span style="color: red;">--</span>				
+ Americas	67.17% <span style="color: green;">▲ 1</span>	13.66	-0.02%	382.74	4.41%	64.55% <span style="color: red;">▼ 15</span>	64.86% <span style="color: red;">▼ 13</span>	49.09% <span style="color: red;">▼ 6</span>				

Note: Advertisers breadth (DV360 revenue for pubs with PG / Total DV360 revenue) at 63% (~1.8K adv).

Source at [go/kabfm](http://go/kabfm)

Google

### Advertiser Breadth

1,794 total PG advertisers on DV360

(Display)	1,325 PG advertisers
(Video)	927 PG advertisers

Below are revenue weighted breadth metrics, the EXACT calculation is DV360 revenue for pubs with PG / Total DV360 revenue

PG Breadth - 63%

Video - 54%

Display - 55%

### Notes:

- This is NOT an apples to apples comparison to the Sell-Side Breadth metric because it is looking at DV360 revenue, not direct reservation stats from DCM
- Video is video ads NOT instream video inventory, and Display is just display ads on any environment

## Status of Additional Product Asks on PG from Sales

### Feature Parity with Reservations

Feature	Buy/Sell/Both	Timing	Committed
Creative-level targeting	Sell	H1	Launched
Post-bid brand safety blocks	Buy	H2	Yes
Makegoods	Both	H2	Yes
CPM Sponsorships	Both	H2	No
Rich media + RM reporting	Buy	H2	No
User roles	Buy	H2	No
Master/companion setup	Both	H2	No
Upfronts support	Both	H2	No
Makegoods with bonus impressions	Both	H2	No
Non DFP Video inventory access	Both	H2	No
Workflow to prevent improper pausing of deal	Both	H2	No
CPD Sponsorship for Authorized Buyers	Sell	H2	No
Custom Creatives (post-GA requests)	Both	H2	No

### Features Improve Usability and Serviceability

Feature	Buy/Sell/Both	Timing	Committed
Creative Configuration transparency	Buy	H1	Yes
Deal sync/seller API PGX	Buy	H1	Yes
Troubleshooter improvements	Buy	H2	Yes
Pre-flight testing	Sell	H1	Yes
ATP's blocking deals in LI troubleshooter	Sell	H1	Yes
Prevent bad inventory targeting	Buy	H1	Yes
Prevent bad inventory targeting	Buy	H2	No

### Feature creating exclusive PG value

Feature	Buy/Sell/Both	Timing	Committed
Expose value-added metrics in reporting: spam, viewability, 2-way fcaps	Both	H1	Yes
Brand Lift for PG	Both	H1	Yes
PG with Freq. Management	Buy	H1	Yes
PG with 3rd party lists	Buy	H1	Launched
PGX - Launch 2 SSPs	Buy	H1	Launched
PG with Google Affinity and Demo data	Sell	H1	Yes
Expose value-added metrics in Reporting: CCO Fcap	Buy	H2	Yes
Expose value-added metrics in UI : spam, viewability, 2-way fcaps	Buy	H2	Yes
PGX - Launch 2 more SSPs	Buy	H2	No
Recommending PG inventory?	Buy	H2	No
vCPM counting / billing	Sell	H2	No
Customer match	Sell	H2	No
Publisher Profile improvements	Sell	H2	No

### Features Building for Video Publishers and Broadcasters

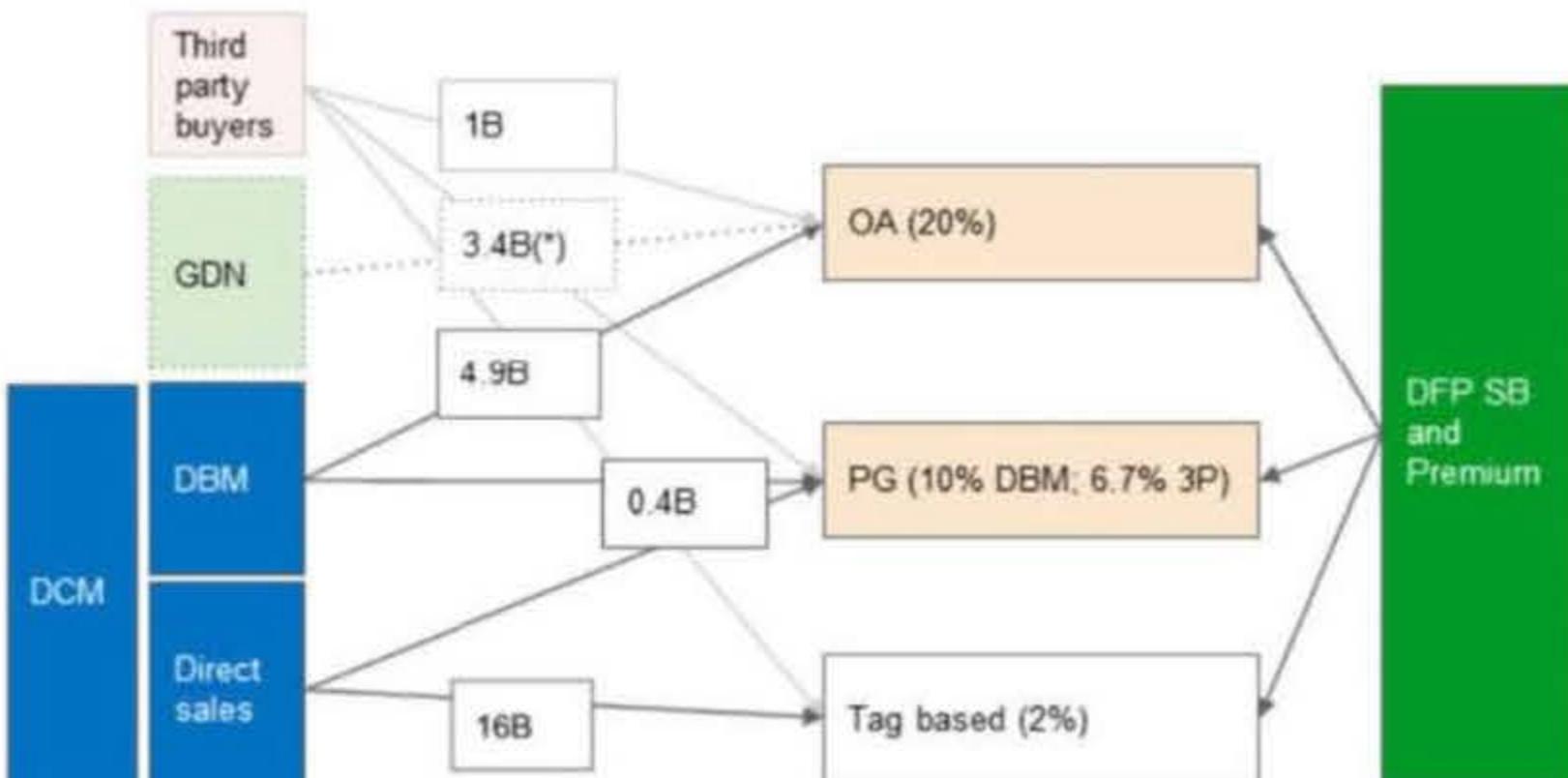
Feature	Buy/Sell/Both	Timing	Committed
Preview / test creatives before go-live	Sell	H1	Yes
TV content bundles in marketplace	Sell	H1	Yes
Improve quality of metadata in Ad Creative Review	Sell	H2	No

Google

## Cannibalization would be highly unlikely

Any budgets moving from OA to PG would be highly unlikely due to the following reasons:

- Efforts required to make and maintain direct connections
  - Deals sourcing: PG requires a salesforce
  - Deals mg: need to set up an order for each PG vs one time set up for OA
- Supply and demand dynamics
  - PG CPMS higher than OA and hence targeting different advertiser budgets
- Google's GTM Strategy
  - Ideal state for buyers is decisioning on every impression (hence: tags -> PG -> OA)
- Google's product Strategy
  - Safety features only available only on OA (as PG allows buyer/sell freedom)



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50

## Advertisers budgets in Google AdX and selling costs

Advertisers sophistication Size of Advertising Budgets	Distribution of Adv. Spend in Google		Fee structure	
	PG	Direct sales	On direct sales	On PG
Big 6 agencies	67% (DCM + 3P Adservers in DFP)	5% (DBM + 3P Buyers in AdX)	- 0.06 DCM ad serving fee + D% cut on media spend + F% Rebate on annual budget (paid by pub)	- 0.06 DCM ad serving fee - 4% tech fee <b>+ 1.3 to 2*D% cut on media spend (*)</b> + F% Rebate on annual budget (paid by pub) + G% DVIP discount paid by Google
TechSavvy agencies (eg Accenture) Medium/Small agencies	5% (DBM + 3P Buyers in DFP)	5% (DBM + 3P Buyers in AdX)	- 0.06 DCM ad serving fee + D% cut on media spend + F% Rebate on annual budget (paid by pub)	- 0.06 DCM ad serving fee - 4% tech fee <b>+ D% cut on media spend (**)</b> + F% Rebate on annual budget (paid by pub) + G% DVIP discount paid by Google
Medium/Big Advertisers (Typically through DBM)	28% (DBM + 3P Buyers in DFP)	52% (DBM + 3P Buyers in AdX)	- 0.06 DCM ad serving fee	- 0.06 DCM ad serving fee - 4% tech fee
Medium/Small Advertisers (Typically through Adwords)	n/a (negligible)	Adwords in AdX	n/a (in home)	n/a (in home)

(\*) Anecdotal feedback in APAC: Agencies fees can be 30-100% higher in PG (claiming operational complexity of setting up the deals). Approach followed to avoid the extra 30%-100% extra markup to advertisers: train the OpCo (Mindshare) to do the PG themselves instead of going through the Trading desk (Xaxis).

(\*\*) Smaller/Medium/Tech savvy agencies - media planning and digital spend done by the same team so no extra markup is charged (hypothesis tbv but kept for simplification).