Evolution of DFP Video

- Google's Ad Decisioning System/Ad Server, DFP, is the market leader in digital advertising

- DFP fully supports video across all digital devices and screens
  - Clients: broadcasters, cable nets, magazines and newspapers, mobile entertainment & gaming apps, etc.

- DFP has been customized specifically for MVPDs and content providers
  - Content management, ad maps/rules

- Much more than an Ad Decisioning System/Ad Server → AdExchange's programmatic platform plus other Google solutions

DoubleClick *by Google*   DoubleClick Video 1

For the past couple of decades, DFP has been the ad server of choice for pretty much all publishers for display. 90% market share

As video emerged, DFP broadened its capabilities to support video for big publishers like NY Times, Wall St. Journal, Hearst, Pandora, Zynga, etc.

TV networks also partnered with us to serve ads on their websites and apps, which they launched prior to MVPDs doing so. Once authentication/TVE was rolled out, a more customized solution was required to handle all the rules between networks and MVPDs (e.g., local vs. national, ad load, ad frequency, ad placement, inventory and revenue sharing). DFP Video was then rebuilt from the ground up to address these unique requirements. (around 3 years ago)

With these improvements, DFP Video is now on par with its peers; some would say it's beyond its peers due to its direct integration with AdX, the largest AdExchange / SSP connecting DFP Video clients to the leading programmatic platform for automation or demand.

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The Evolution of TV Advertising for an MVPD

Advertising is becoming **dynamic and personalized** not only on IP-connected devices, but also on STBs

As users search for and consume content across platforms, MVPDs will capture **data, down to the user-level**, that is valuable to marketers

To fully capitalize on this data, **MVPDs' direct ad sales teams will utilize programmatic pipes and data** to monetize inventory in an addressable manner across screens in the following ways:

- video avails, interactive ads, native/display ads, and search on its owned & operated properties
- video avails on its programmers' owned & operated properties
- audience extension (offering its advertisers inventory on other publishers' properties or selling data to other publishers and/or advertisers)

Having an ad tech partner that is built for the digital future is critical to an MVPDs' success
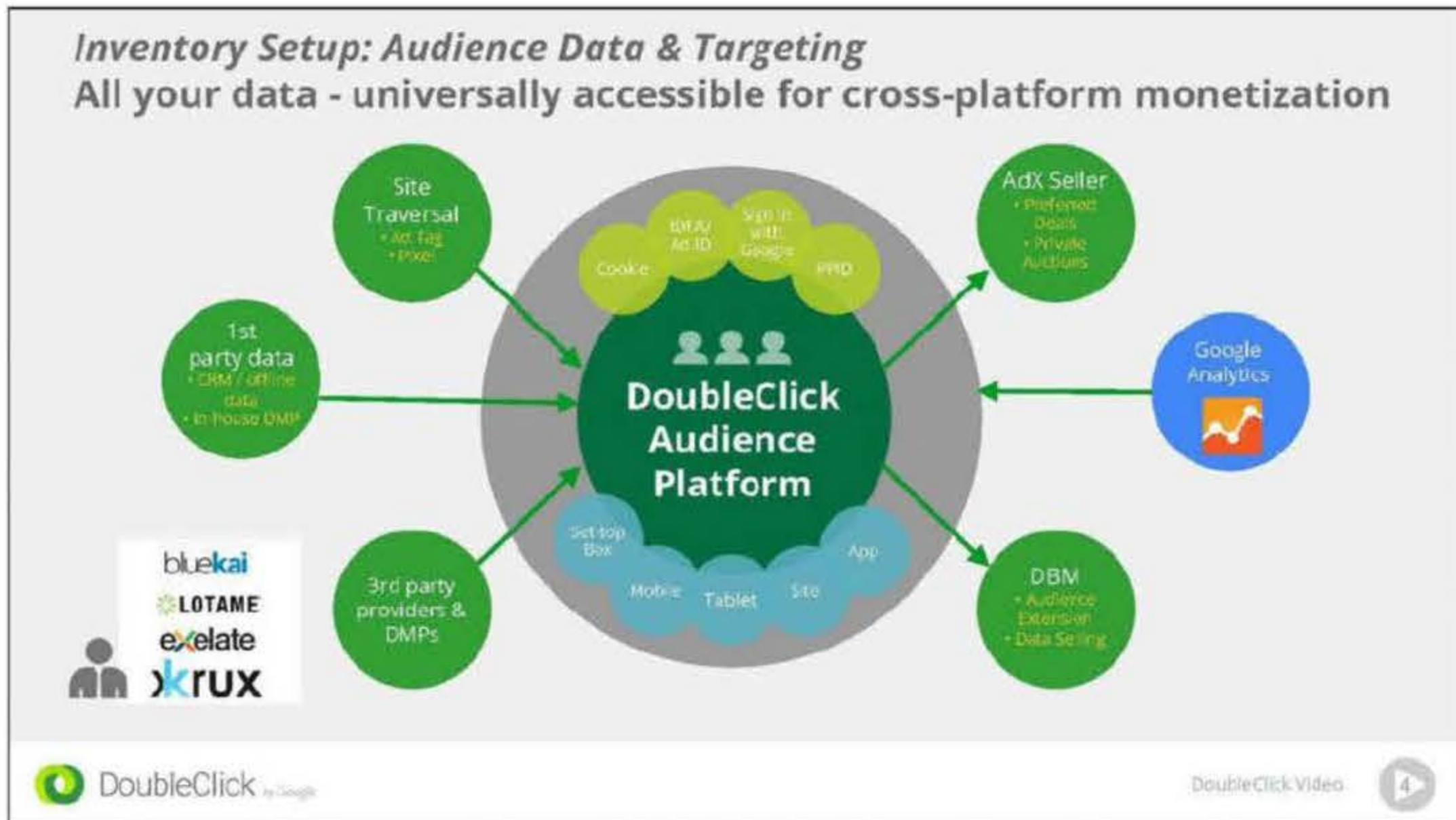
DoubleClick by Google

DoubleClick Video   2

Peter

Peter

We have a whole section on AdX and programmatic

Peter

And when it comes to utilizing data to target audiences, whatever data you want to bring into DFP and however you want to use the data is pretty much possible -- DFP is a uniquely flexible platform. There's out of the box integrations with over 30 DMPs and it's tightly integrated with various Google products such as AdX, Google Analytics and DBM, where you could sell your data to 3rd parties -- a host of options to take advantage of your audience assets and deliver more targeted premium ads. Tim could add a bit more color.

DFP has server side integrations w/ 30+ Data Providers & DMPs - including Krux
your DMP segments are pushed via a one way pipe into DFP, no pixeling or dev work required
no risk of data leakage or additional latency on your pages
DFP (Audience) has a tight integration with various Google products - including AdX, DBM, & Google analytics
take your GA Remarketing lists use them to deliver more targeted premium advertising via DFP
GA integration gives you one view of DFP revenue/impressions and your user behavior data (sources of traffic etc.)
Publisher Provided IDs are the BEST way to ID your users cross platform (desktop, mobile, tablet).
leverage your existing trusted cross device relationship w/ users (20% logged in w/ MVPD credentials)
pass your logged in users ID anonymously to DFP
unlock powerful cross device ad serving/targeting capabilities w/ more robust complete picture of how your audience uses your sites/platforms
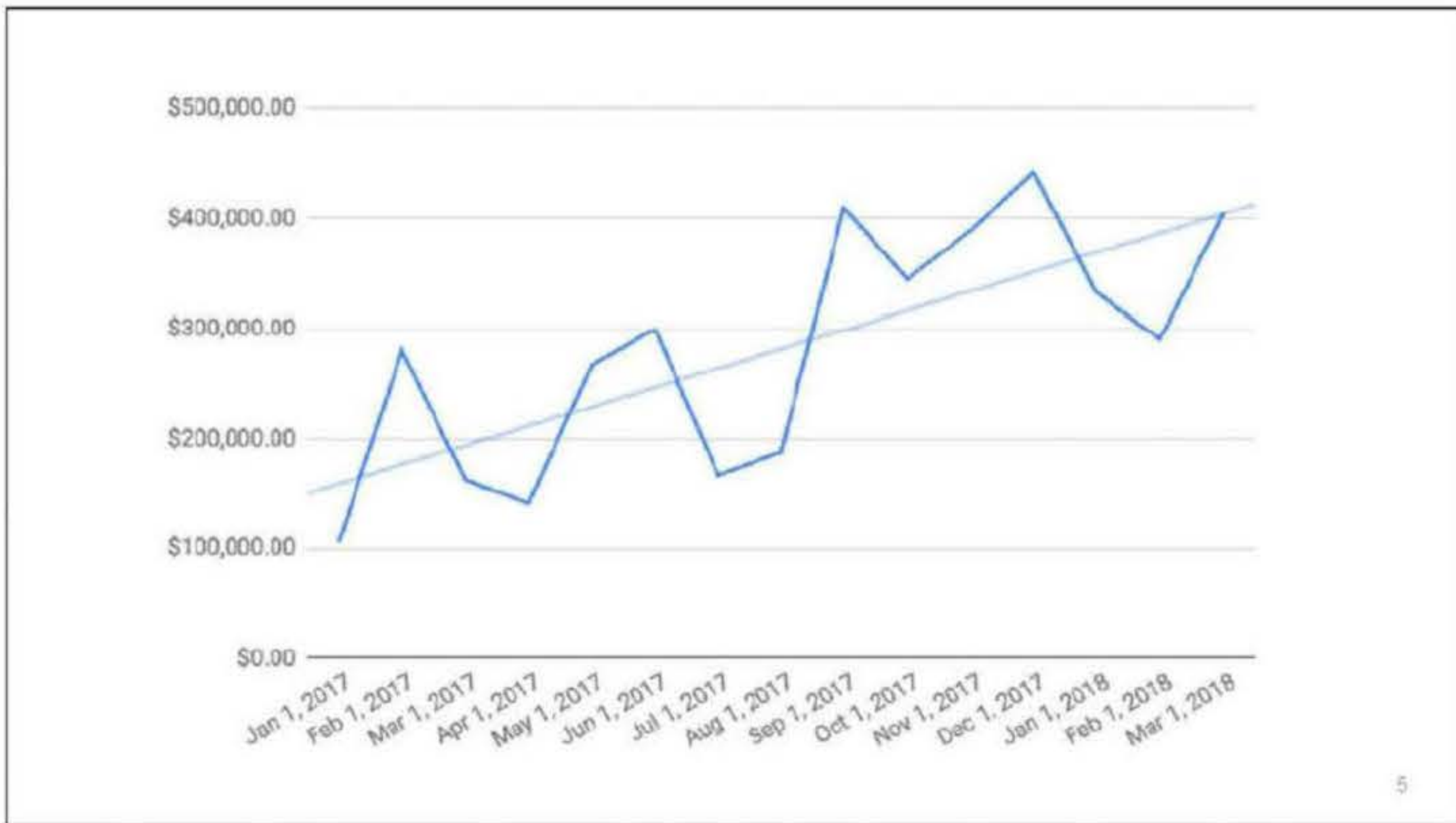Peter (Will to weigh in)

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Publisher Provided IDs are the BEST way to ID your users cross platform (desktop, mobile, tablet).

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pass your logged in users ID anonymously to DFP
unlock powerful cross device ad serving/targeting capabilities w/ more robust complete picture of how your audience uses your sites/platforms

As I said earlier, data utilization and measurement are differentiators. For GRPs, we partnered with ComScore and Nielsen to address whether the right person saw the ad. And for selling by impression, our viewability solution, ActiveView, provides real-time reporting and forecasting on viewable impressions and helps validate that someone actually saw the ad. All three are directly built into DFP.

In terms of maximizing the value of your audience, having actionable measurement is key. We want to provide publishers the ability to target on specific demographics, and monitor viewability all in real-time.

We formed a strategic partnership with Comscore, and vCE in Doubleclick provides real-time demographic reporting, pacing, and forecasting In 2016 we are launching targeting, which will allow DFP to serve ads to targeted demographics, eliminating waste (usually done for padding)!!

We also are integrated with Nielsen's DAR and have reporting and forecasting capabilities.

Finally Active View is our proprietary viewability solution. it's integrated with our ad server and provides real-time reporting and forecasting on viewable impressions.