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From: **Layser, Stephanie** <slayser@newscorp.com>

Date: Tue, Apr 23, 2019 at 2:33 PM

Subject: 2 Things: AdX - DFP

To: Dorothee Bergin <dorob@google.com>, Lauren Ashcraft <lashcraft@google.com>

Cc: Guenther, Christopher <cguenther@newscorp.com>

Hi Dorothee and Lauren -

Hope you guys are having a great week.

First thing: I brought this up during the meeting at Google on Thursday morning but I would like to pursue it further. One of my biggest issues with the current functionality and proposed functionality of GAM is that AdX is currently tied to DFP functionality leaving me to be forced into using the adserver should I want full access to AdWords, GDN, and DV360 demand in a real-time pricing basis. Other SSPs will go into Google via EB or TAM/Prebid, but Google will not go into any other header bidding or S2S header bidding solutions should I want to switch adservers. That behavior - seems like a way that Google is forcing publishers onto their adserver and hindering fair competition in the adserver market and freedom to switch should the publisher community be unhappy with changes.

Second thing: When do we expect to get our contract? Chris mentioned sometime this week but I wanted to confirm timeline.

PTX0754

1:23-cv-00108

Thanks,
Steph

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