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# DRAX TRAINING

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**PTX1835**

**1:23-cv-00108**

# TABLE OF CONTENTS

**1. INTRODUCTION**

**2. WATERFALLS VS. HEADER BIDDING**

**3. IMMEDIATE BENEFITS OF DRAX**

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## 1. INTRODUCTION



Advertising

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# UNDERSTANDING DRAX

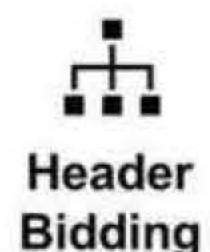
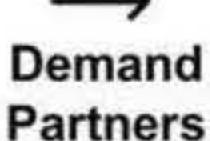
Definition: DRAX (Disney Real-Time Ad Exchange) is the unified, proprietary solution to power programmatic video header bidding, drive monetization, and optimize demand/distribution partners.



DRAX is currently live and upgrades programmatic monetization from the previous "waterfall"

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# KEY DEFINITIONS



Google Ad Manager

Magnite SPOTX  
amazon publisher services OneView

DRAX

Google Ad Manager (GAM) is Disney's decision engine that determines what ads appear on Disney's owned digital properties.

With few exceptions these are Supply Side Platforms (SSPs) which connect programmatic buyers to Disney's digital inventory for the opportunity to purchase

A waterfall refers to a publisher side technique where multiple SSPs are called by the ad server in a linear order in order to maximize the fill (sale) of publisher impressions

Header bidding is a publisher side technique wherein publishers offer inventory to multiple SSPs simultaneously before making calls to their ad server. DRAX is Disney's proprietary header bidding solution.

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## 2. WATERFALLS VS. HEADER BIDDING

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# WATERFALLS LIMIT AUCTION SIZE



A **waterfall** refers to a publisher side technique where multiple SSPs are called by the ad server **in a linear order** in order to maximize the fill of publisher impressions

Direct Deals

Deal Priority

Access to Disney impressions...

...Determined by GAM

**SPONSORSHIPS**

**DIRECT** For Internal Use Only

**PROGRAMMATIC GUARANTEED**

100% Full Access

100% Full Access

100% Full Access



Direct deals will maintain priority versus biddable deals

Biddable Deals

**PRIVATE MARKETPLACE**

...dictated by waterfall

Diminished Access

**INVITE-ONLY AUCTION**

Diminished Access



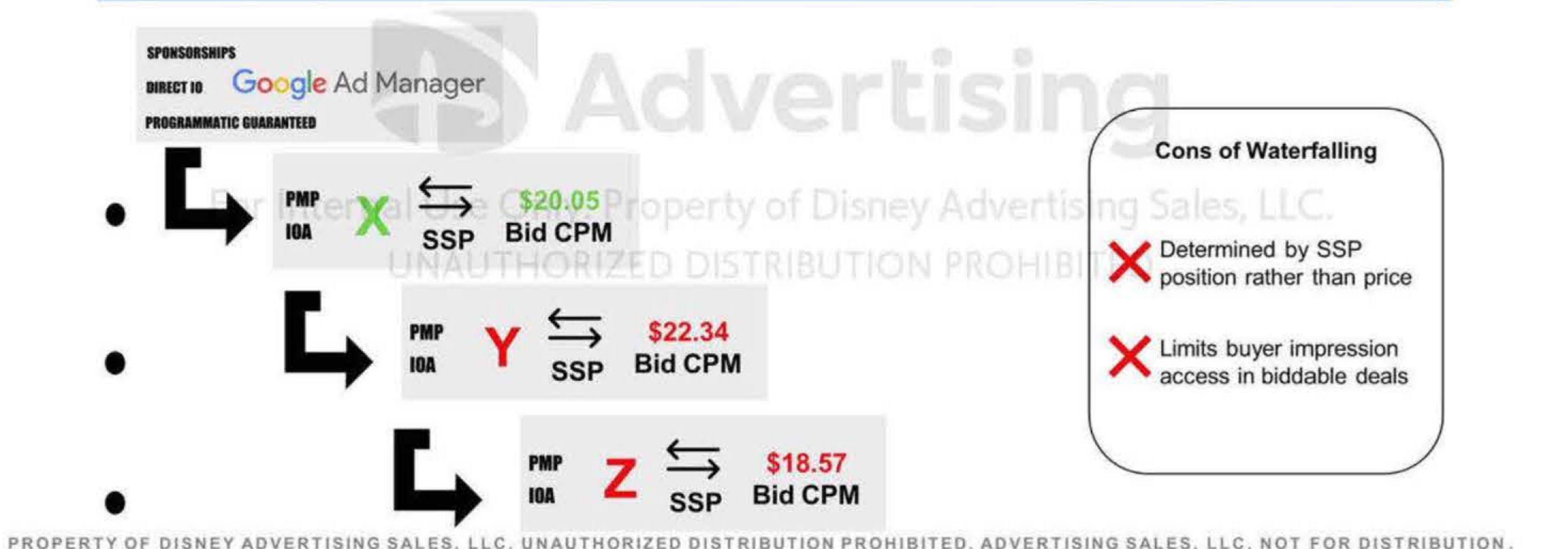
Waterfalls call SSPs in a linear fashion which reduces the amount of potential buyers that can participate in an auction

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# DON'T GO CHASING WATERFALLS (SERIOUSLY DON'T)



A **waterfall** refers to a publisher side technique where multiple SSPs are called by the ad server **in a linear order** in order to maximize the fill of publisher impressions



# DRAK CAN... (QUEUE ROXANNE BY THE POLICE)



Header bidding is a publisher side technique wherein publishers **offer inventory to multiple SSPs simultaneously** before making calls to their ad server. DRAK is Disney's proprietary header bidding solution.

DRAK calls SSPs simultaneously and returns all bids to GAM for ultimate decision



PMP  
IOA

X  
SSP

\$20.05  
Bid CPM

PMP  
IOA

Y  
SSP

\$22.34  
Bid CPM

PMP  
IOA

Z  
SSP

\$18.57  
Bid CPM

Pros of Header Bidding

✓ Increased buyer access

✓ Sale determined based on price priority

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# ...DEMOCRATIZE BUYER ACCESS



Header bidding is a publisher side technique wherein publishers **offer inventory to multiple SSPs simultaneously** before making calls to their ad server. DRAX is Disney's proprietary header bidding solution.

Direct Deals

Deal Priority

Access to Disney impressions...

...Determined by GAM

SPONSORSHIPS  
DIRECTIO  
PROGRAMMATIC GUARANTEED

100% Full Access delivered by GAM  
100% Full Access delivered by GAM  
100% Full Access delivered by GAM

Biddable Deals

PRIVATE MARKETPLACE  
INVITE-ONLY AUCTION

...Democratized by DRAX

Access equivalized  
Access equivalized



Direct deals will maintain priority versus biddable deals



With DRAX, demand partners are called simultaneously. As a result programmatic buyers have the opportunity to bid on an impression regardless of deal type

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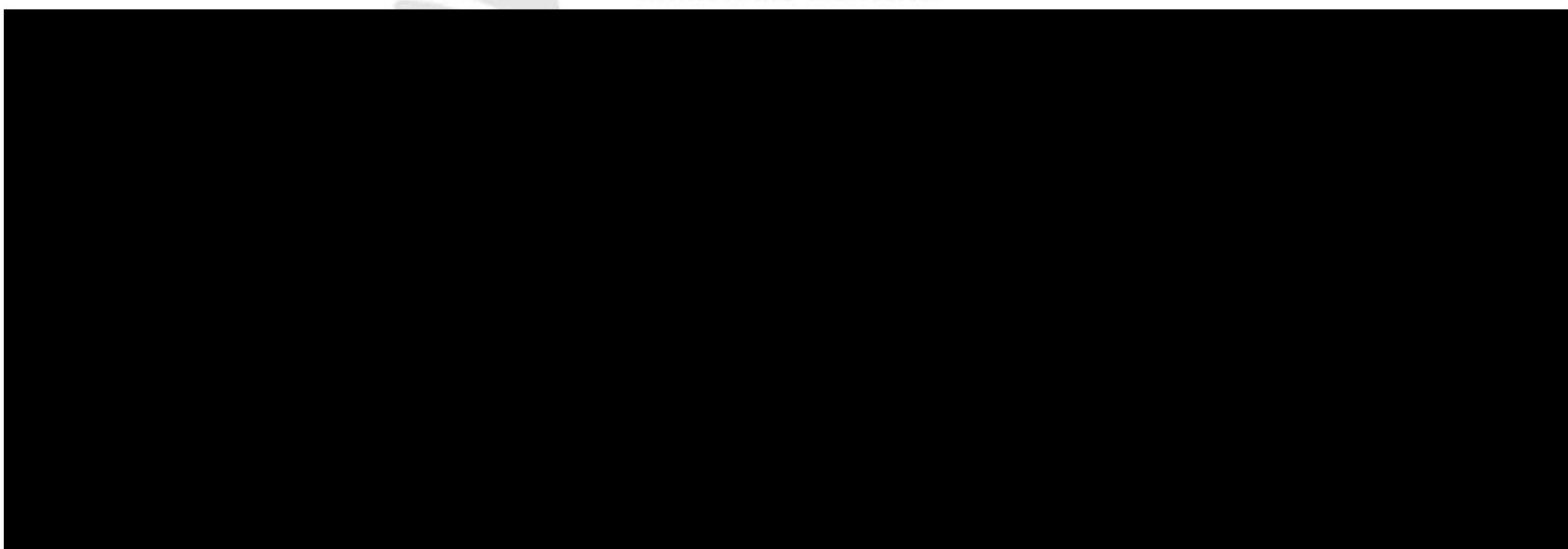
### 3. IMMEDIATE BENEFITS OF DRAX

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# SUMMARY





**THANK YOU**

**CHRISTIAN IORDANOU | SENIOR MANAGER | PRODUCT MARKETING & ENABLEMENT**

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