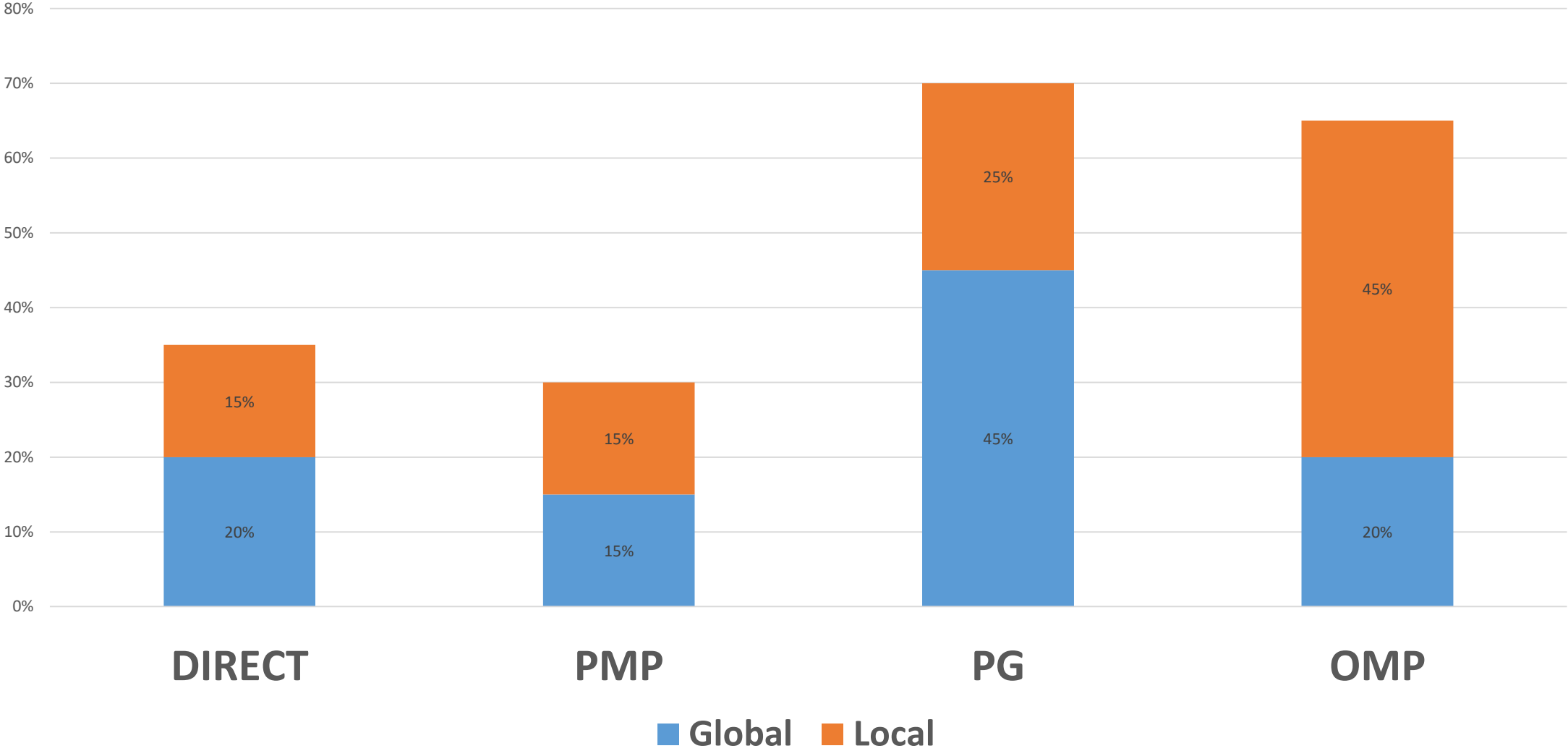


# Global Trends v Local Trends

# Global v Local Spend



# Programmatic in the Global Market

- Innovative formats
- VET
- Larger scale of Reach
- Audience Targeting
- Header Bidding
- Brand safety

# Innovative Formats



Desktop Pillar



Desktop Adhesion



Desktop Interstitial



Desktop Display



Desktop In-Feed Impact



Desktop In-Feed Video



Video Pillar



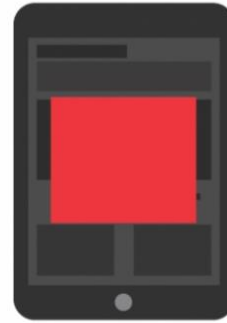
Interstitial Video



Tablet Pillar



Tablet Adhesion



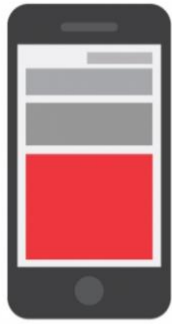
Tablet Interstitial



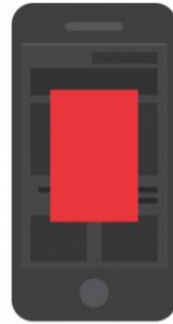
Tablet Display



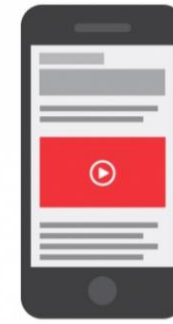
Smartphone Adhesion



Smartphone Display



Smartphone Interstitial



Mobile In-Feed Video



# VET – Viewable Engaged Time

- Sovrn's Viewable Engaged Time technology (VET) is not a legacy or hard 'refresh'
- VET Measures how long
  - a) the ad has been in view for
  - b) how long the user has been engaged on the page while the ad has been in view to create a unique currency called VET.
- Only works on Programmatic activity and does not affect or impact Direct campaigns
- Used globally by Guardian , Telegraph, FT, Economist

# Local Programmatic

- Standard formats
- Smaller reach
- Audience targeting
- Reliant on waterfall structure

# Challenges in Ireland

- PMP's harder to deliver
- Lack of understanding in programmatic
- Heavily reliant on a few brand spends for Programmatic Guaranteed / PMP deals
- Scared to take risks and test different Programmatic solutions and technologies



# Opportunities in Ireland

- Trial Technologies and Platforms which have global reach to leverage across different markets and audiences
- “One size does not fit all” , take risks and use them as learnings
- Introduce new formats
- Challenge Vendors and the set ups and the Advantages / Disadvantages of their platforms
- Tap into revenues by taking control of how users engage with your ads through audience intelligence and relevant content