

An Insider's View on Programmatic

*Kampanje
Media Conference*

Kevin Wong, Senior Manager (Programmatic)

kevin.wong@pwc.com

Oslo, Norway, August 2017

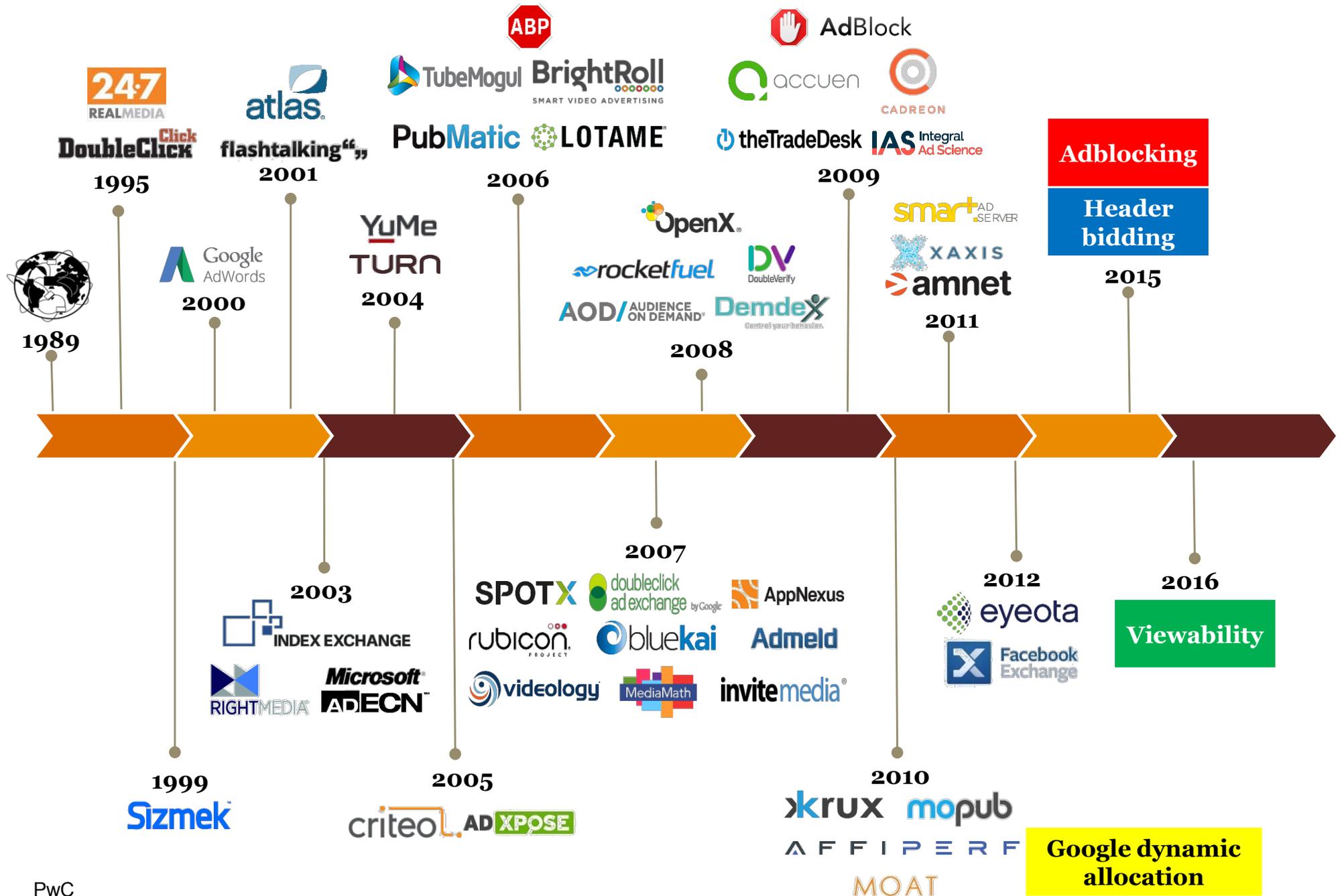


CONSULTING FIRMS ARE COMING



Build trust in society and solve important problems

Timeline of notable ad tech/programmatic players



Maturity levels of companies

10



**Median age of ad tech
/programmatic**

28



Internet era

82



**Media age of top 30
global advertisers**



Build trust in society and solve important problems

ZENITH
SWISS WATCH MANUFACTURE
SINCE 1865



An Insider's View on Programmatic





MEDIA

Where are you advertising?

1

DATA

Who are you targeting?

2

BRAND SAFETY

Are you feeling lucky?

3

OPTIMISATION & TRADING

How good are your traders?

4



Media



The New York Times

The New York Times | **Dear Sugars**
A podcast presented by Cheryl Strayed and Steve Almond



Friday, August 25, 2017 | Today's Paper | Video | 67°F | Nasdaq +0.36% ↑

World U.S. Politics N.Y. Business Opinion Tech Science Health Sports Arts Style Food Travel Magazine T Magazine Real Estate ALL

Chase Had Ads on 400,000 Sites. Then on Just 5,000. Same Results.

By SAPNA MAHESHWARI MARCH 29, 2017



RELATED COVERAGE



YouTube Advertiser Exodus Highlights Perils of Online Ads MARCH 23, 2017



Brands Try to Blacklist Breitbart, but Ads Slip Through Anyway MARCH 26, 2017



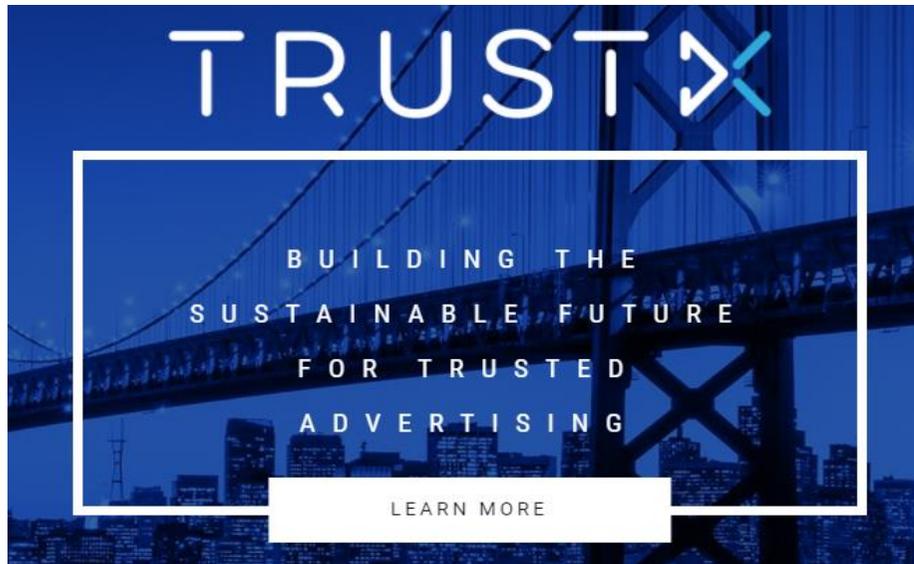
Advertising's Moral Struggle: Is Online Reach Worth the Hurt? DEC. 26, 2016

7% of domains attract 80% of traffic



JP Morgan Chase began limiting its display ads to preapproved websites to avoid proximity to content like fake news and offensive videos. Michael Nagle/Getty Images

Media owners working together





Data



I POSTED OUR COUCH
ON CRAIGSLIST AND
NOW FACEBOOK IS
TRYING TO SELL IT TO ME.



TOM
FISH
BURNE



Got a tip? [Let us know.](#)

Follow Us [f](#) [i](#) [t](#) [y](#) [+](#) [r](#) [s](#)

[News](#) [Video](#) [Events](#) [Crunchbase](#)

[Message Us](#)



DISRUPT SF Cryptocurrencies and ICOs take center stage at Disrupt SF [Get your tickets now](#)

Facebook

Media

Popular Posts



Two ex-Googlers are using AI to guarantee interviews for tech job seekers
2 days ago



Judge sides with YouTubers Ethan and Hila Klein in copyright lawsuit
4 days ago



Former CIA agent hopes to buy Twitter to kick Trump off
5 days ago



Danny Glover (yes, *that* Danny Glover) is now advising Airbnb
5 days ago



Billionaire Netscape founder Jim Clark is back with a new, self-funded startup
5 days ago

Facebook overhauls ad metrics, admits 4 bugs and errors led to misreported numbers

Posted Nov 16, 2016 by [Ingrid Lunden](#) (@ingridlunden)



Facebook has been posting **big gains on the back of advertising** this year, but it looks like not all is well in the world of ad metrics on the social network. Today the social network **admitted** that it has discovered some bugs and errors in its system that have led to misreporting numbers across four products, including Instant Articles, video and Page Insights.

While coming clean on the bugs and errors, Facebook also said that it was putting several new measures into place both to fix those and bring in outside groups to provide more

Up to £200 off
Dell XPS Laptops

[Learn more](#)

Dell XPS 13* 2-in-1





Brand Safety

Alphabet Inc [+ Add to myFT](#)

YouTube revenues under threat over ads alongside extremist videos

Havas joins British government in pulling ad spending from Google and YouTube in UK



© Bloomberg



[Save to myFT](#)

Read next

Lex
Best of Lex: your weekly round-up
2 HOURS AGO

Morgan Stanley
Capital Creates Change

We worked with Unilever to create a first-of-its-kind green bond.*

[See how](#)

* Based on Unilever's press release dated March 16, 2014.

Latest in Media >

Lex
Best of Lex: your weekly round-up
2 HOURS AGO

Spotify closer to IPO after Warner Music deal



Optimisation & Trading



Targeting parameters

Geography

Region, country, city, postcode, IP targeting, latitude, longitude

Time of day

Day of week, day-parting, recency, frequency capping

Channel

Desktop, mobile (smartphone/tablets), social

Ad Format

Display ads, video ads, social ads, mobile in-app

Contextual

Content of website, category of websites

Site targeting

Whitelist/Blacklist

Inventory partners

Ad exchanges

Third Party audience segments

Automotive, financial etc.

Technology

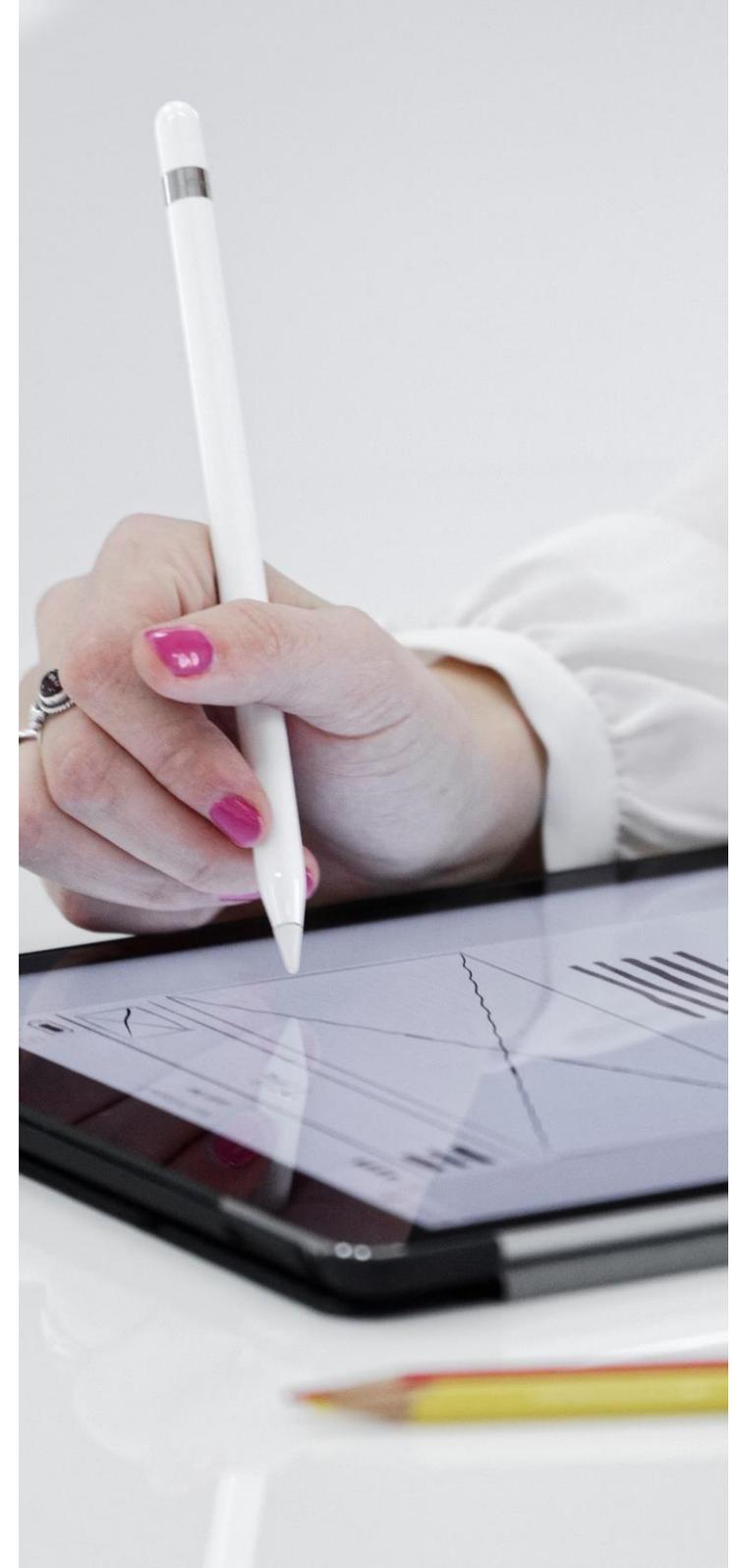
OS, device, browser type, connection, browser language

Mobile

Carrier, device id

Brand safety

View ability, in-view, fraud, blocked categories etc.



BREAKING: Janet Yellen: System is safer now, though 'all-too-familiar' risks remain



WALL STREET

[FINANCE](#) | [BANKS](#) | [INVESTING](#) | [WALL STREET](#) | [HEDGE FUNDS](#) | [M&A](#) | [INSURANCE](#) | [VENTURE CAPITAL](#)

Goldman trading glitch could cost more than \$100 million

Published 7:14 PM ET Tue, 20 Aug 2013 | Updated 10:58 AM ET Wed, 21 Aug 2013



Adam Jeffery | CNBC



Goldman Sachs experienced a trading glitch Tuesday that resulted in a large number of erroneous single stock and ETF options trades. Many of the trades may wind up being erased but the error could still cost the firm upwards of \$100 million, according to a person familiar with the situation.

"The exchanges are working to resolve the issue," a Goldman spokesman said in a statement. "Neither the risk nor the potential loss is material to the financial condition of the firm."

The trades involved NYSE Euronext, CBOE and Nasdaq OMX, according to reports.



MEDIA

Where are you advertising?

1

DATA

Who are you targeting?

2

BRAND SAFETY

Are you feeling lucky?

3

OPTIMISATION & TRADING

How good are your traders?

4

End

This publication has been prepared for general guidance on matters of interest only, and does not constitute professional advice. You should not act upon the information contained in this publication without obtaining specific professional advice. No representation or warranty (express or implied) is given as to the accuracy or completeness of the information contained in this publication, and, to the extent permitted by law, PricewaterhouseCoopers LLP, its members, employees and agents do not accept or assume any liability, responsibility or duty of care for any consequences of you or anyone else acting, or refraining to act, in reliance on the information contained in this publication or for any decision based on it.

© 2017 PricewaterhouseCoopers LLP. All rights reserved. In this document, “PwC” refers to the UK member firm, and may sometimes refer to the PwC network. Each member firm is a separate legal entity. Please see www.pwc.com/structure for further details.

170804-093148-LA-OS