IPONWEB

IPONWEB is a global technology company that engineers advanced advertising platforms.

We are pioneers in programmatic, RTB, and machine learning.

13+
years RTB experience

170+
1st-party RTB systems built

550bn
bid requests seen daily via BidSwitch

5500+
buying models deployed daily

300+
engineers and data scientists

Recognized leaders in Ad Tech

"They've spent the past 10 years quietly building the technology that powers the online advertising industry."

DIGIDAY

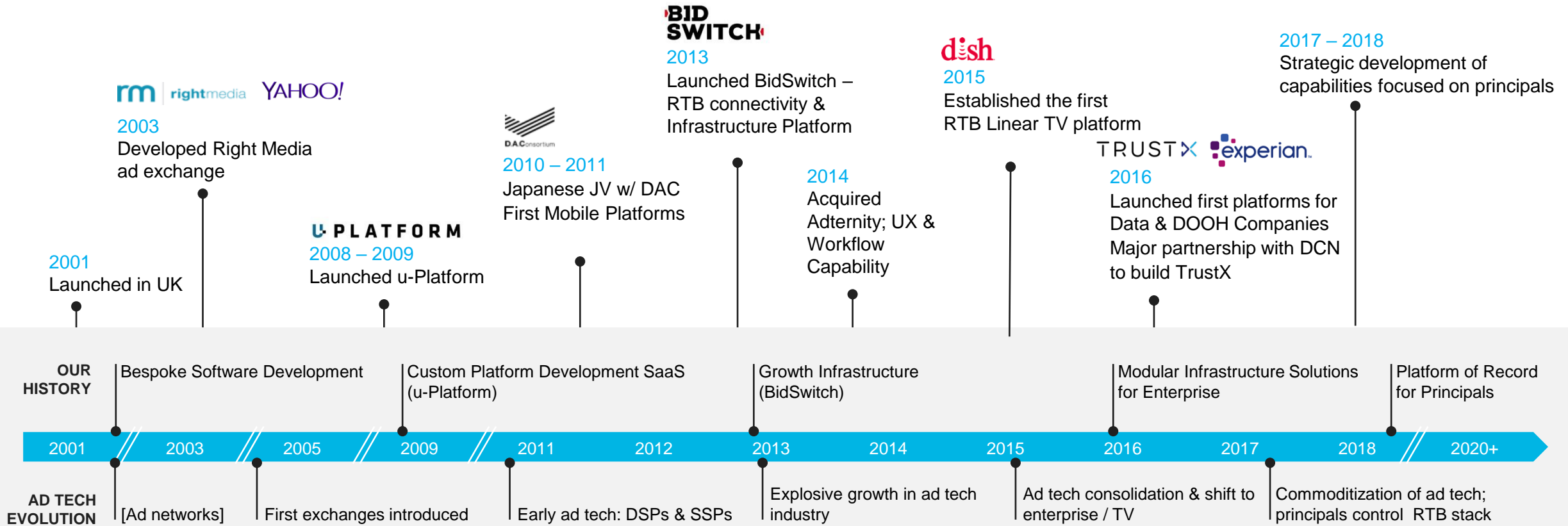"The most influential ad-technology company you've never heard of."

AdvertisingAge

2017 Winner:

Best Overall Technology for Programmatic Trading

THE DRUM DIGITAL TRADING AWARDS

Our evolution mirrors the history of ad tech

BID SWITCH

2013
Launched BidSwitch –
RTB connectivity &
Infrastructure Platform

dish
2015
Established the first
RTB Linear TV platform

2017 – 2018
Strategic development of
capabilities focused on principals

rm | rightmedia **YAHOO!**

2003
Developed Right Media
ad exchange

D.A.Consortium

2010 – 2011
Japanese JV w/ DAC
First Mobile Platforms

2014
Acquired
Adternity; UX &
Workflow
Capability

TRUSTX **experian**

2016
Launched first platforms for
Data & DOOH Companies
Major partnership with DCN
to build TrustX

U-PLATFORM

2008 – 2009
Launched u-Platform

2001
Launched in UK

	OUR HISTORY												
	Bespoke Software Development		Custom Platform Development SaaS (u-Platform)			Growth Infrastructure (BidSwitch)			Modular Infrastructure Solutions for Enterprise			Platform of Record for Principals	

2001	2003	2005	2009	2011	2012	2013	2014	2015	2016	2017	2018	2020+

AD TECH EVOLUTION

[Ad networks] First exchanges introduced Early ad tech: DSPs & SSPs Explosive growth in ad tech industry Ad tech consolidation & shift to enterprise / TV Commoditization of ad tech; principals control RTB stack

We build the technology that underpins the digital advertising ecosystem

IPONWEB technology has contributed to more than 170 media and data trading systems across both sides of the programmatic ecosystem, and across all media formats and channels.

IPONWEB
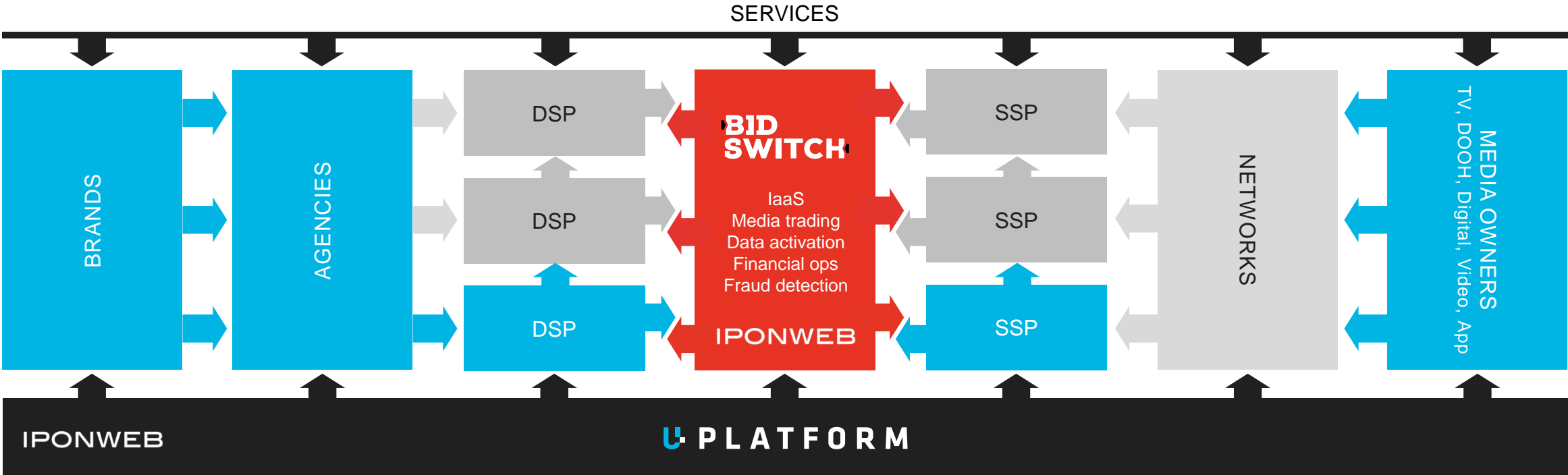
We're an industry of transition:

Media is shifting to digital.

Digital shifting to programmatic.

Which has resulted in increased complexity…
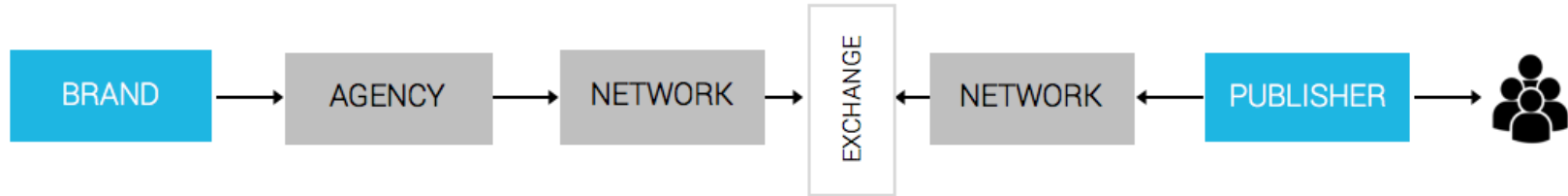

DIGITAL'S EARLY DAYS

Brand buys

Relationship-based

BRAND → AGENCY → PUBLISHER →

EARLY 2000s

Contextual buys

Efficiencies-based

BRAND → AGENCY → NETWORK ← PUBLISHER →

MID-2000s

First exchanges

Global scale

Algorithmic buying

BRAND → AGENCY → NETWORK → EXCHANGE ← NETWORK ← PUBLISHER →

2010 ONWARD

Audience buys

Automated, data driven

Efficiency & scale

BRAND → AGENCY → DSP / DSP / DSP ⟷ SSP / SSP / SSP ← PUBLISHER →
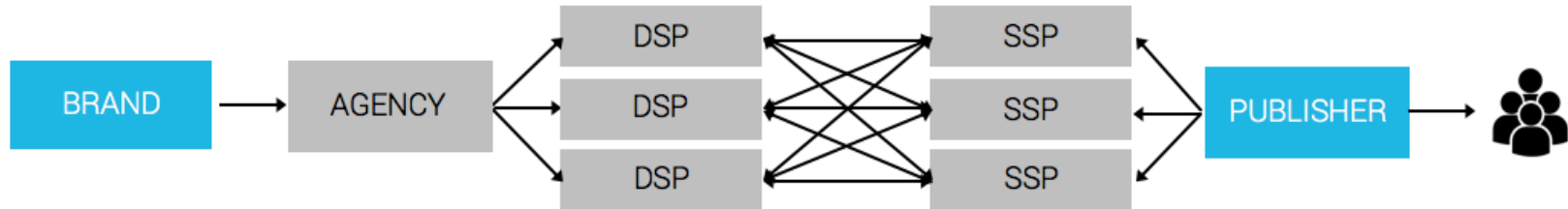
And created in increased focus on privacy compliance and value chain transparency.
Brands and publishers must now take ownership of their data and privacy relationships.

01.

What is GDPR

GDPR Basics

- ⊙ General Data Protection Regulation, came into effect on May 25

- ⊙ Intended to strengthen and protect personal data by providing more privacy rights to EU individuals and placing significant obligations on organizations

- ⊙ Covers any personal data that leaves and/or enters any EU member state

- ⊙ Not just EU companies are affected

- ⊙ Regulation vs Directive

- ⊙ Non-compliance carries steep fines (the greater of €20million or 4% of global revenue)

It is nothing to dread

The spirit of the regulation protects customers and their personal data – minimizes data collection

Added transparency builds trust between data controllers and data subjects

Clear consent rules enable better communication between data subjects and data controllers

Put "privacy by design" at heart of future product and data collection efforts

EMPOWER USERS

ADDED TRANSPARENCY

CLEAR CONSENT

PRIVACY FIRST

02.

What Happened?

US Inventory continues unabated

US (United States)
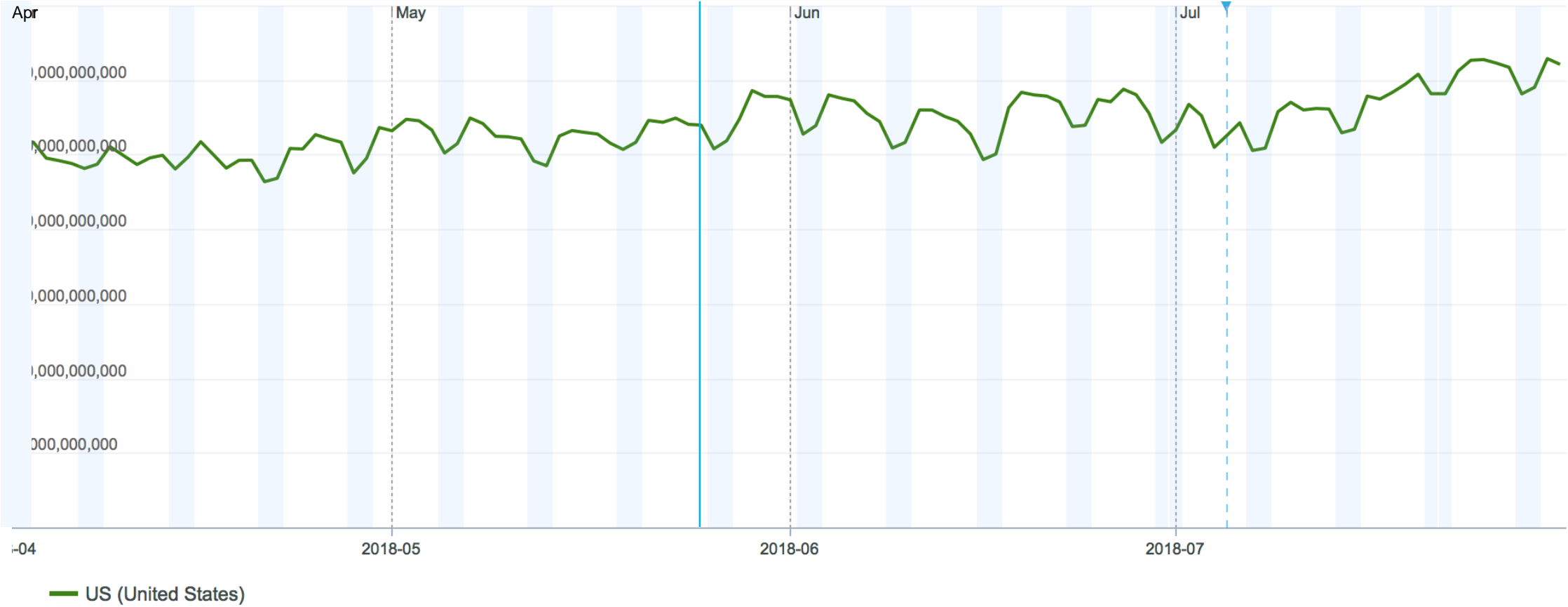
SEA country inventory saw no change

Legend: ID (Indonesia) — MY (Malaysia) — PH (Philippines) — SG (Singapore) — TH (Thailand)
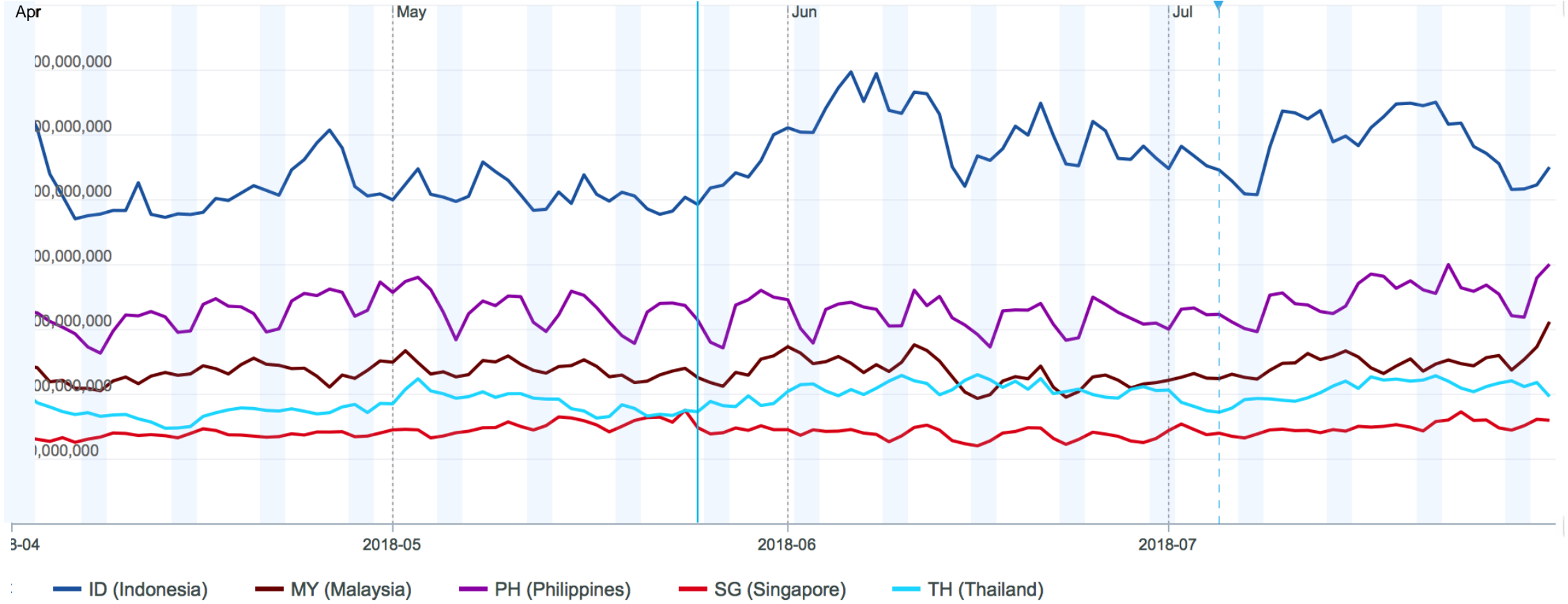
EU – 5 saw sharp declines in supply

Legend: DE (Germany), ES (Spain), FR (France), GB (United Kingdom), IT (Italy)
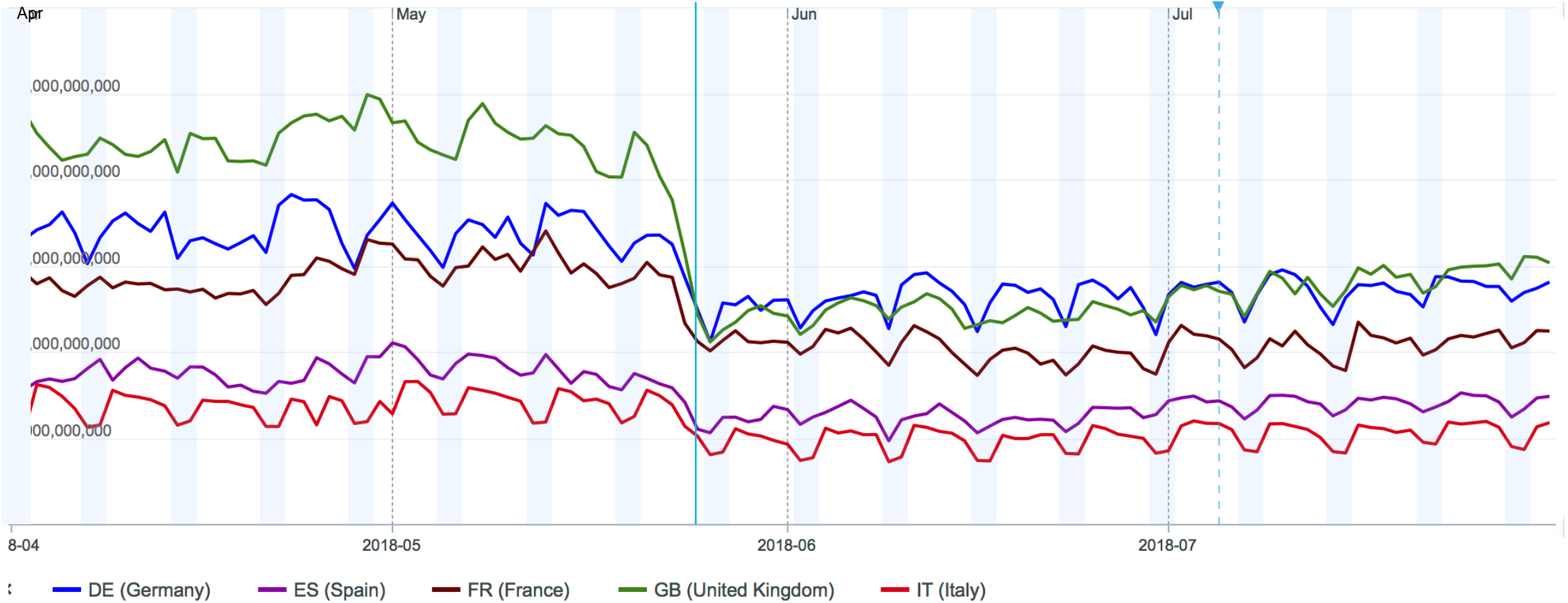
EU – 5 impressions were less affected

Legend: DE (Germany) · ES (Spain) · FR (France) · GB (United Kingdom) · IT (Italy)
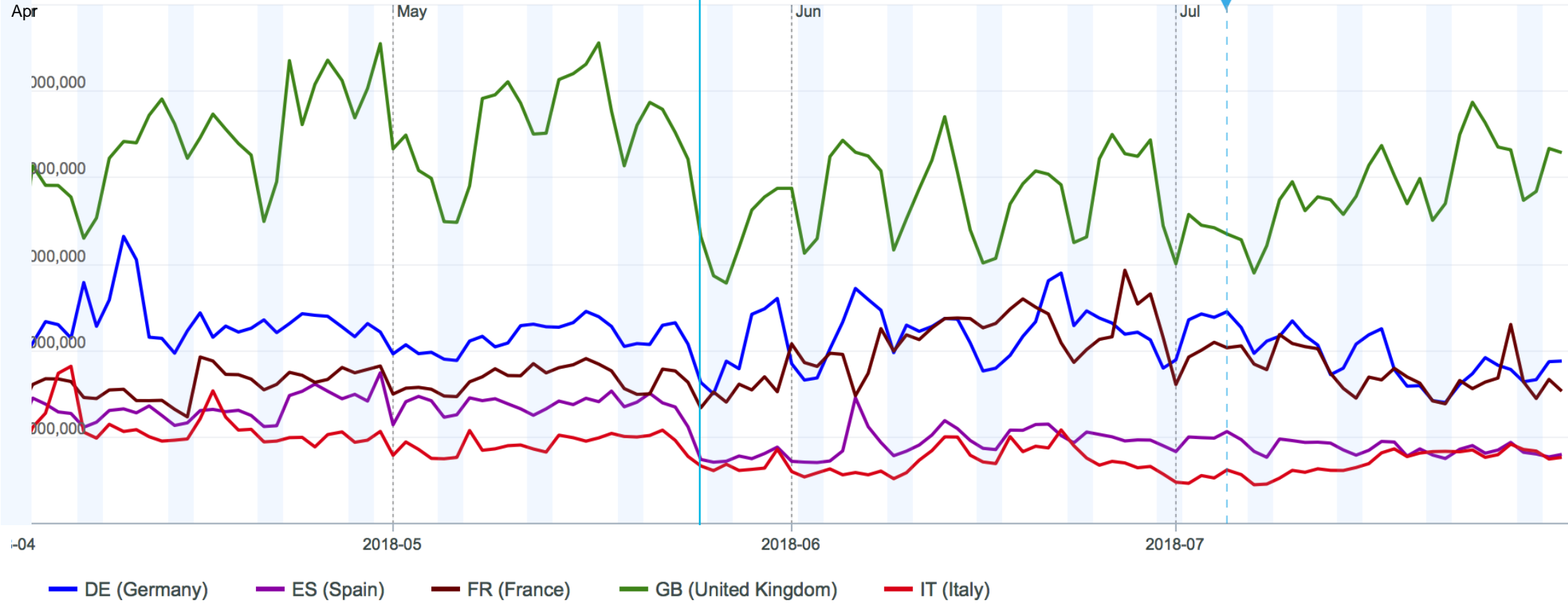
Resulting in limited changes in media spend
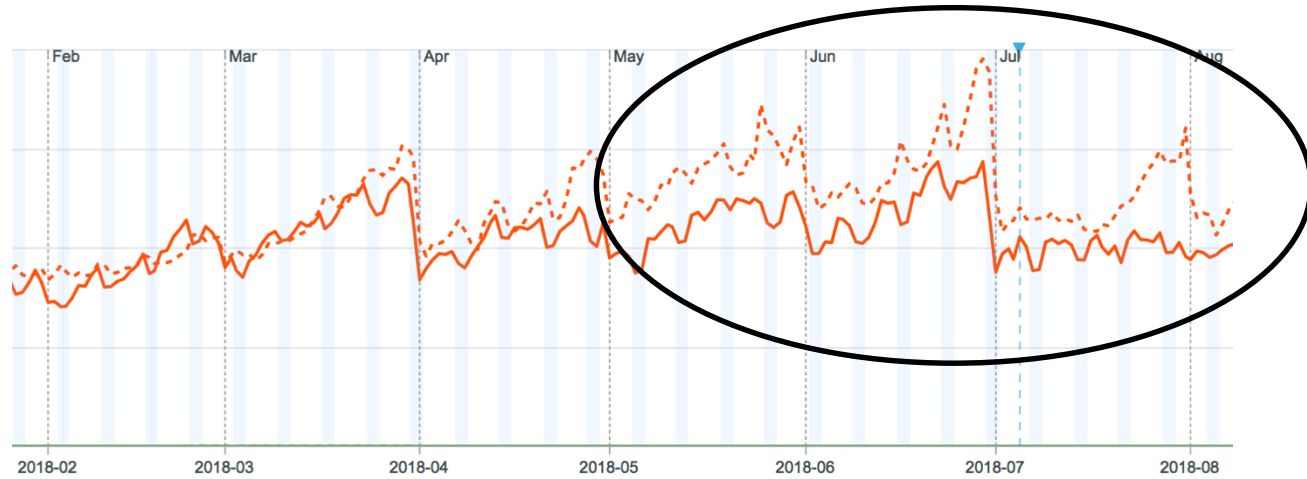
Estimates:

- 15-20% drop in EU trading, May – Jul

- 5-7% global dip

- Aug looking better but likely to remain a persistent issue amidst uncertainty
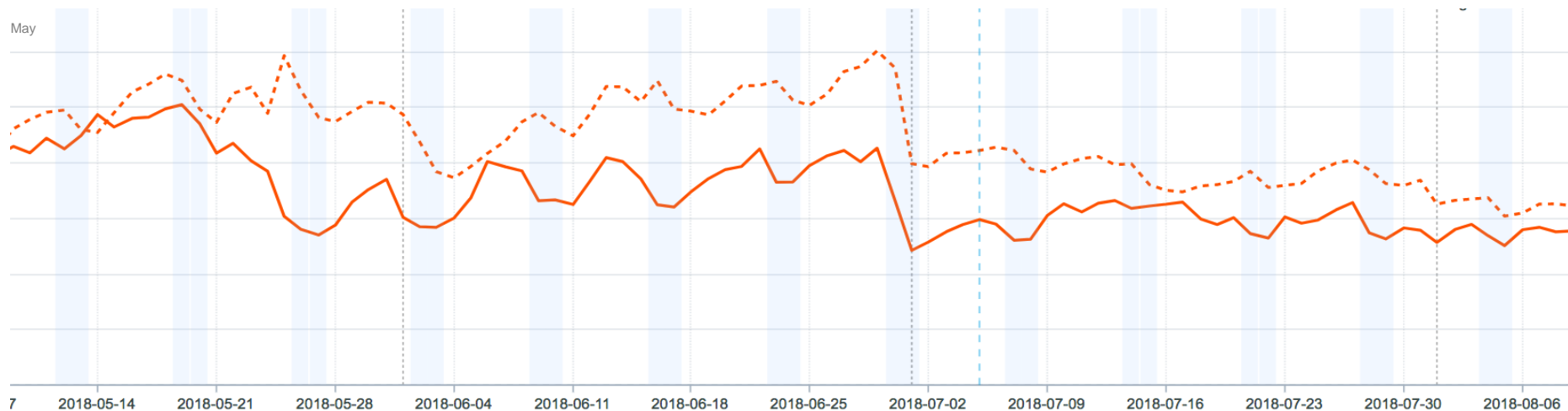
—— Current Spend

---- Year-on-Year Spend

GDPR Consent Propagation Analysis

◎ Data from Sept 1 – 19

◎ 27 Terabytes of raw data logs

◎ 3 million compressed, aggregates comprising 4GB of data

◎ Google BidQuery Analysis

Analysis of consent strings that have been supplied into the impression opportunities by the publisher, consent management platforms and the inventory platform for the following: is GDPR applicable, do you have user consent

Consent

Consent is a statement or clear affirmative action signifying agreement to the processing of personal data. It must be

⊙ freely given, specific, informed

⊙ Controllers must be able to demonstrate that the data subject has consented to the processing of their personal data.

⊙ Consent must be revocable at any time. Revoking consent must be as easy as granting consent.

- Consent ≠ silence/inactivity

- Consent ≠ freely given if inappropriately bundled.

- Consent ≠ freely given if inappropriately a condition

- Consent ≠ freely given in situations of "power imbalance"

- Which affirmative actions can convey consent?

  • Choosing technical settings (which)?

  • Further browsing?

  • Clicking a link?

  • Highlighting text?

- Informed = purpose & controller disclosed
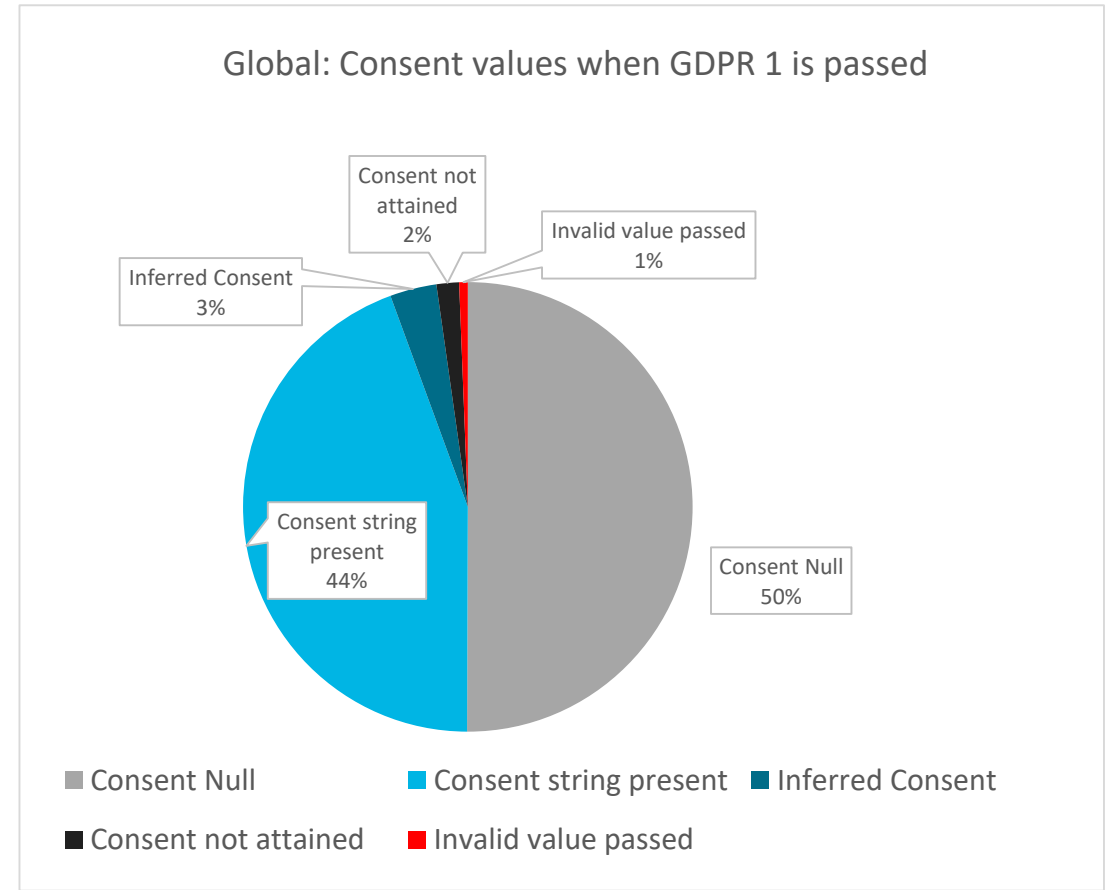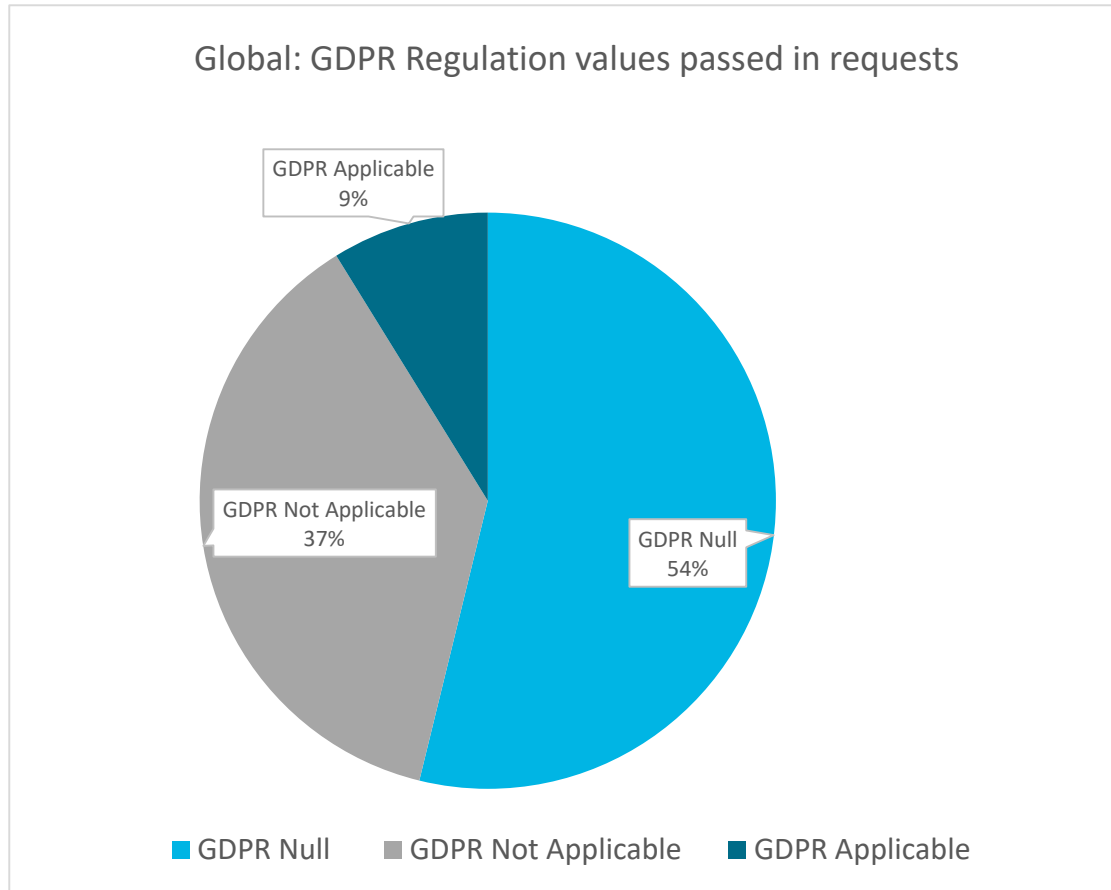
Consent management flow

PUBLISHER CMP

Impression Opportunity

User consent signal

GDPR signal

We use cookies to help improve our sites....
Learn More

OK

User

Website

Consent Dialogue

Publisher Content

Ad Placements

Media Supply Platform

Ecosystem

Media Buyer

Ad Unit
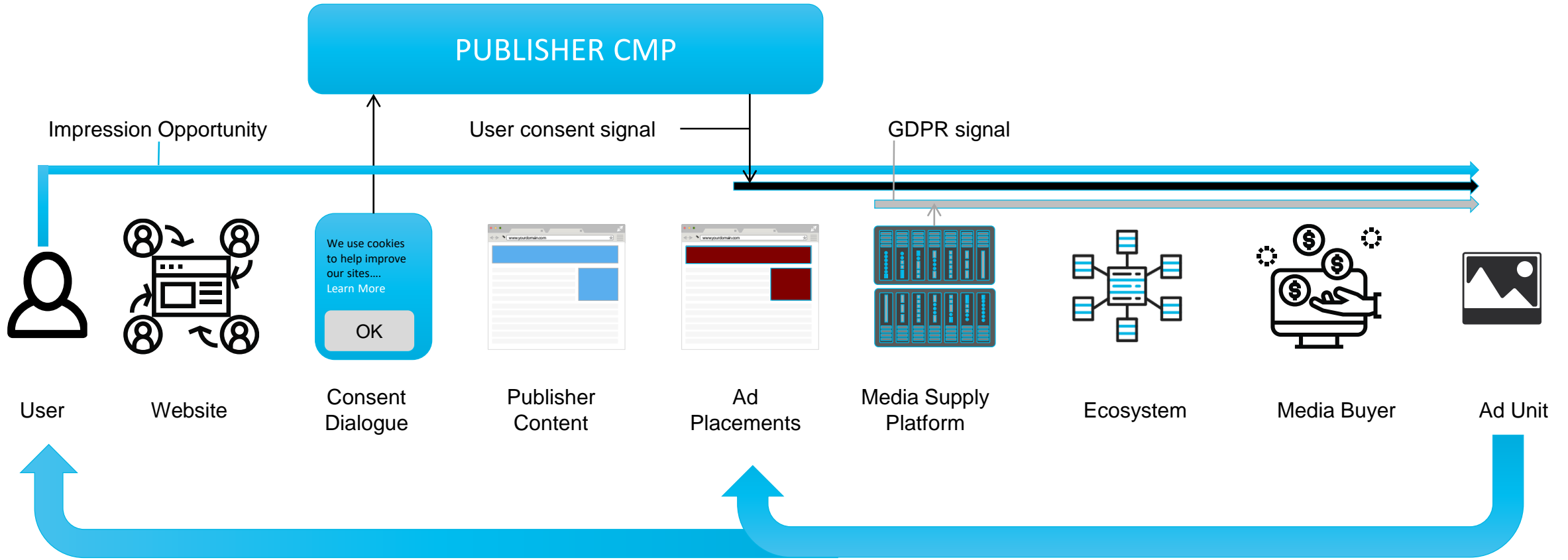
Regional splits of – GDPR applies %

Inbound Requests by GDPR reg field

0.5%

67.5%

1.0%

2.0%

11.1%

8.8%

| | NA | EU | APAC | LATAM | EMEA | Global |

Legend: Value Not Passed · GDPR Does Not Apply - 0 · GDPR Applies - 1

IPONWEB
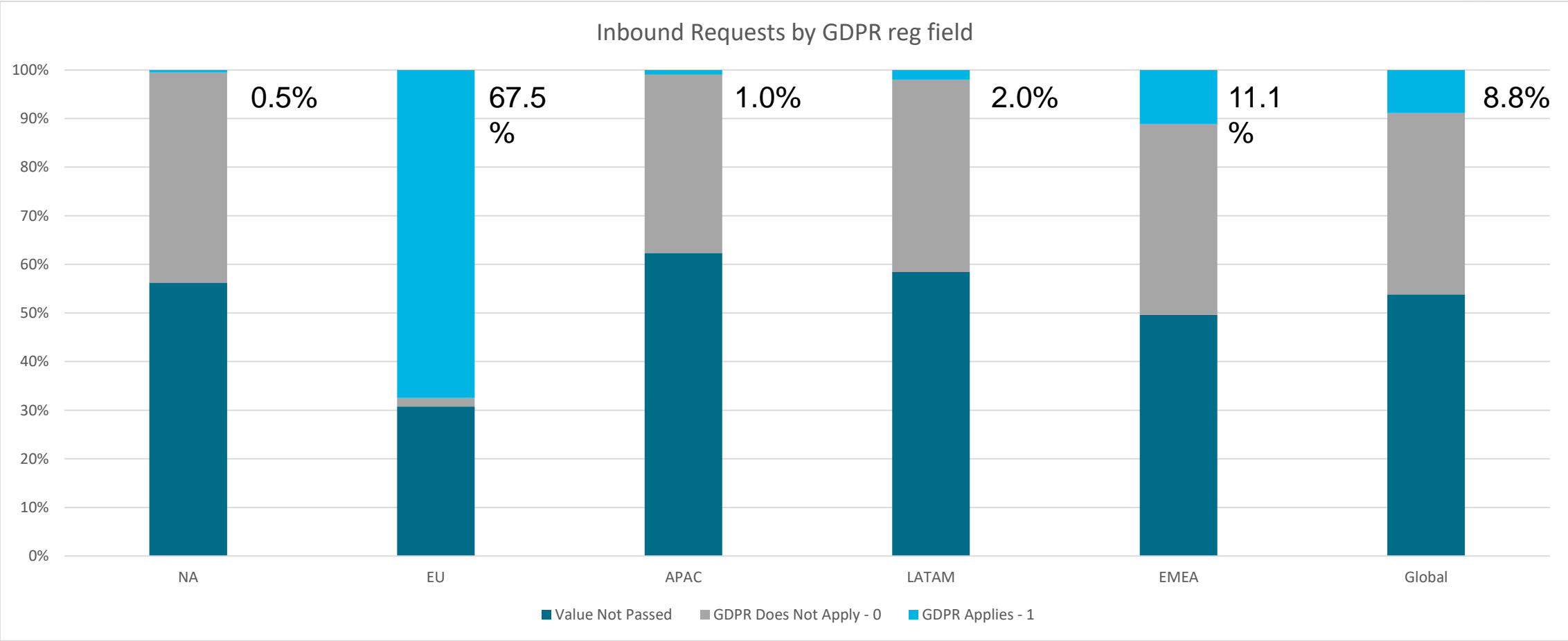
SEA consent analysis

SEA Region: GDPR Regulation values passed in requests
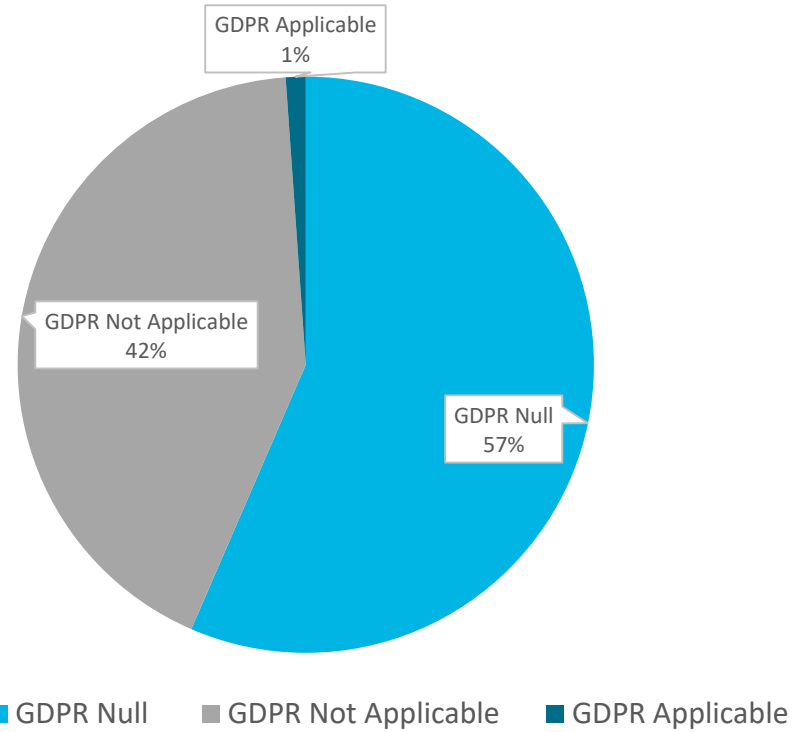
- GDPR Applicable 1%
- GDPR Not Applicable 42%
- GDPR Null 57%

Legend: GDPR Null | GDPR Not Applicable | GDPR Applicable

SEA Region: Consent values when GDPR 1 is passed

- Consent not attained 6%
- Invalid value passed 2%
- Inferred Consent 10%
- Consent string present 43%
- Consent null 39%

Legend: Consent string present | Consent null | Inferred Consent | Consent not attained | Invalid value passed
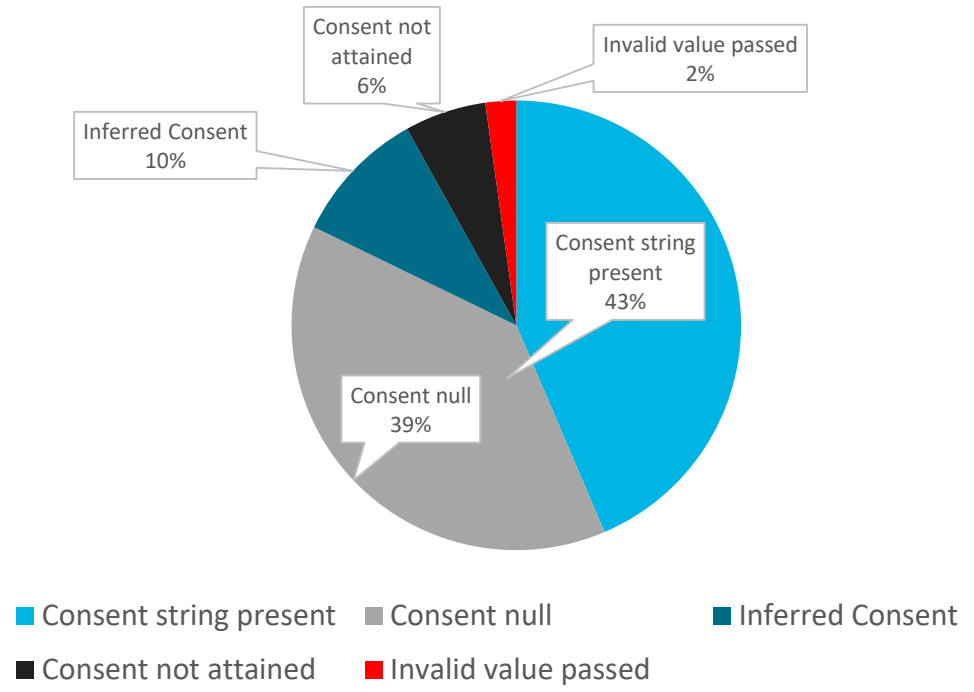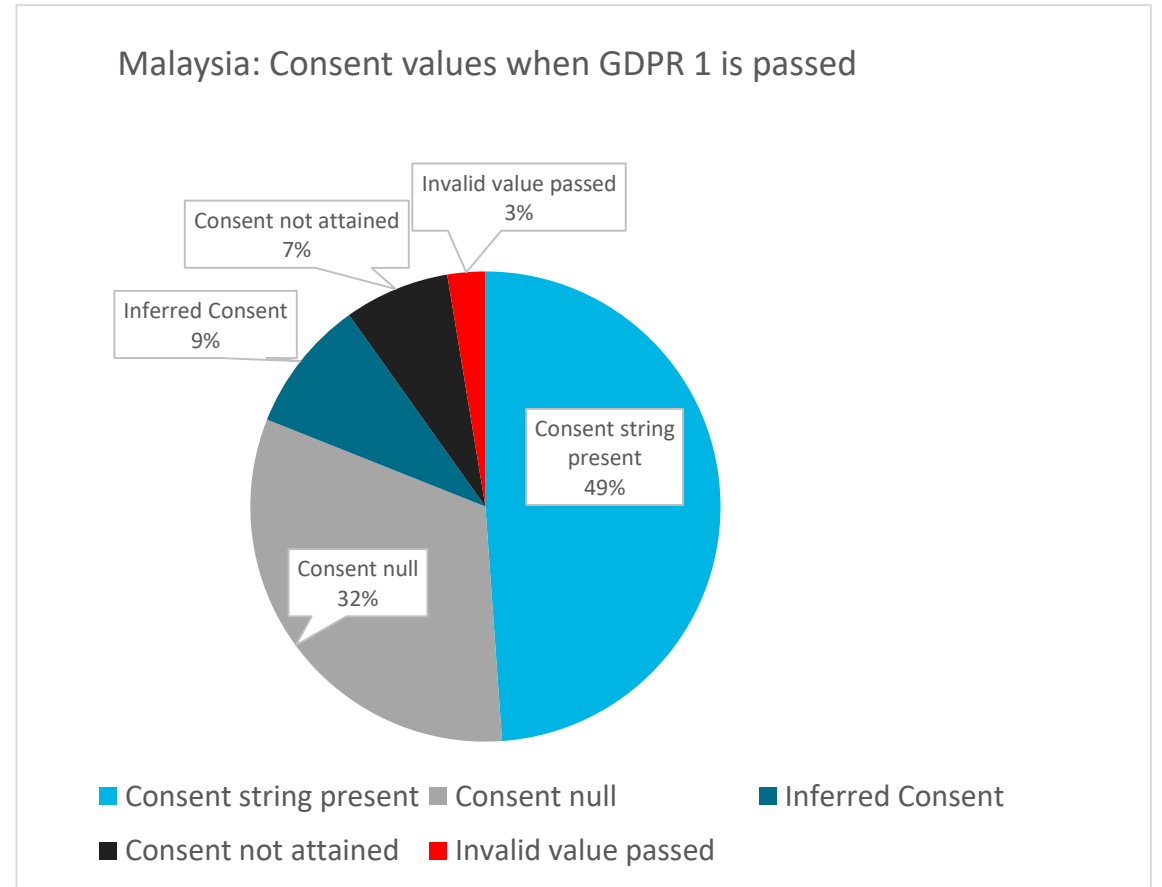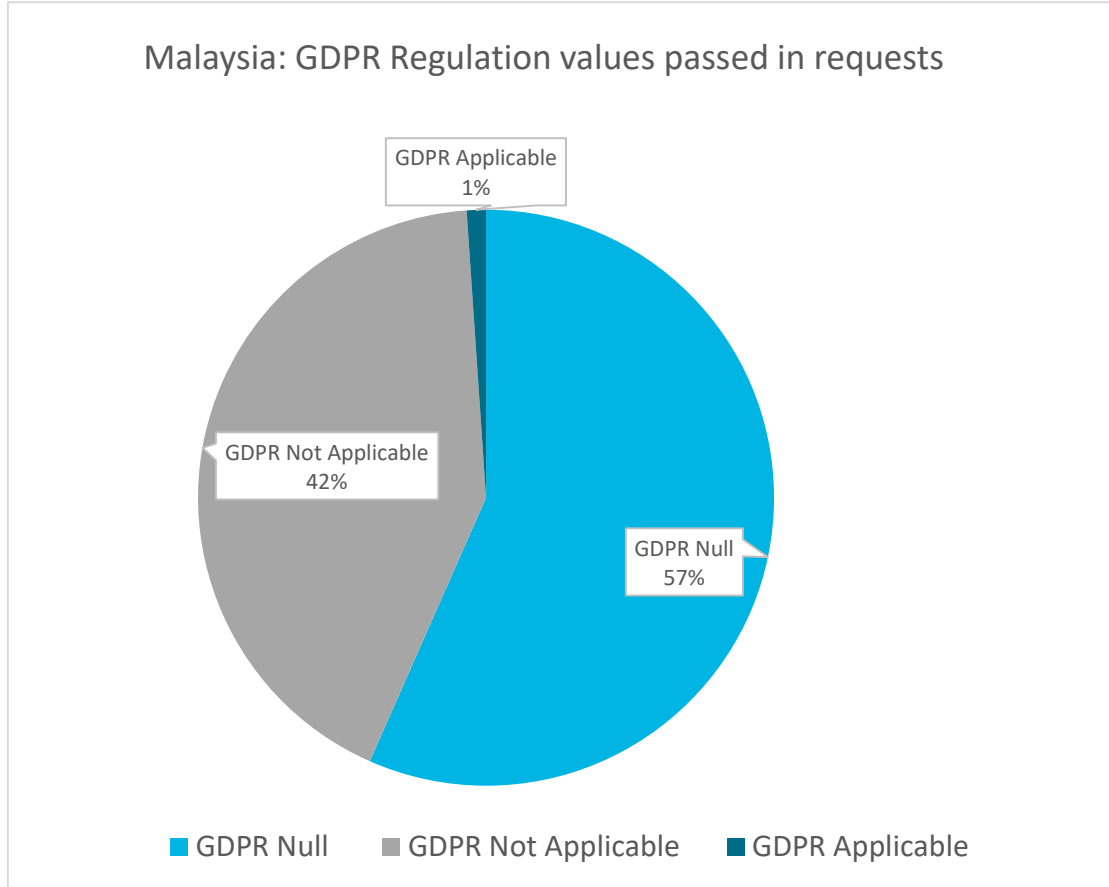
04.

What does this mean for advertisers and publishers?

All but the EU has yet to react

Confidence in the EU is starting to return and inventory levels are on the increase again.
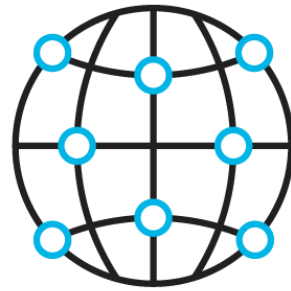
Majority of the impact was only in EU countries.

Over half of all inventory does not even contain the GDPR identifier values
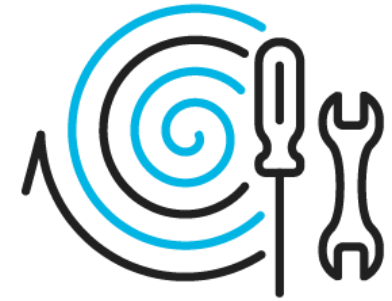
When it is passed, 50% of the time it is a null value and there is still confusion as to what the correct values are as

New regulations are coming into effect and will have continued impact on the ecosystem

ePrivacy Regulation

EU ePrivacy Regulation (ePR) is a proposal for **Regulation** on Privacy and Electronic Communications

AUS Data Privacy

Privacy Amendment (Notifiable Data Breaches) Act 2017 as well as Privacy Regulation 2013

California Data Privacy

The California Consumer Privacy Act, A.B.375 provides California residents with new rights around data collection

PIPEDA

Personal Information Protection and Electronic Documents Act - Canada

Take ownership of data relationships

The opportunities for publishers within the post-GDPR marketplace include:

- Giving publishers the opportunity to re-engage with their users as they may need to solicit additional consent under GDPR and rebuild trust with their users

- Taking ownership over the Data and quality of Data being used in the ecosystem; PMPs should inherently become more valuable and trusted as the primary source of Data and the way to buy audiences over RTB.

- Due to the enhanced ownership position of being a Data Controller vs Data Processor, Publishers have a unique opportunity and control the Advertising supply chain to make their most of the context of the user

The opportunities for advertisers within the post-GDPR marketplace include:

- Providing more control and accountability for all participants in the advertising value chain while helping to improve transparency.

- Taking ownership of their data relationships and make sure that partners have addressed regulatory compliance when it comes to data used in advertising campaigns as brands could also face significant fines.

- Provides an opportunity to develop a new dialogue with consumers about their data and assurances that it will be used responsibly.

Advertisers and publishers should plan for privacy, select partners with long-term privacy vision in mind
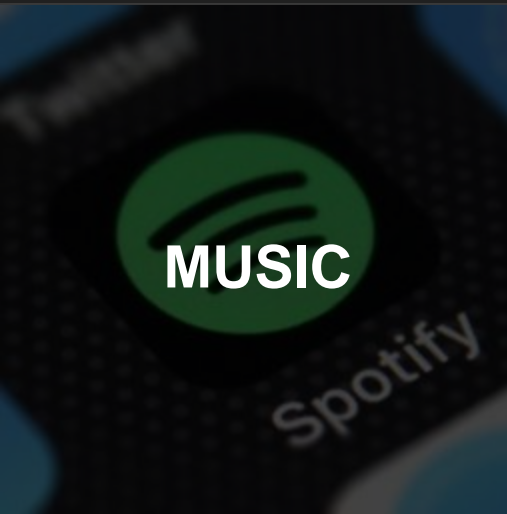
Who were the winners?
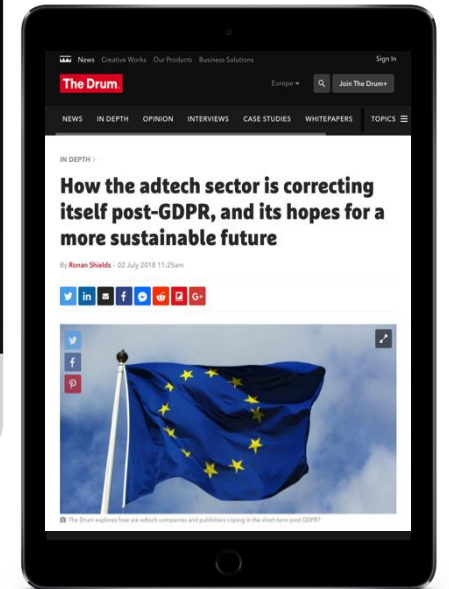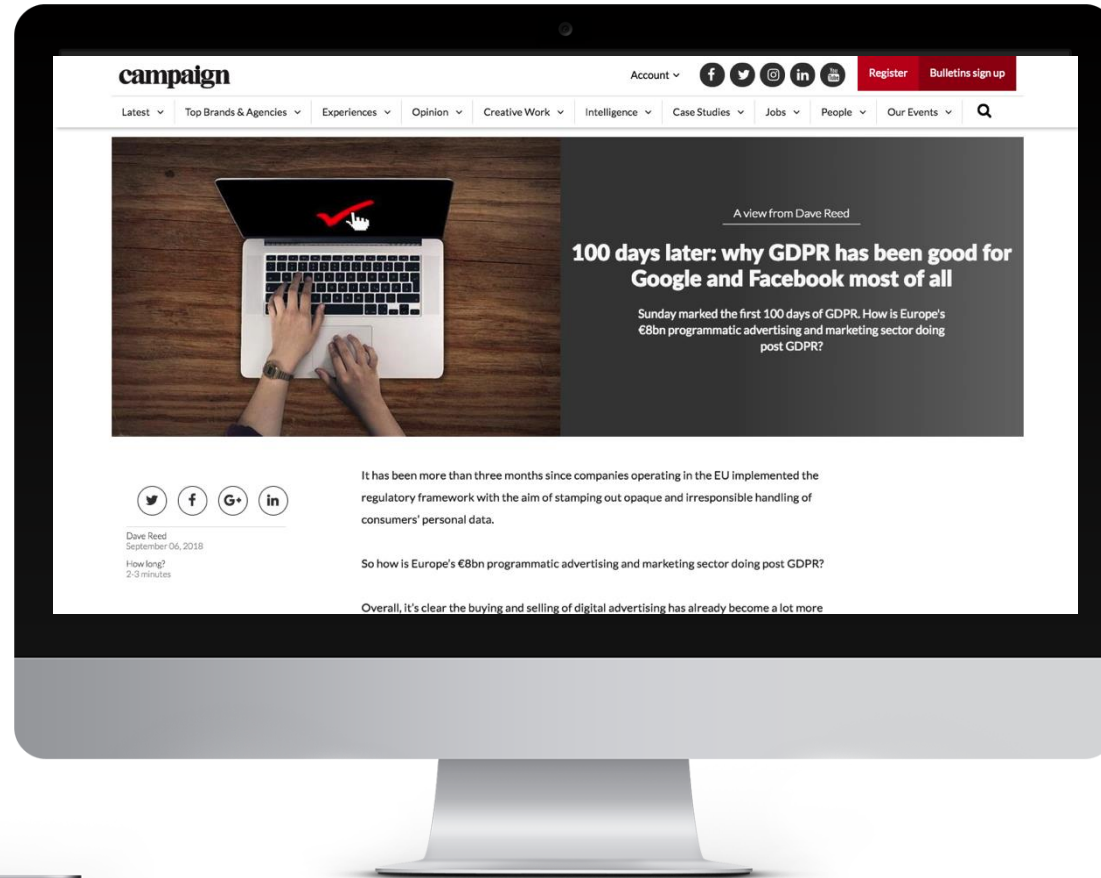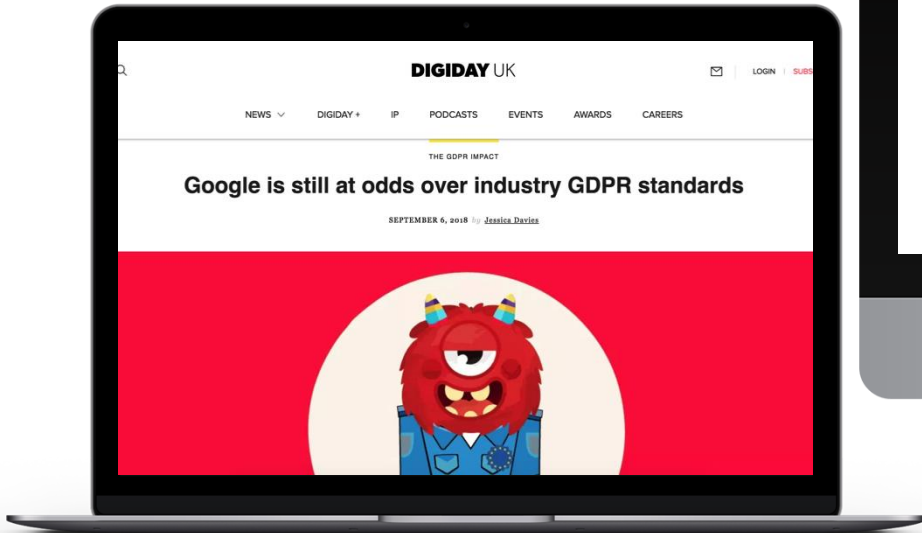
05.

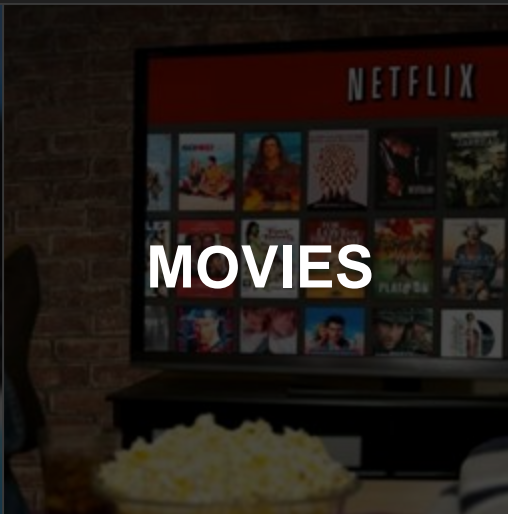# Digitalization and the Expansion of Programmatic

Digitalization* is happening – and it's changing everything.

*The integration of digital technologies into everyday life by the digitization of everything that can be digitized.
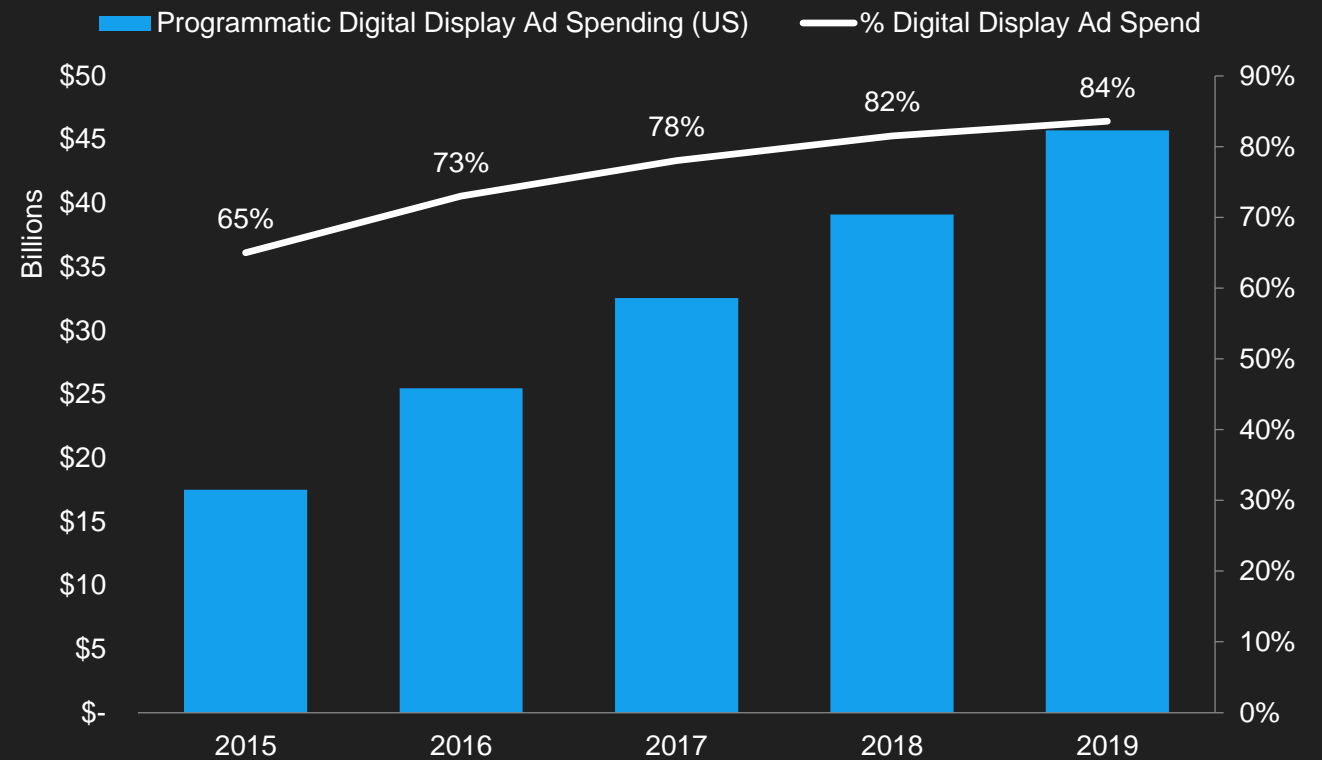
Especially media.

MUSIC

MOVIES

TV

PHOTOGRAPHY

PRINT

The past year, and the current one, has experienced mixed trends for digital marketers.
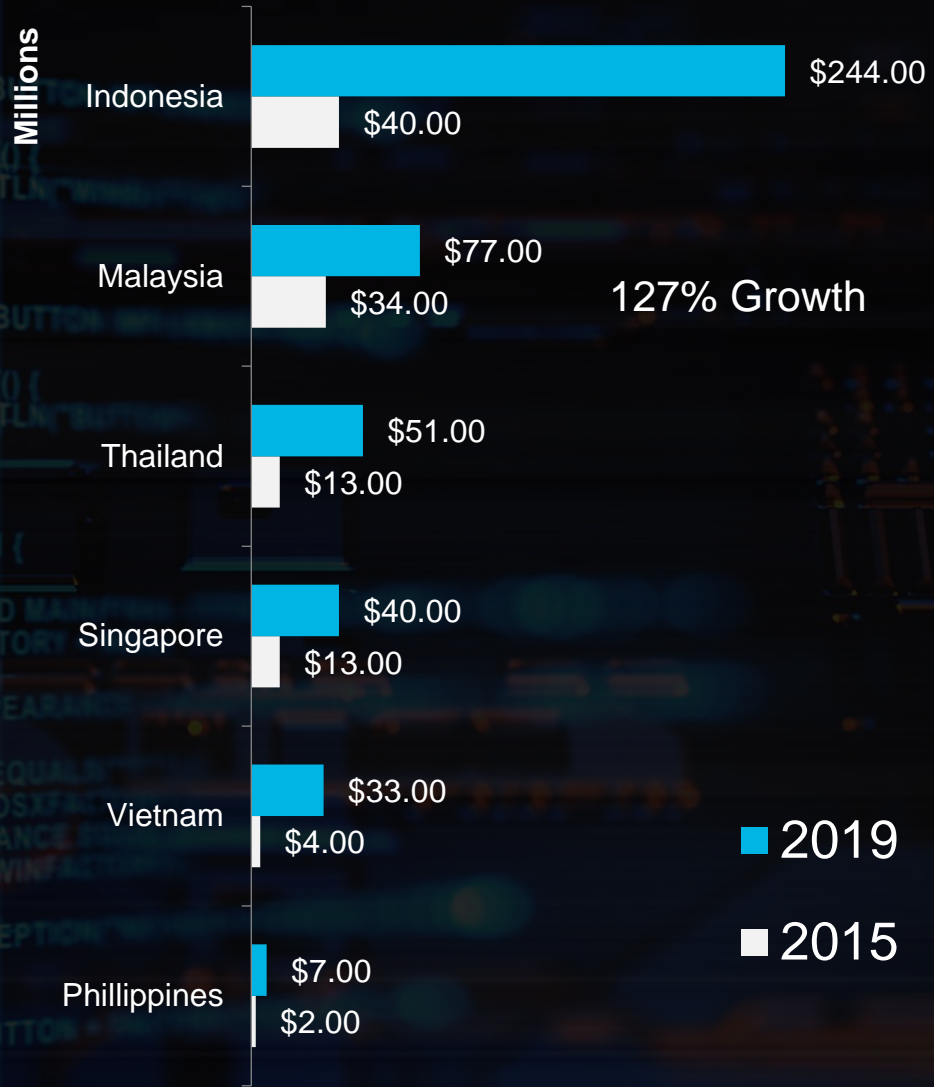
Digital Ad Spend is Up in SEA

According to data from Magna Global, Brands will be spending US $452m by 2019, compared to $106m in 2015.
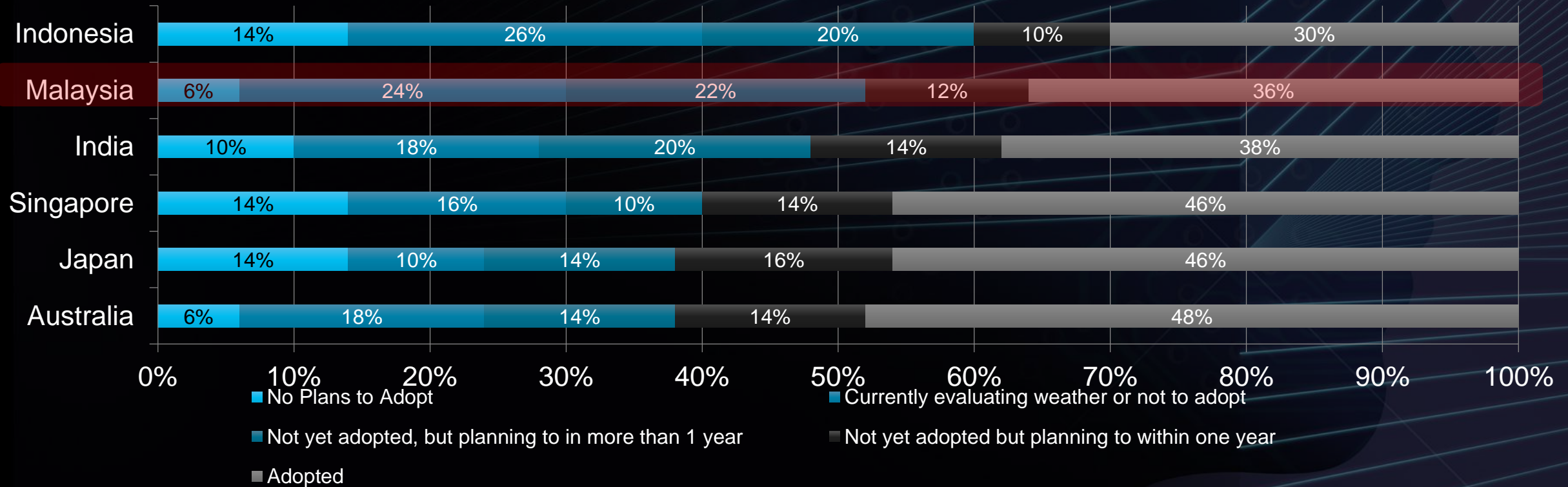
Digital Ad Spend in SEA
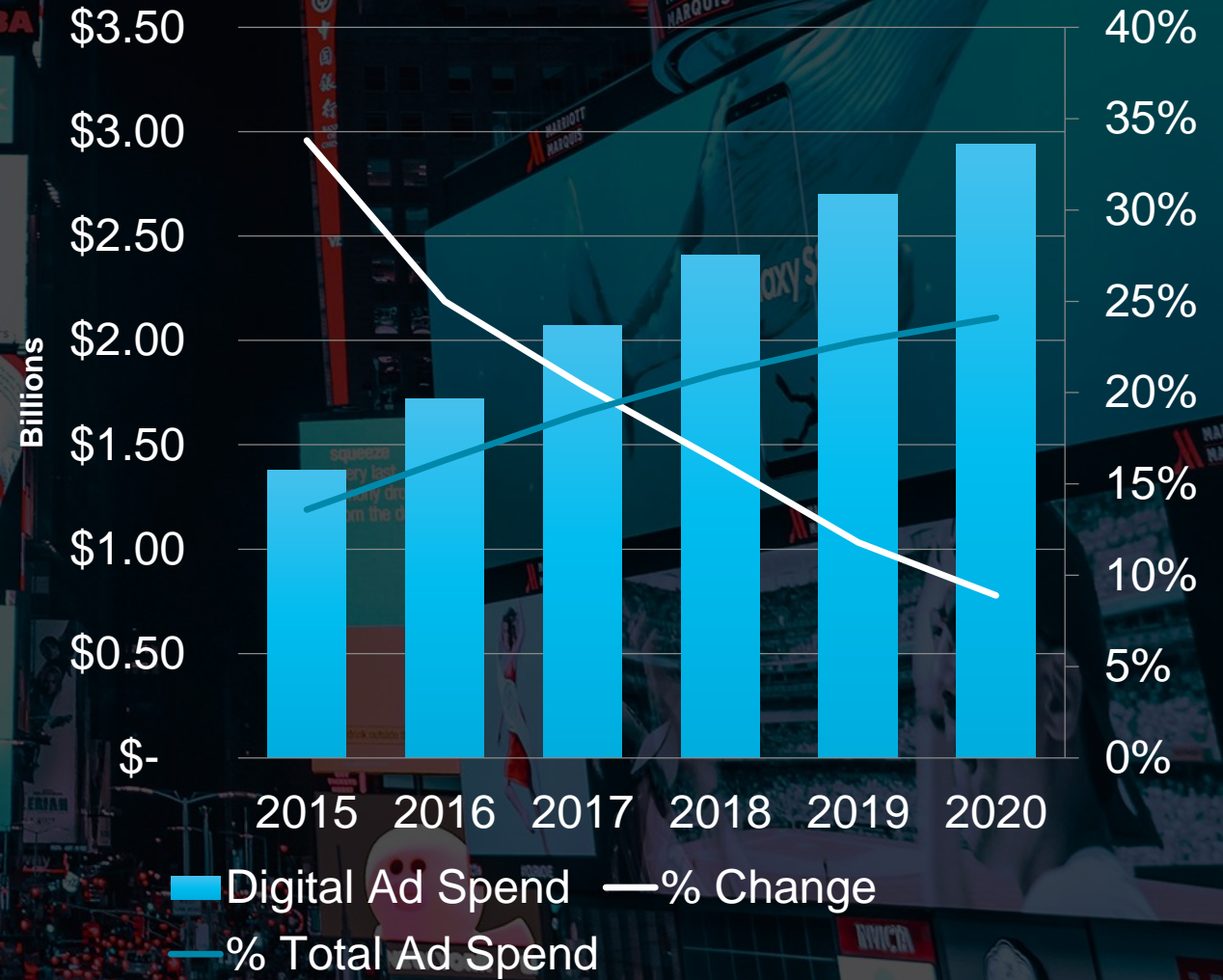
Legend: Digital Ad Spend — % Change — % Total Ad Spend

Source: eMarketer 2017

This growth is in response to changes in how users consume media..
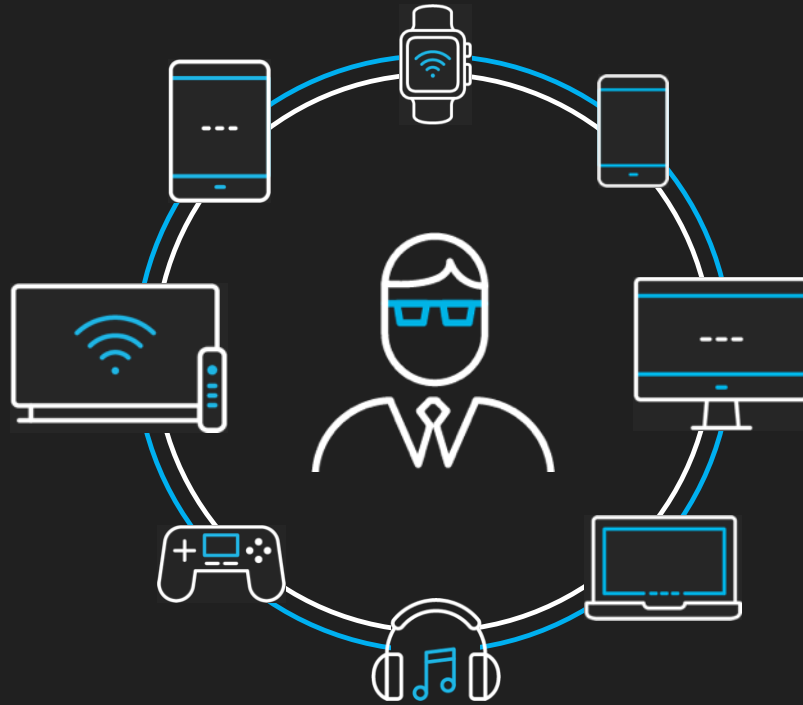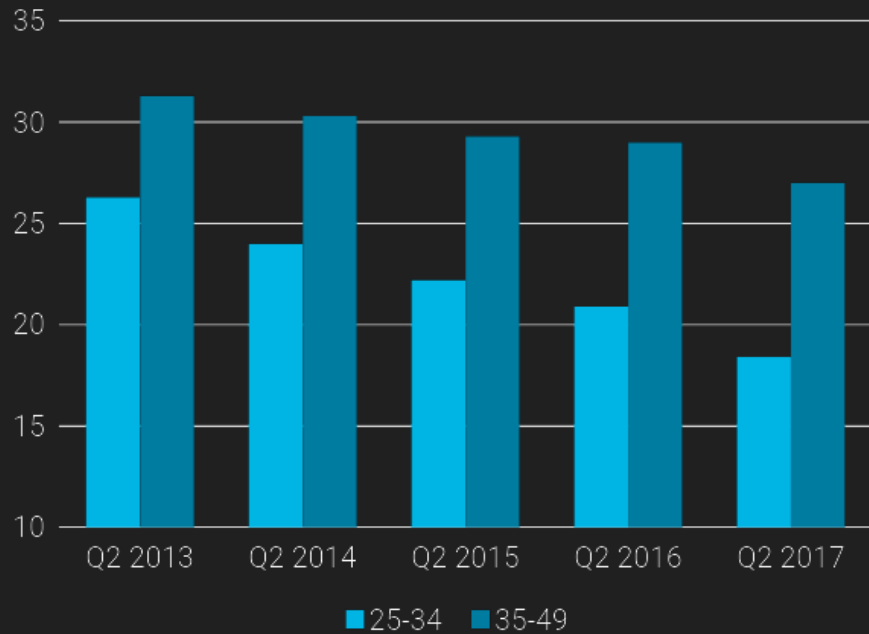
On demand.

Personalized.

Uninterrupted.

Across devices.

Today's consumers have choices..

IPONWEB

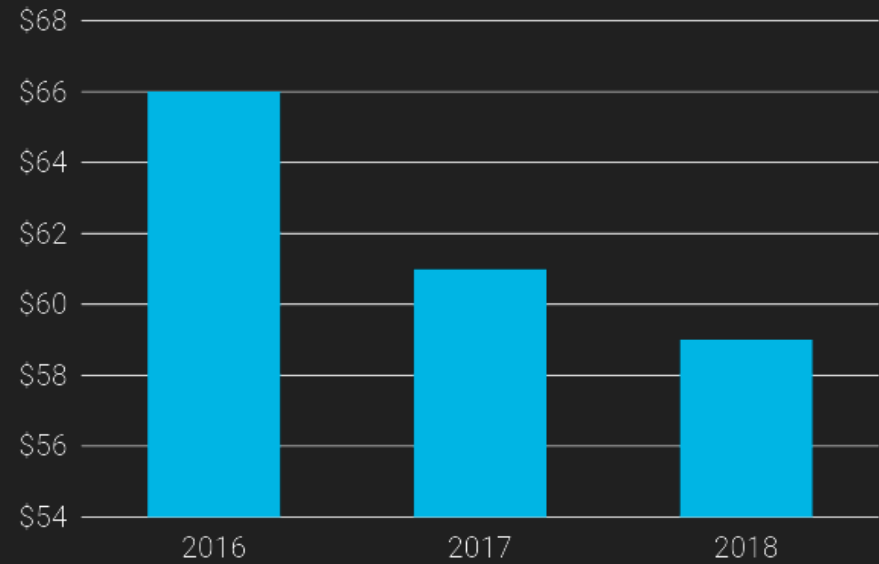Securing their attention is the new battleground.
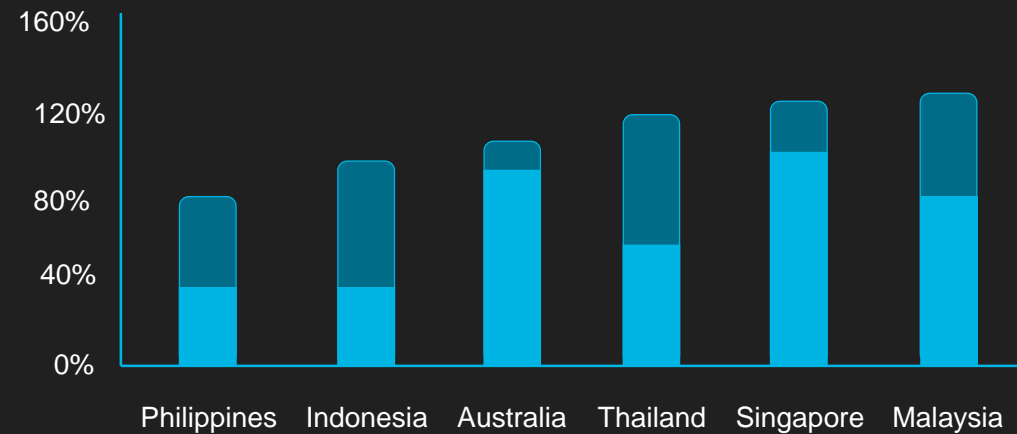
Welcome to the #AttentionEconomy

Digital natives upending status quo.

amazon

- Will spend $5 billion on original content in 2018
- Boasts 70mm US Prime subscribers; 15mm daily viewers on Twitch TV

NETFLIX

- Invested $8 billion into original content in 2018
- 200mm global subscribers by 2020

facebook.

- Global audience of 1.9 billion active users
- Spending $2 billion on content in 2018

YouTube

- 1.5 billion users/month watching average of 1 hour video content daily
- $15 billion anticipated in ad revenue in 2018

What they have in common.

They are ~~audience~~ **attention aggregators**.

They make it **easy to buy** highly targeted attention at scale.

They are **closed environments** (aka walled gardens).
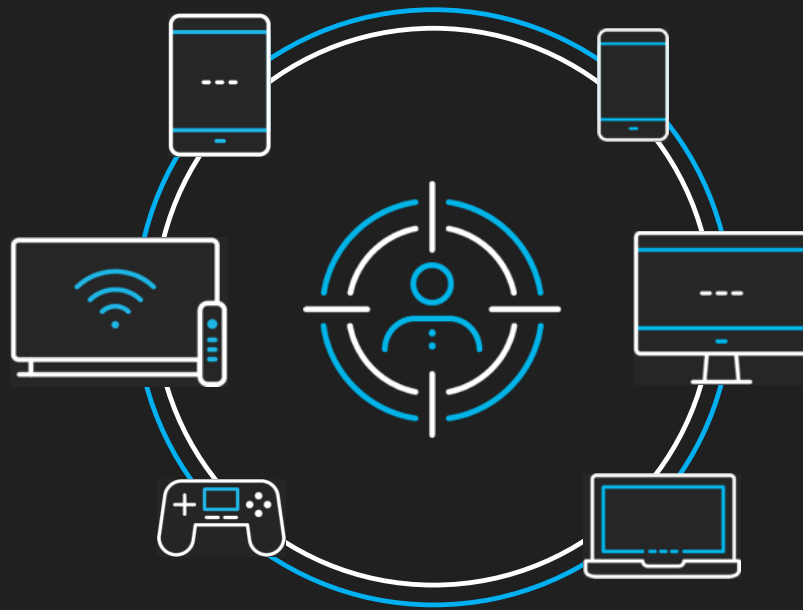
CONTENT
(aka attention)

+

**IDENTIT
Y**

+

**DAT
A**

+

**DISTRIBUTIO
N**

=

**REVENU
E**

Purpose-built, fully configurable tools.

Cross-screen, audience planning and buying solutions designed around your business goals and requirements.

DEFINE	PLAN	EXECUTE	MEASURE
Audience Management	Audience & Planning Tools	Self-Serve Buying UI	As-Run Processing
Inventory Management	Audience/Deals Packaging	Managed Service UI	Real-Time Reporting
Audience Forecasting	Avails Processing	Campaign Management	Audience Delivery
Data Integrations	Booking Management	Private Marketplaces	Outcomes & Attribution
Identity Management	Yield Management	Creative Management	
	Inventory Re-allocation	Demand Integrations	

1ST PARTY PLATFORM INFRASTRUCTURE

Data Security   Compliance   Scalability   Extensibility   Control   Flexibility   Interoperability

06.

Next Steps

Scalable, Yield Focused Technology is an Imperative for Advertisers and Publishers

UNDERSTAND THE VALUE OF YOUR INVENTORY

CONTROL YOUR MONETIZATION STRATEGIES
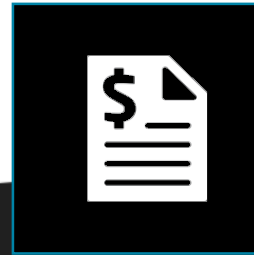
KNOW YOUR TECHNOLOGY COSTS

PROTECT AND MANAGE YOUR AUDIENCE DATA

OWN YOUR TECHNOLOGY AND STRATEGY

PROGRAMMATIC REPRESENTS A STRATEGIC AND GROWING PIECE OF YOUR STRATEGY. INSIST ON TECHNOLOGY THAT SCALES WITH YOUR BUSINESS, BUT DOESN'T EAT INTO IT.

Building for tomorrow's programmatic pioneers

Baseline Builders

Foundational tech setup comprised of independent platforms (separate user IDs)

High-touch manual processes

Siloed reporting and KPIs

Programmatic Pioneers

Platforms connected via unified user ID through ad-server

Consolidated ad-server reporting across DSPs for robust campaign metrics

Building supply relationships, growing share of PMP trading

Data Optimizers

Online and offline user IDs connected via 3d party providers

Data optimization tools for enhanced reporting and comprehensive data visualization

Direct access to key programmatic supply sources

Holistic Trailblazers

Holistic campaign optimization across all media and supply channels

Centralized decision making

In-flight campaign optimization dashboard across channels

Audience Evangelists

Campaign ROAS optimized in real-time across channels (RTB, direct, search)

Connected online and offline event measurement to prove ad campaign efficacy and incremental value

Unified reporting for holistic view of customer journey

Appendix

What has changed?

- The definition of personal data is expanding

- Data subjects get expanded rights, including right to deletion, restriction, and portability of data

- Consent is being redefined (and must be informed)

- Organizations being held to greater security measures and compliance requirements

- Introduces the concept of profiling

- Defines and places obligations on both data controllers and data processors

Any information related to a natural person or 'Data Subject', that can be used to directly or indirectly identify the person. It can be anything from a name, a photo, an email address, bank details, posts on social networking websites, medical information, location data, an identification number, or a computer IP address.

Caveat:

This material has been prepared for informational purposes only, and is not intended to provide, and should not be relied on, for legal advice.
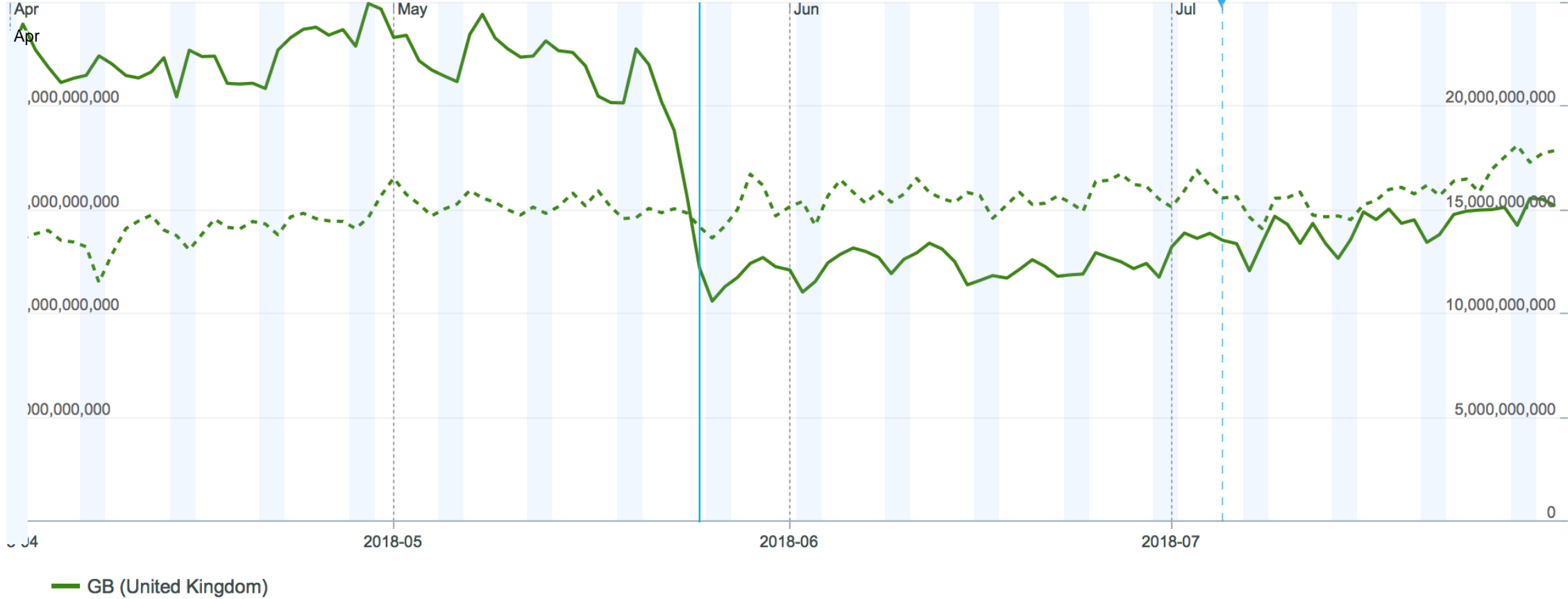
What should companies be doing

- ⊙ Map and audit your data trails

- ⊙ Define your role for various scenarios

- ⊙ Review your consent processes/language – and get it!

- ⊙ Review and update all relevant policies

- ⊙ Build or partner to ensure technical mechanisms are in place to ensure compliance

- ⊙ Train employees on new protocols/requirements

- ⊙ Consider appointing a Data Protection Officer

- ⊙ Document everything!

- Meticulously document procedures, incidents, data collected and incidents/responses

- Data Processing Agreements are set up after roles are determined

- Consent must be "specific, informed, unambiguous, active, and freely given.

- GDPR requires more detailed disclosures in policies and T&Cs.

- Technical mechanisms need to be in place for compliance/responses

Where can I go for more information?

- Official EU GDPR website - https://www.eugdpr.org/

- IAB Europe Guidance Docs - https://www.iabeurope.eu/category/policy/guidance-documents/

- IAB UK GDPR Hub - https://www.iabuk.net/gdpr-hub

- The GDPR Guy - https://thegdprguy.com/

- ICO Guide to GDPR - https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/

UK Inventory Year-on-Year

GB (United Kingdom)

However it is starting back previous levels

EU consent string analysis

EU Region: GDPR Regulation values passed in requests

- GDPR Not applicable 2%
- GDPR Null 31%
- GDPR Applicable 67%

Legend: GDPR Applicable, GDPR Null, GDPR Not applicable

EU Region: Consent values when GDPR 1 is passed

- Consent not attained 1%
- Inferred Consent 2%
- Invalid value passed 1%
- Consent string present 44%
- Consent Null 52%

Legend: Consent Null, Consent string present, Inferred Consent, Consent not attained, Invalid value passed

IPONWEB

APAC consent string analysis

IPONWEB

APAC Region: GDPR Regulation values passed in requests

- GDPR Applicable 1%
- GDPR Not Applicable 37%
- GDPR Null 62%

Legend: ■ GDPR Null ■ GDPR Not Applicable ■ GDPR Applicable

APAC Region: Consent values when GDPR 1 is passed

- Consent not attained 3%
- Invalid value passed 7%
- Inferred Consent 9%
- Valid Consent String 52%
- Consent null 29%

Legend: ■ Valid Consent String ■ Consent null ■ Inferred Consent ■ Invalid value passed ■ Consent not attained

Singapore consent string analysis
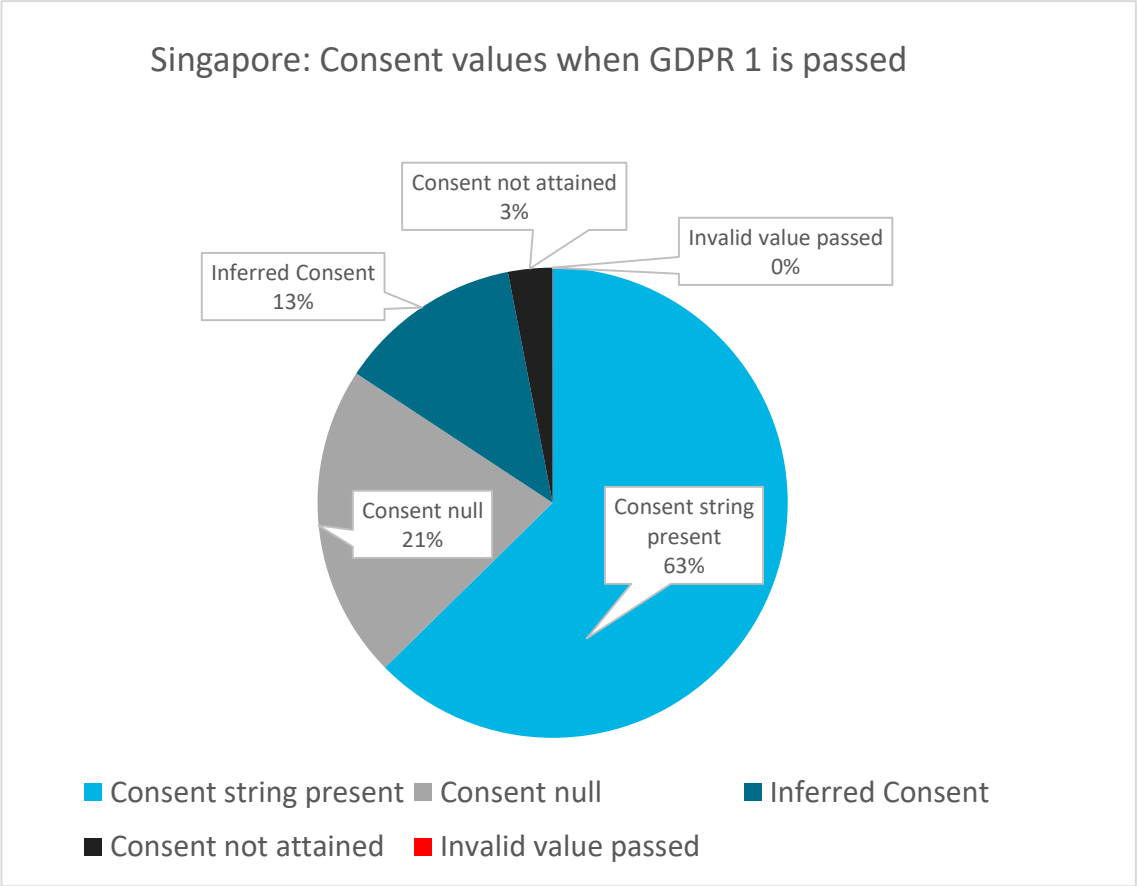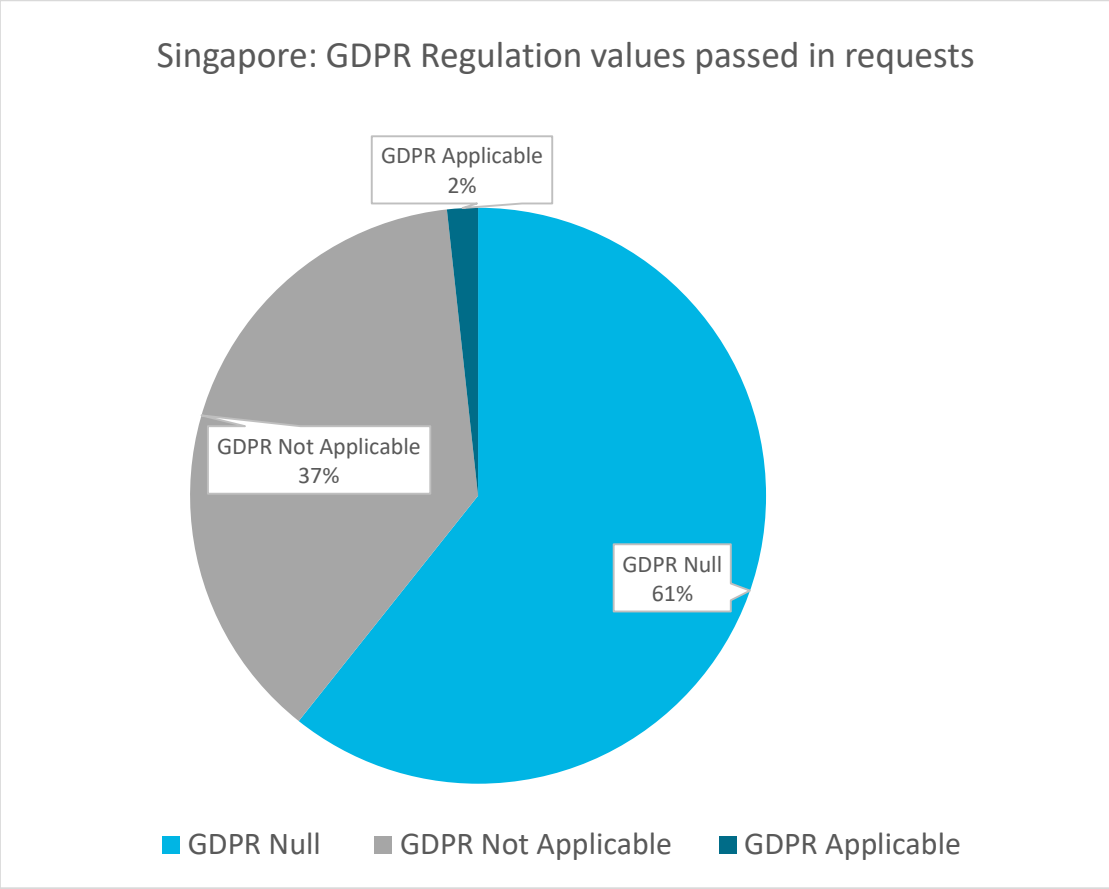
IPONWEB

Singapore: GDPR Regulation values passed in requests

- GDPR Applicable 2%
- GDPR Not Applicable 37%
- GDPR Null 61%

Legend: GDPR Null | GDPR Not Applicable | GDPR Applicable

Singapore: Consent values when GDPR 1 is passed

- Consent not attained 3%
- Invalid value passed 0%
- Inferred Consent 13%
- Consent null 21%
- Consent string present 63%

Legend: Consent string present | Consent null | Inferred Consent | Consent not attained | Invalid value passed

MCN®

Launched campaign booking, optimization, & decisioning engine to give buyers visibility into MCN's cross-screen audiences and inventory:

- Streamlines order requests, bookings, campaign management, and reporting into single workflow

- Brings together data and addressable inventory to reliably forecast and present audience avails

- Delivers first-pass optimization capabilities to broadcast partners

- Enables real multi-media trading capabilities