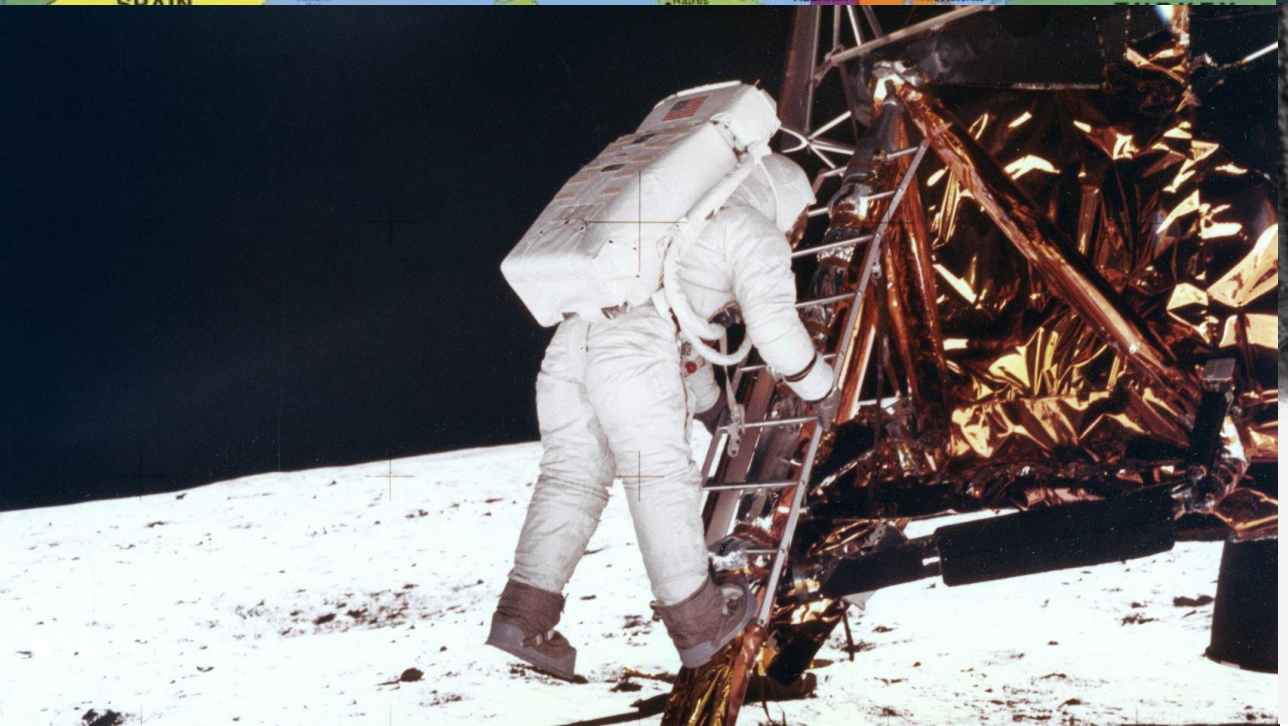
The End of the Beginning

NOTHING WILL BE THE SAME

ANTHONY KATSUR - CEO

iab. TECH LAB

Ocean
North Sea
Celtic Sea
English Channel
Bay of Biscay
Baltic Sea
Black Sea
Adriatic Sea
IRELAND
UNITED KINGDOM
London
Dublin
Belfast
Edinburgh
Liverpool
Birmingham
NETHERLANDS
Amsterdam
Rotterdam
BELGIUM
Brussels
Lille
Paris
FRANCE
Bordeaux
Lyon
Marseille
Nice
Bilbao
Vigo
Porto
Zaragoza
Madrid
Barcelona
Lisbon
SPAIN
ANDORRA
Andorra la Vella
Bergen
Stavanger
Oslo
Stockholm
Gothenburg
DENMARK
Copenhagen
Hamburg
Berlin
GERMANY
Cologne
Frankfurt
Luxembourg
Munich
Bern
SWITZERLAND
Vienna
AUSTRIA
Innsbruck
Milan
Turin
Florence
Rome
ITALY
Naples
Bari
Poznań
Warsaw
POLAND
Gdańsk
Kraków
Prague
CZECH REPUBLIC
SLOVAKIA
Bratislava
Debrecen
Budapest
HUNGARY
Pécs
Ljubljana
Zagreb
CROATIA
BOSNIA AND HERZEGOVINA
Sarajevo
Belgrade
SERBIA AND MONTENEGRO
Pristina
Tirana
ALBANIA
Skopje
MACEDONIA
Thessaloniki
Sofia
BULGARIA
Varna
Bucharest
Craiova
ROMANIA
Cluj-Napoca
Timisoara
Constanța
Sevastopol
Odesa
MOLDOVA
Chisinau
Iași
Kiev
Chernobyl
UKRAINE
Kharkiv
Dnipropetrovs'k
Donets'k
L'viv
BELARUS
Minsk
Vilnius
LITHUANIA
Kaliningrad
Riga
LATVIA
Tartu
Tallinn
ESTONIA
Moscow
Smolensk
Voronezh
Yaroslavl
Samsun
Istanbul
Bursa
Ankara



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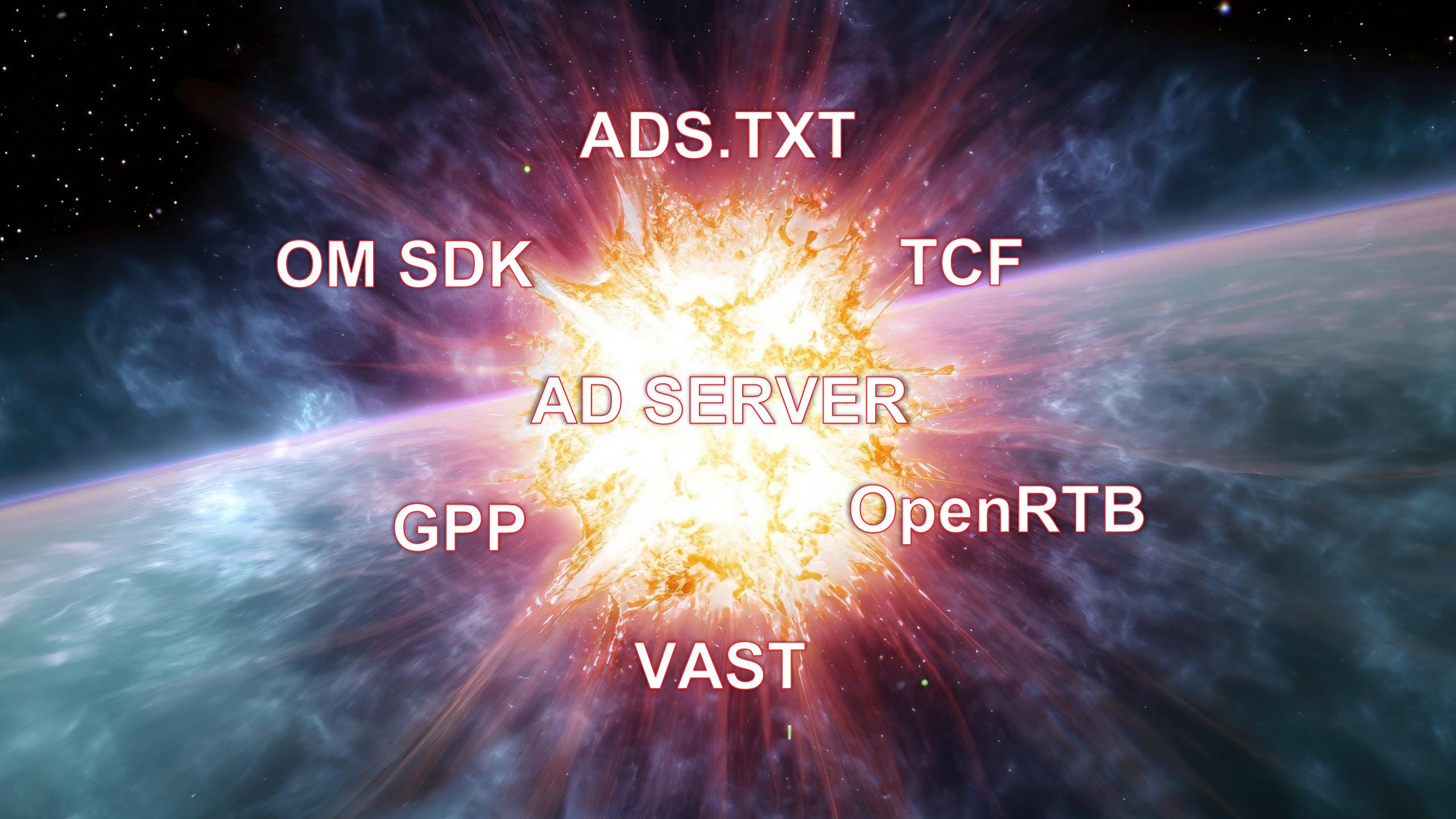
ADS.TXT
OM SDK
TCF
AD SERVER
GPP
OpenRTB
VAST

HAPPY
BIRTHDAY

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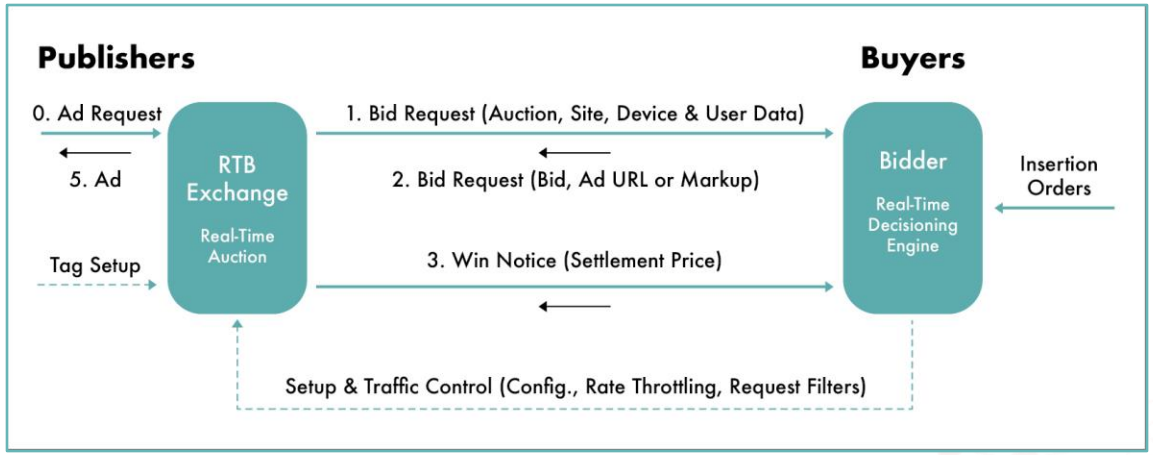

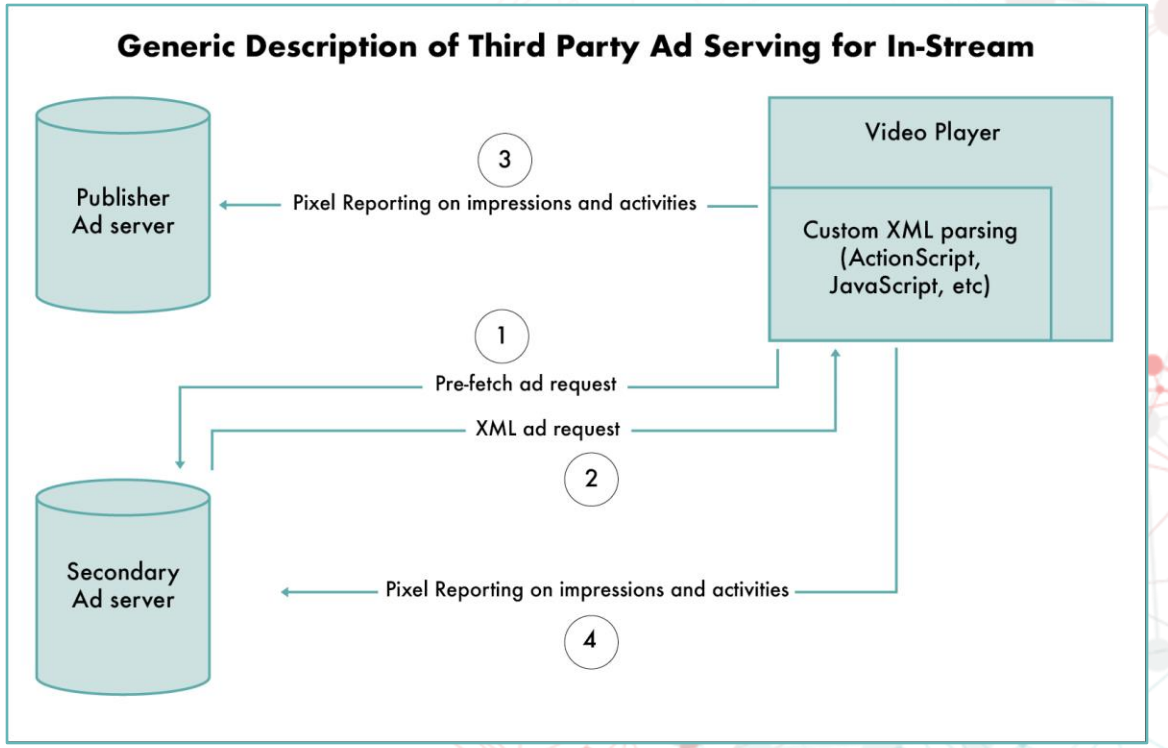

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smartadserver.com, 4
contextweb.com, 5602
pubmatic.com, 156439,
pubmatic.com, 154037,
rubiconproject.com,
openx.com, 537149888,
appnexus.com, 3703,
google.com, pub-40907
```

Ad Exchange	Publisher / Account ID	Relationship Type	Certification Authority (TAG)

```
t.com",
 Playa Vista, CA 90094",
},
  "seller_id" : "1019",
  "name" : "VerticalScope Inc.",
  "domain" : "verticalscope.com",
  "seller_type" : "PUBLISHER"
}, {
```

RESET

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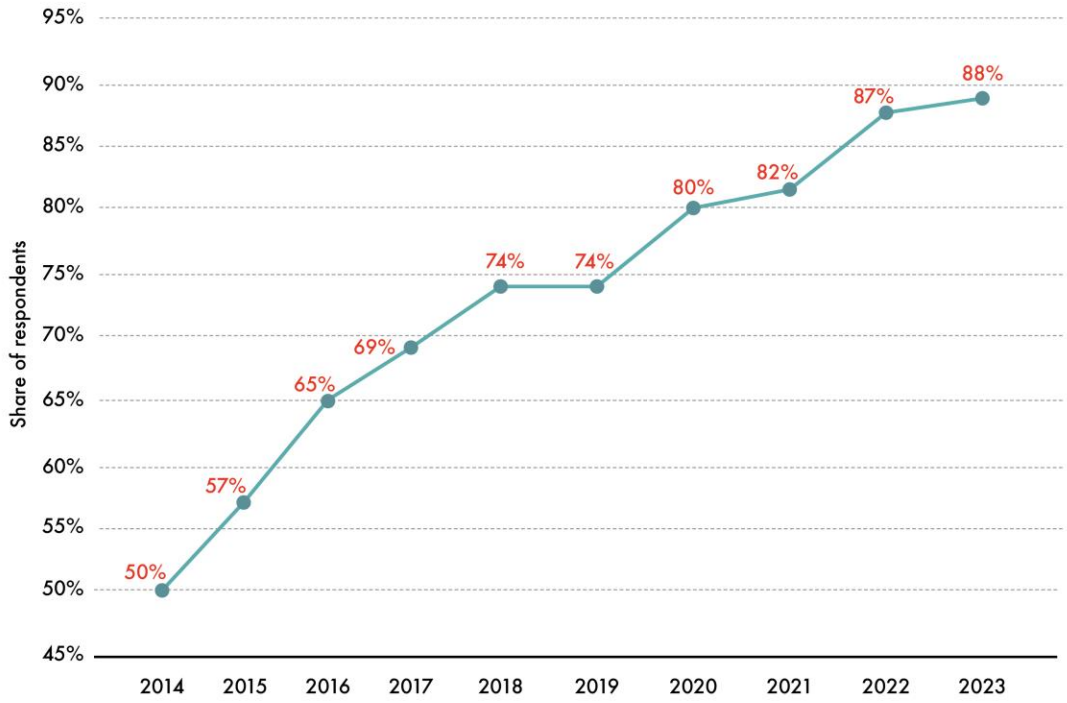
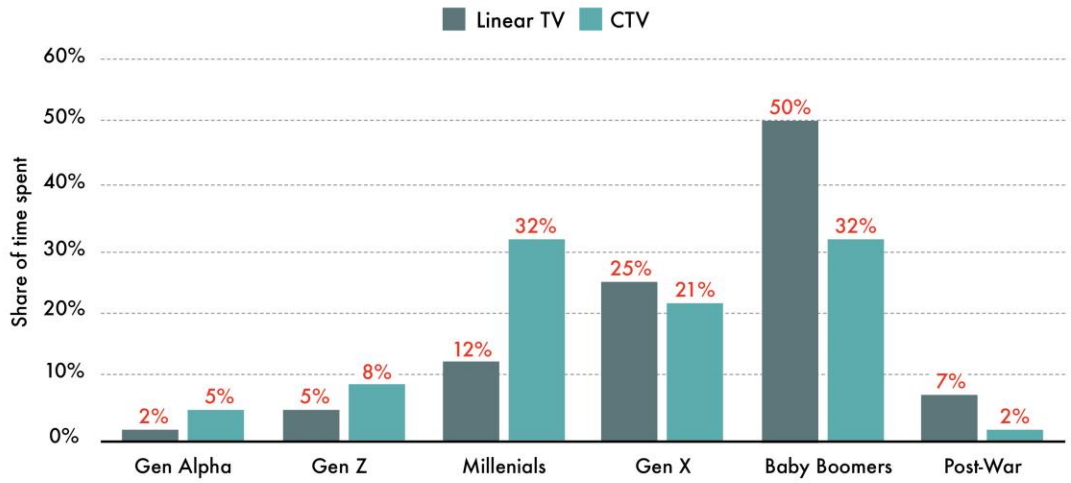
CTV penetration rate in the United States from 2014 to 2023

Connected TV penetration rate in the U.S. 2014-2023



Distribution of time spent consuming linear TV and connected TV in the United States in 2022, by generation

Breakdown of linear TV and CTV time spent in the U.S. 2022, by generation



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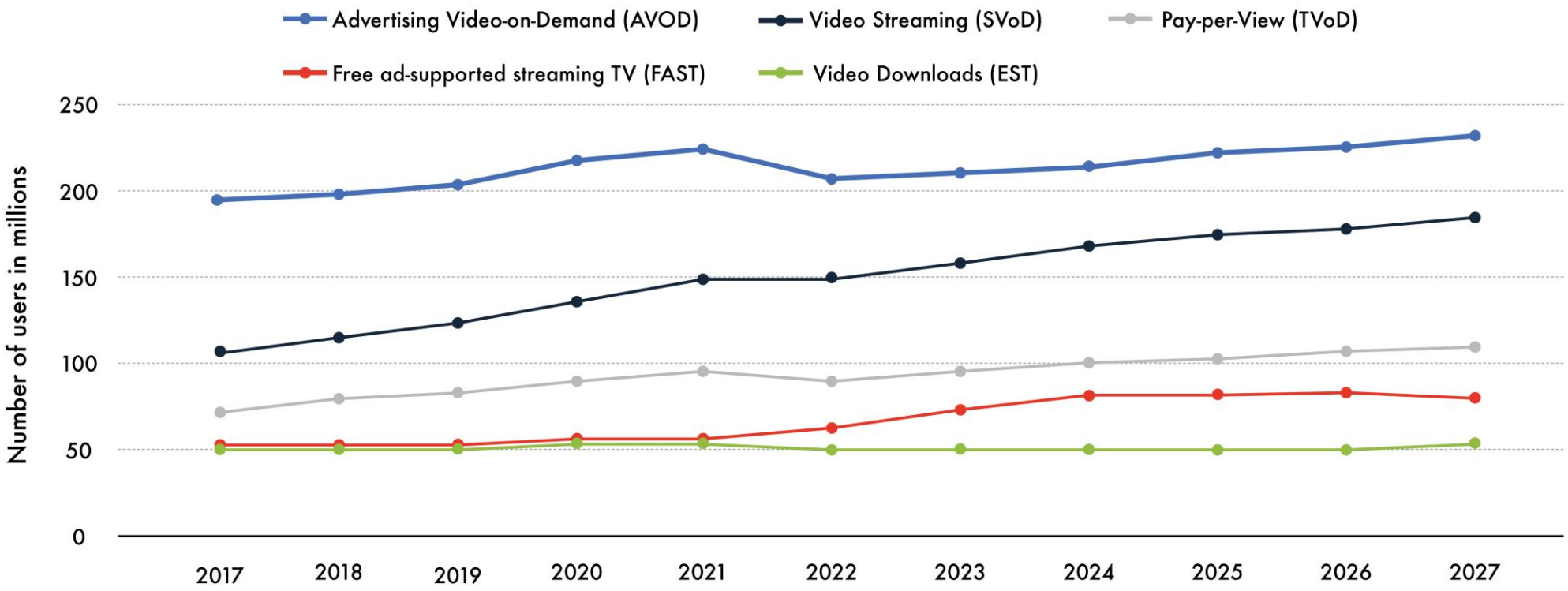
Number of video-on-demand users in the United States from 2017 to 2027, by type (in millions)



ADVANCED TV

APPS
My Apps
What's New
Most Popular
Video
Lifestyle
Entertainment
NETFLIX
amazon video
HBO NOW
Sports
PANDORA
vimeo
YouTube
hulu
HBO GO
TRIBECA SHORTLIST MOVIES WORTH WATCHING
FANDANGONOW
iHeart RADIO
Options

Tech Lab Advanced TV Charter

Establish a set of technical standards and best practices to support the following use cases across CTV, linear and broadcast environments

Universal Measurement & Reconciliation
Create the framework for streamlined reconciliation of TV buys across CTV, linear, and broadcast environments

Full Auditability
Develop open-source measurability for tracking ad creative across all environments

Interoperability
Establish a standardized token creating a structure for audience interoperability and addressability

Improved Ad Validation
Further develop CTV anti-fraud measures and more accurately account for viewability

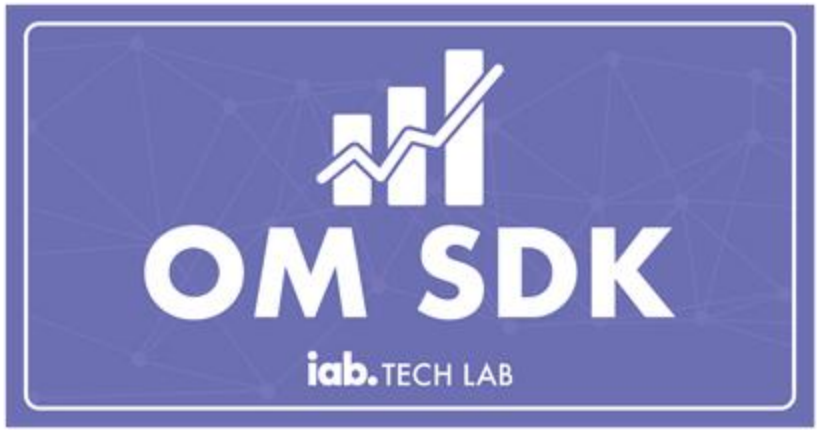
Frame Accurate Replacement
Sets up an impression-based TV market, which advertisers want today. Creates a cross-environment frequency capping solution. Standardize the means by which various TV constituents can swap out inventory for resale

Advanced TV Measurement

What is Open Measurement?

The **Open Measurement** Software Development Kit (**OM SDK**) is designed to facilitate third party viewability and verification measurement for ads served to web video and native app environments.

- Project launch in 2017 to combat the fragmentation and limitations of mobile app measurement
- **Publisher maintenance saving**: one SDK integration for all measurement vendors
- Transparency in measurement through **shared source code**
- With the success of mobile app, OM SDK moved into web video in 2020 and **CTV in 2022**, giving buyers consistency of cross screen signals.
- **Privacy First & Vendor Agnostic**



The Open Measurement SDK for CTV

The Open Measurement SDK for CTV is an industry standard for viewability measurement across CTV environments.

Solves For:

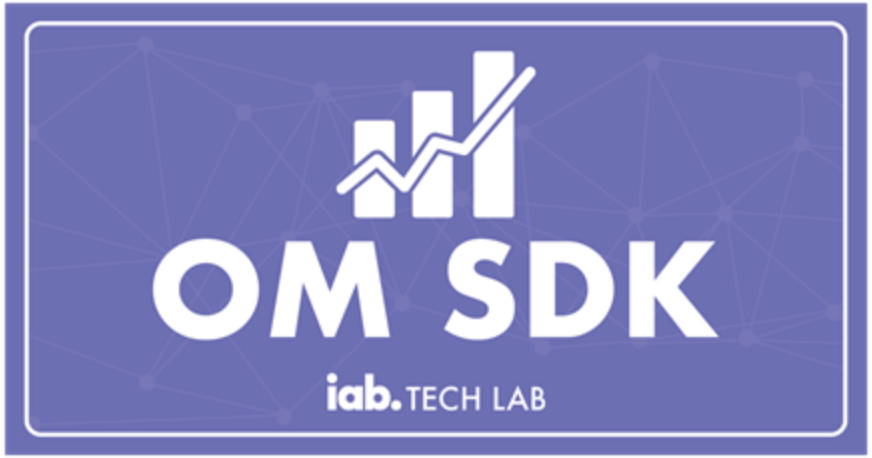
- **Is anyone watching?** OMSDK signals that an event or interaction occurred indicating someone is “still watching”.
- **Is the TV screen on?** OMSDK signals when the TV display is off, but applications may still be running.

Compatible OM SDK for Target/Platform & Environment

Target/Platform	Environment	SDK*	Compatible Platform Type **
iOS (iPhone/iPad) & Android Phone or Tablet	Mobile App	OM iOS SDK	iOS, Android respectively
Desktop/Mobile Web Browser	Web	OM Web Video SDK	Web
Apple TV	CTV	OM iOS SDK	CTV - iOS
Amazon Fire	CTV	OM Android SDK	CTV - Android
Android TV	CTV	OM Android SDK	CTV - Android
LG TV - **NEW!**	CTV	OM Web Video SDK	CTV - Web Video
Samsung Tizen - **NEW!**	CTV	OM Web Video SDK	CTV - Web Video

>40%

* The SDK downloaded from tools.iabtechlab.com
**The compliance type certified via the IAB Tech Lab OMSDK Compliance Process



Global Adoption

125+ companies (~half non-US) certified including:

verizon media · AdColony · TikTok · SmartNews · smart · The Walt Disney Company · InMobi · NBCUniversal · hulu · Teads · FreeWheel A Comcast Company · Rakuten · نبض · Samsung · PROMOGO Drive your brand further. · tvnz OnDemand · Yahoo! Japan

Profitability
&
Sustainability

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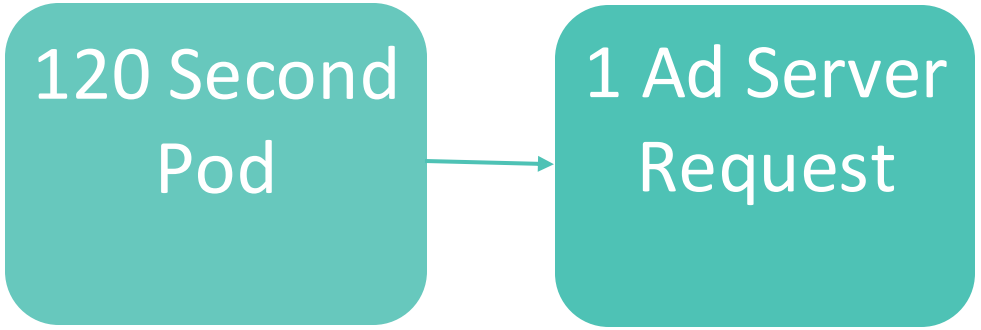
Sustainability with Ad Pods

Pod Duration

Ad 1 Ad 2 Ad 3

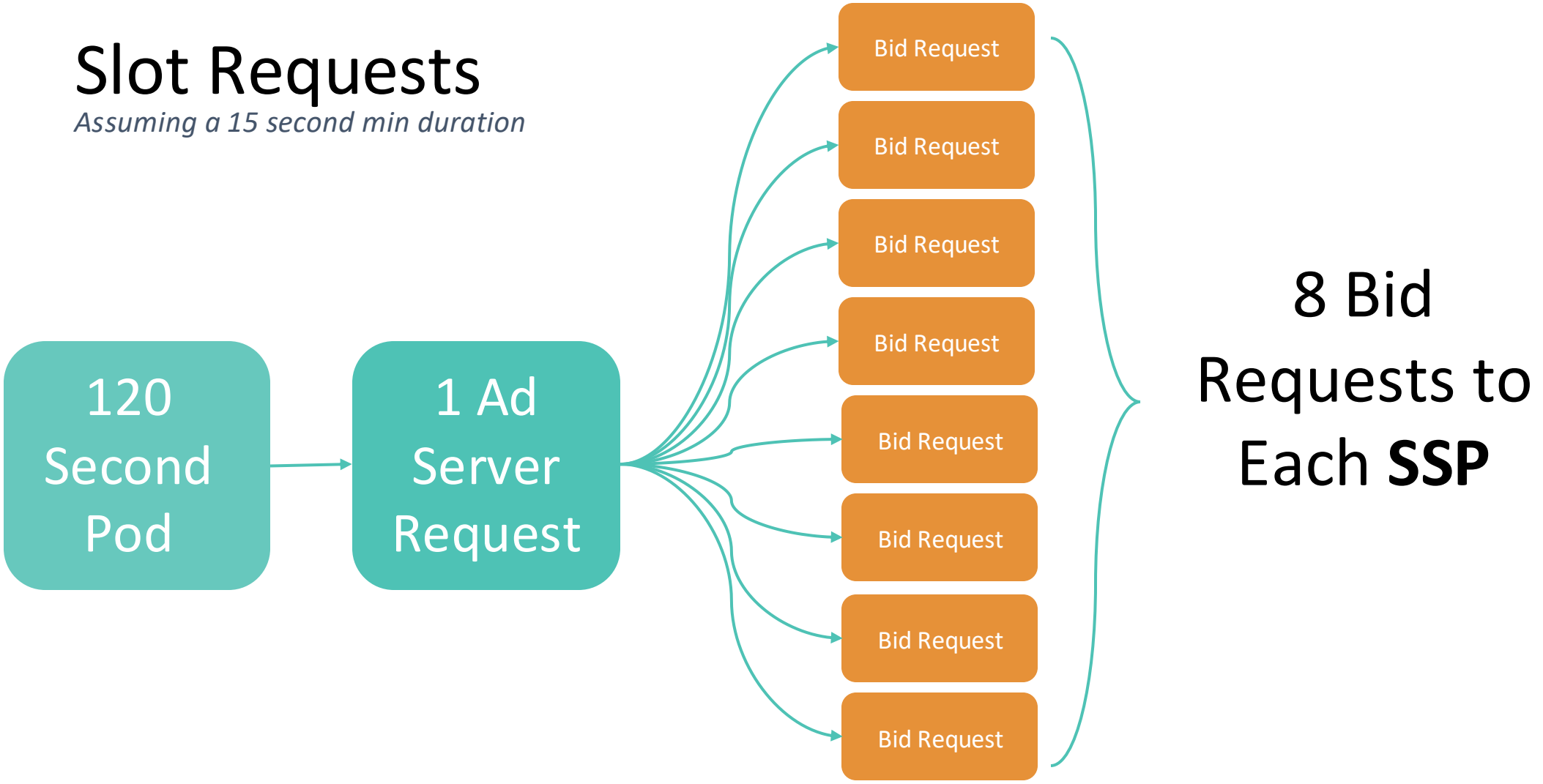
Slot Requests



Sustainability with Ad Pods

Slot Requests

Assuming a 15 second min duration



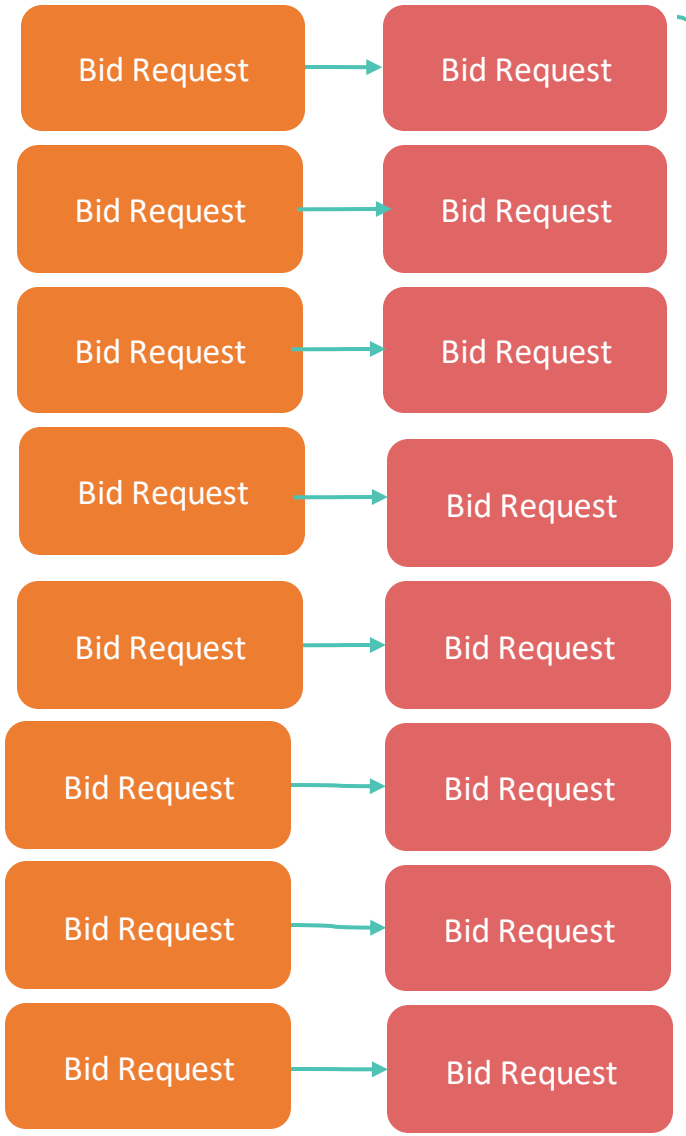
8 Bid Requests to Each **SSP**

Sustainability with Ad Pods

Slot Requests

Assuming a 15 second min duration

120 Second Pod → 1 Ad Server Request



8 Bid Requests to Each **DSP**

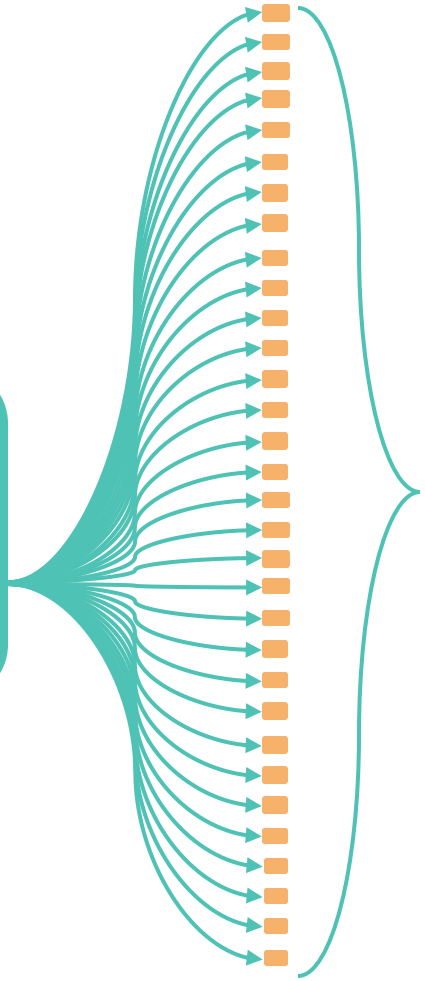
Sustainability with Ad Pods

What does this look like for Four SSPs?

Assuming a 15 second min duration

120 Second Pod

1 Ad Server Request



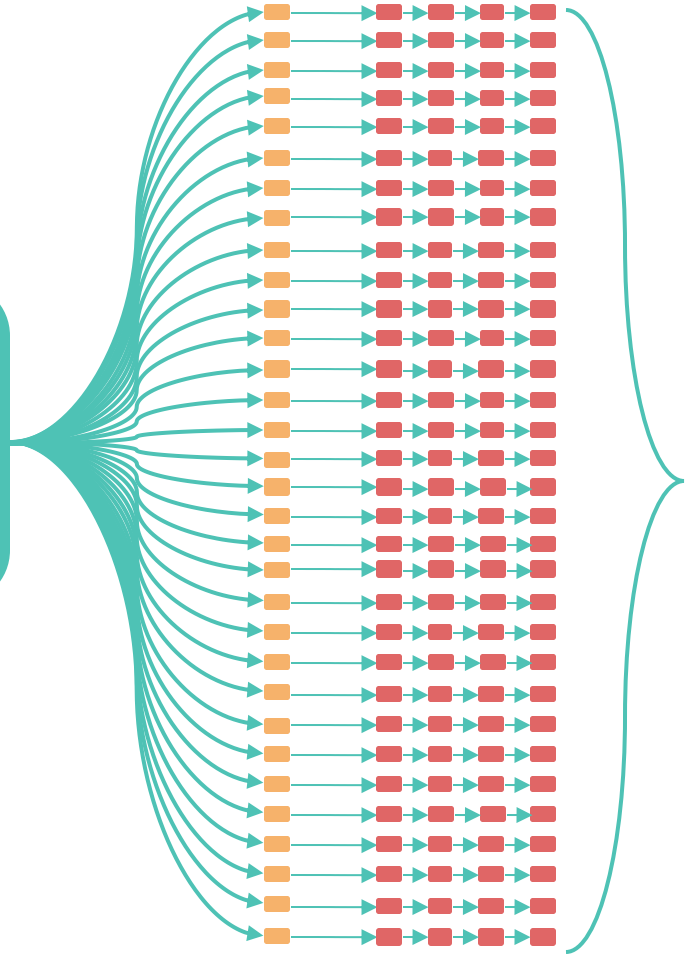
32 Bid Requests to SSPs

Sustainability with Ad Pods

And if all four SSPs have four DSP Connections?

Assuming a 15 second min duration

120 Second Pod → 1 Ad Server Request



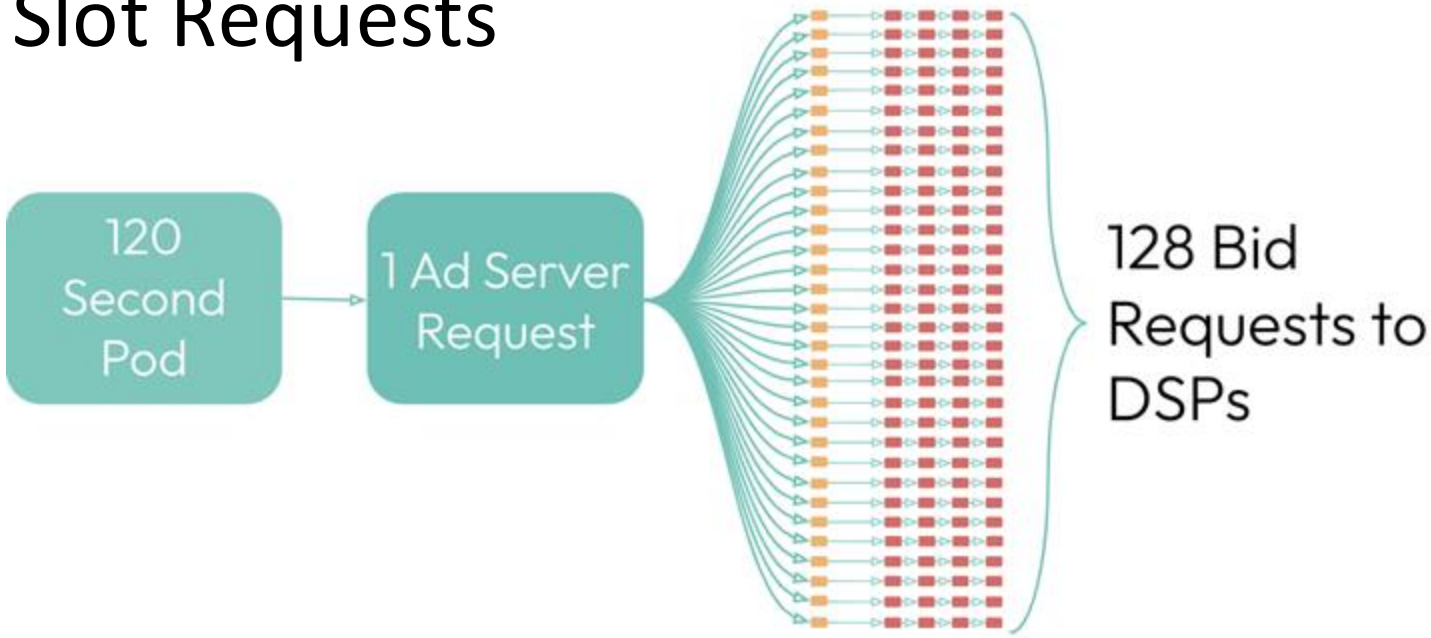
128 Bid Requests to DSPs

Sustainability with Ad Pods

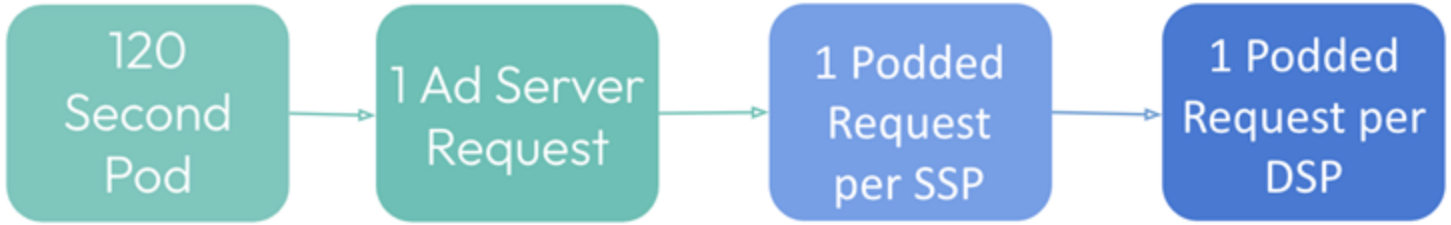
Sustainability with Ad Pods

Open RTB 2.5 Slot Requests

Assuming a 15 second min duration



Open RTB 2.6 Podded Requests



Podded Bidding Benefits

Better monetize CTV breaks

Higher fill rates within each pod

It's GREEN (and cost effective)

HOW

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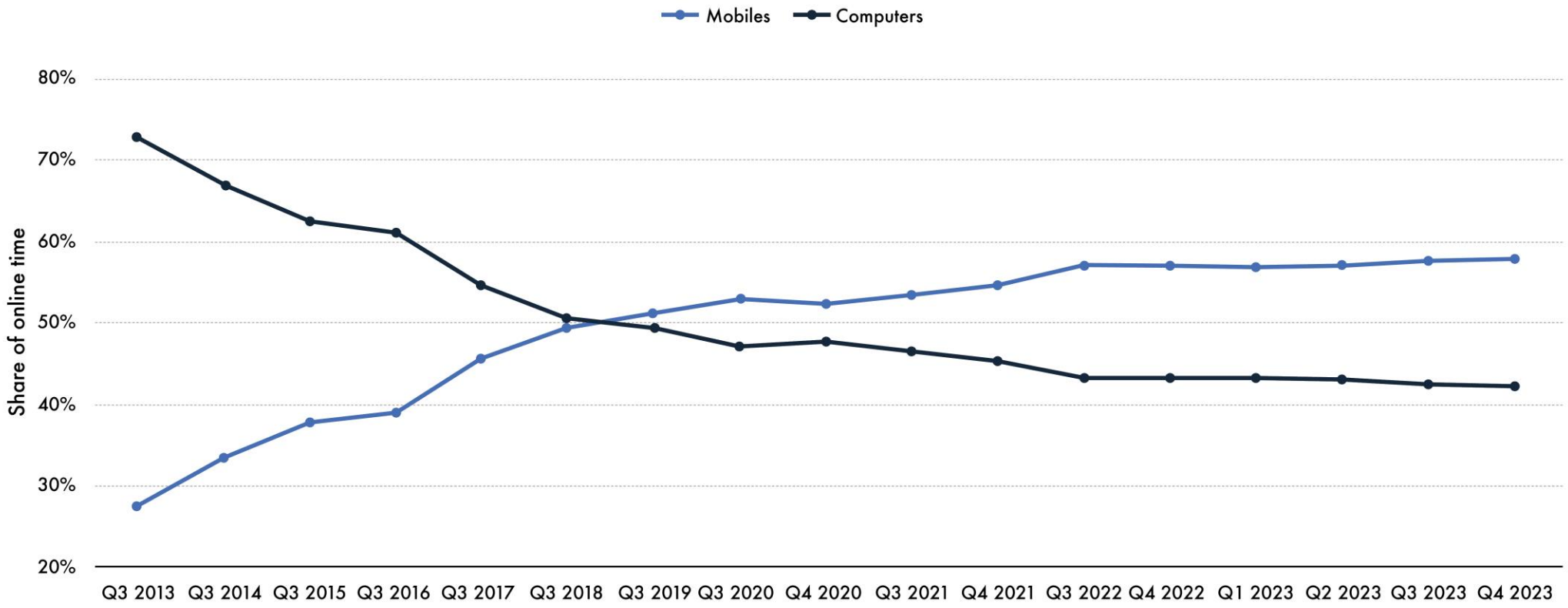
Average daily time spent online worldwide from 3rd quarter 2013 to 4th quarter 2023, by device



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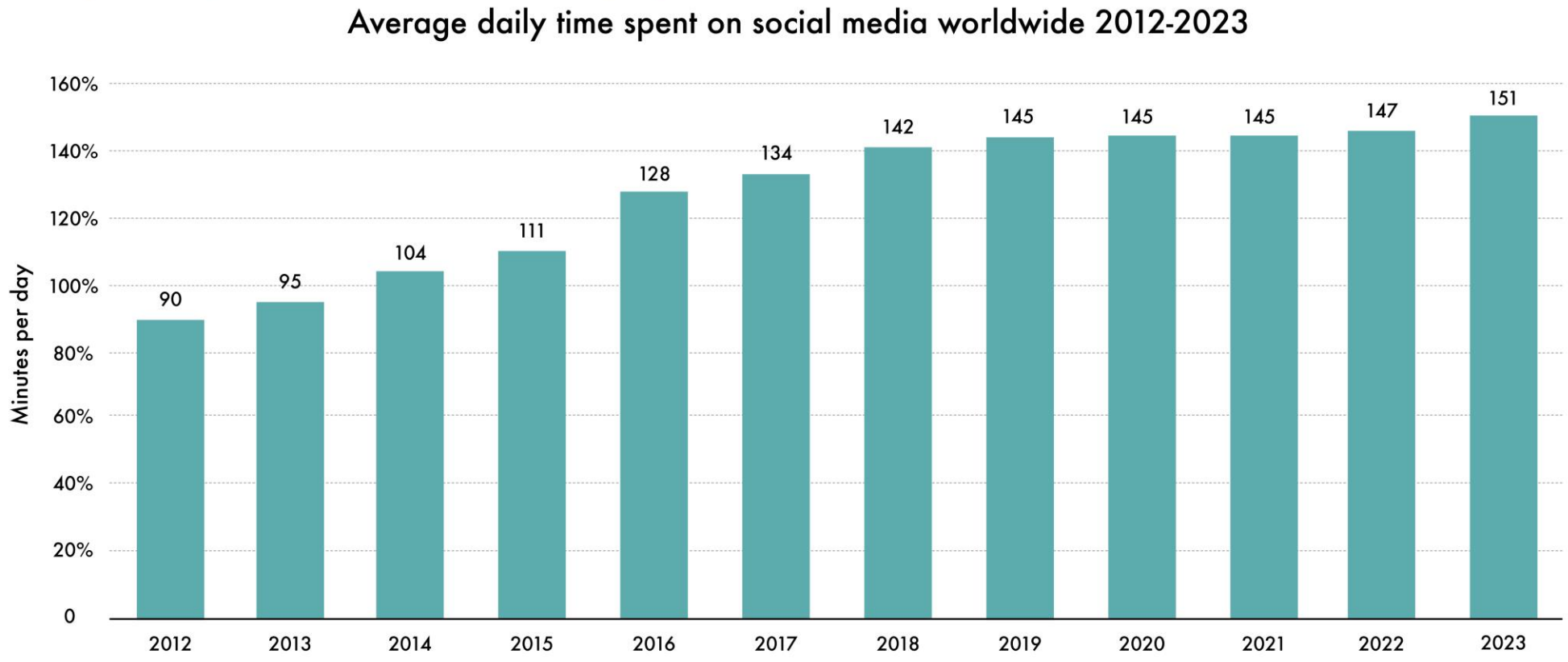
Daily time spent on social networking by internet users worldwide from 2012 to 2023 (in minutes)



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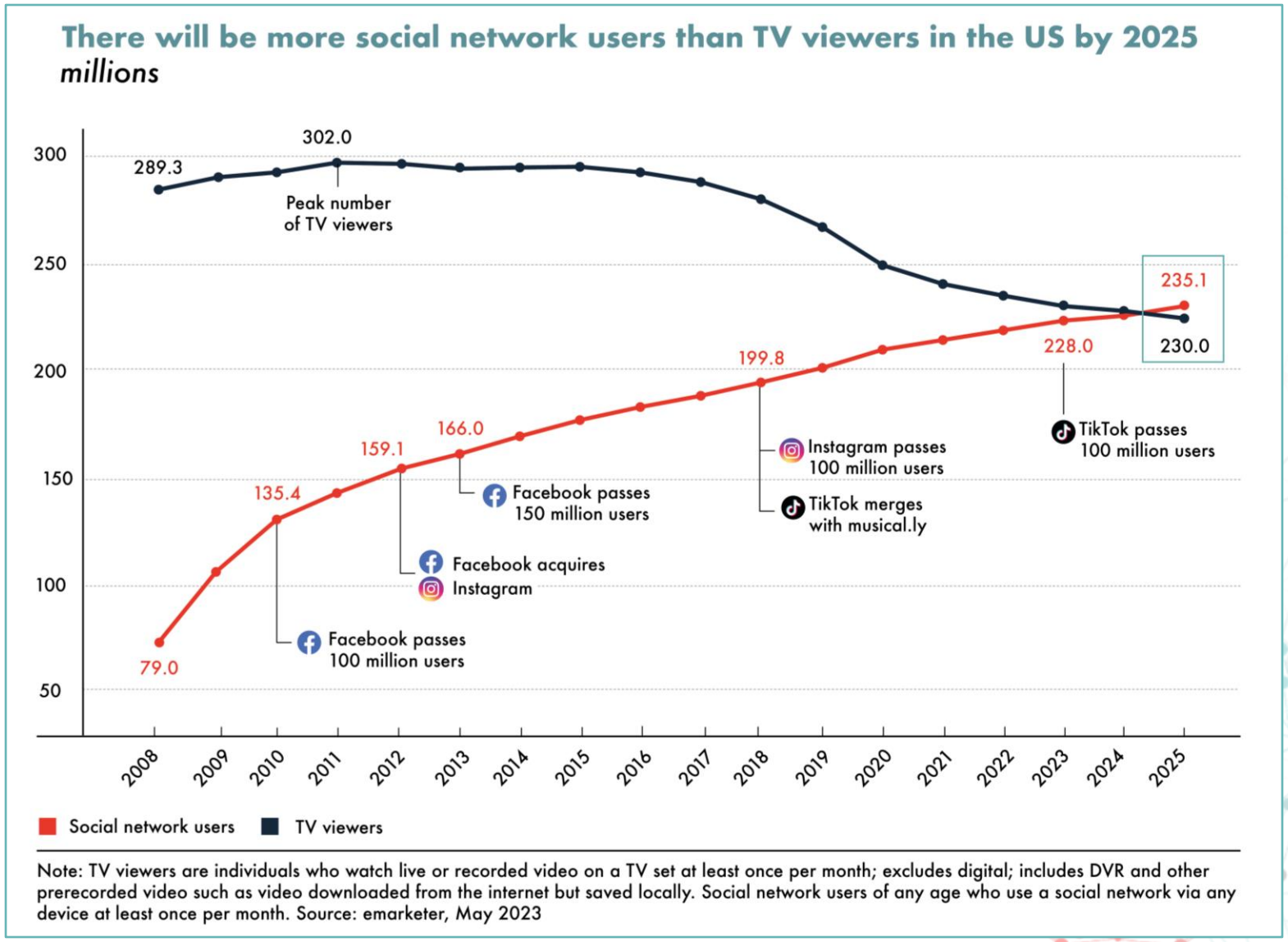

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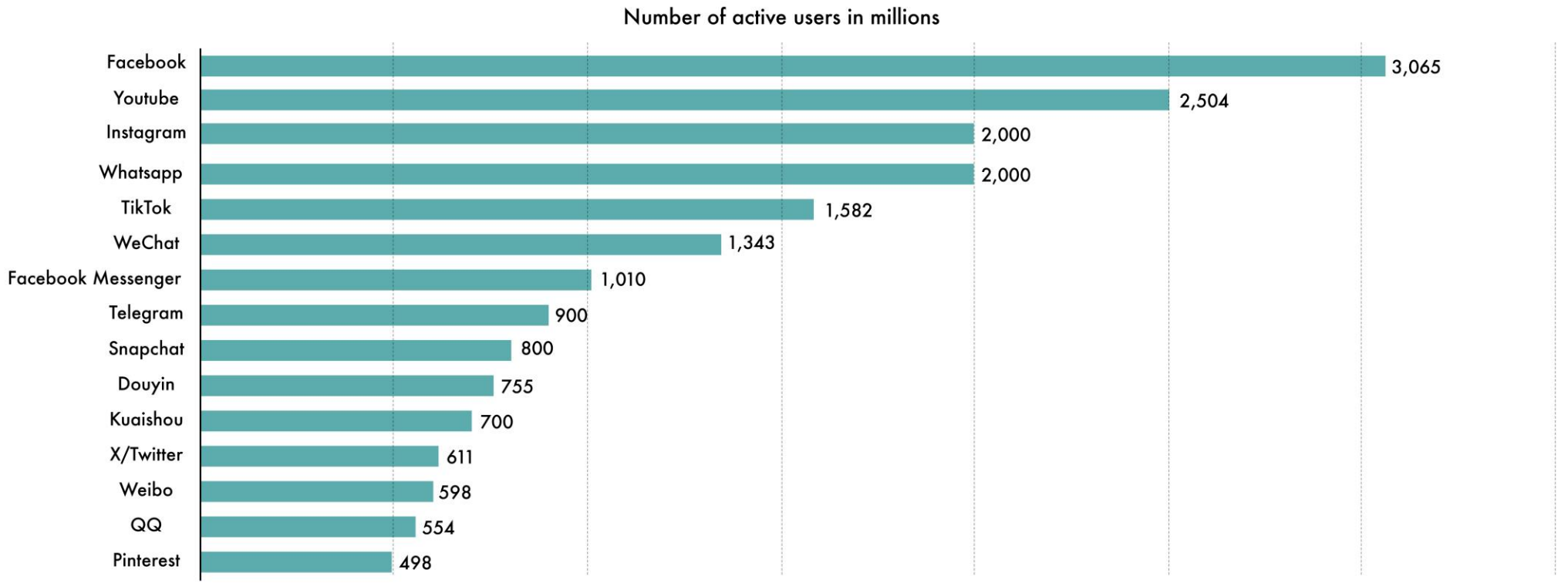
Most popular social networks worldwide as of April 2024, ranked by number of monthly active users (in millions)



PRIVATE
PROPERTY
PLEASE
RESPECT OUR
PRIVACY

Get Compliant!

GLOBAL PRIVACY PLATFORM

- Cross jurisdictional global consent compliance
- Flexible architecture to meet the distinct needs of any market's regulatory requirements
- Single API = multiple strings (US, TCF EU, TCF CA)
- **Supports privacy regulations in Europe, Canada, and 20 US states**
- **India & Brazil on 2025 roadmap**
- **Is Australia next?**

DELETE FRAMEWORK

- Standardized protocol for data deletion request signals
- Propagates requests throughout the ad supply chain
- Secure signed transmission of data deletion ensure legitimacy between requestor and recipient
- Supports data deletion rights across regulations: GDPR, US State & Quebec
- **Finalized June 2024**

ACCOUNTABILITY PLATFORM

- Mechanism for the industry to evaluate the correctness and completeness of communication of privacy strings in the ad supply chain
- Periodic samples provide representative view of how privacy strings are deployed in the ecosystem
- Aid in organizations' compliance requirements as regulatory due diligence goes beyond contracts
- **Finalized November 2024**

The End of the Beginning

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123 . 89 . 46 . 72

First Octet | Second Octet | Third Octet | Fourth Octet

01111011.01011001.00101110.01001000

1 Byte=8 Bits

4 Byte=32 Bits

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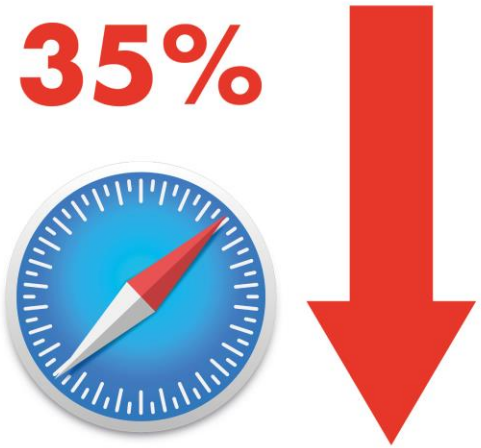
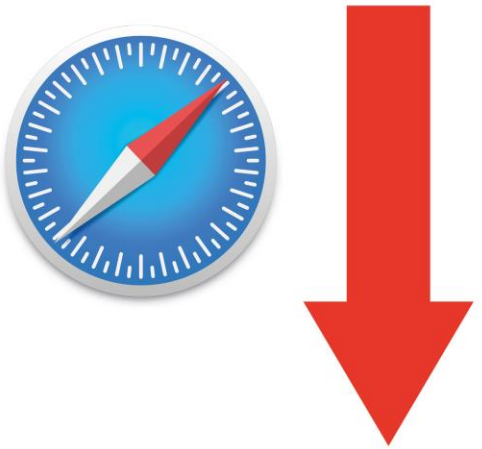
Precedent

35%



in **SAFARI DEMAND** over THE PAST THREE YEARS

40 - 60%



in **SAFARI CPMS**

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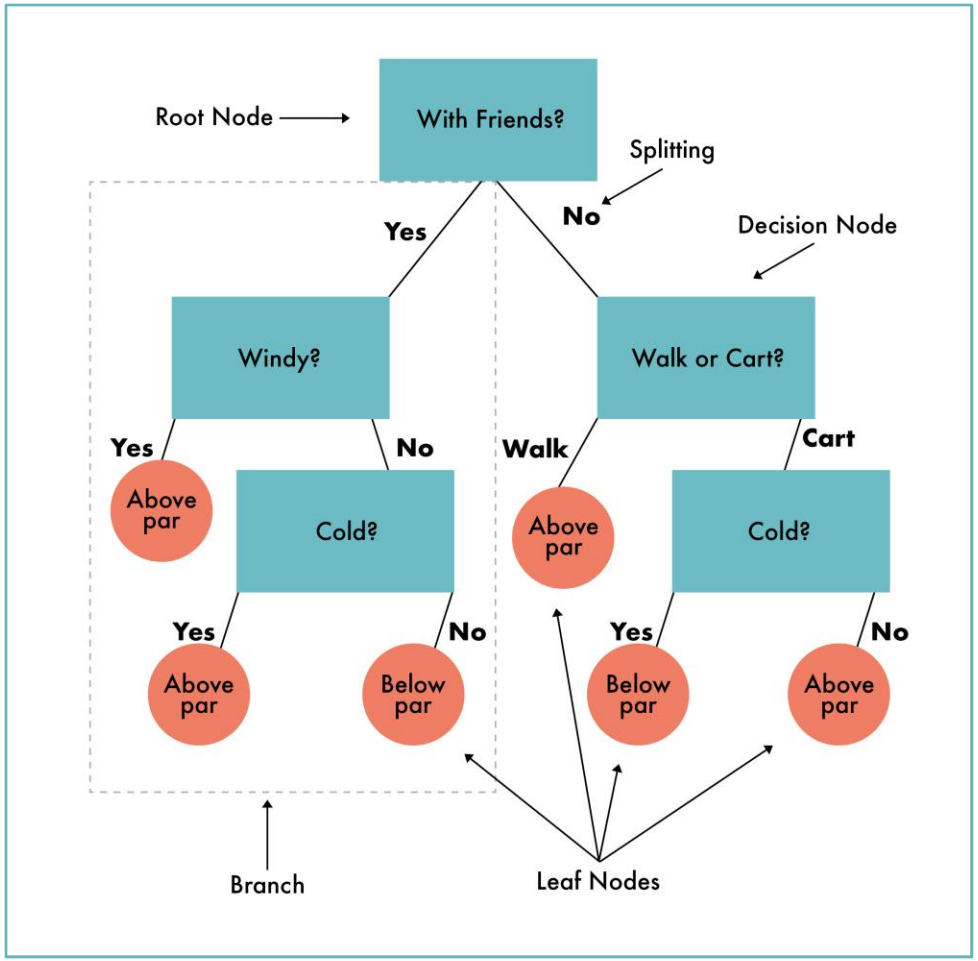

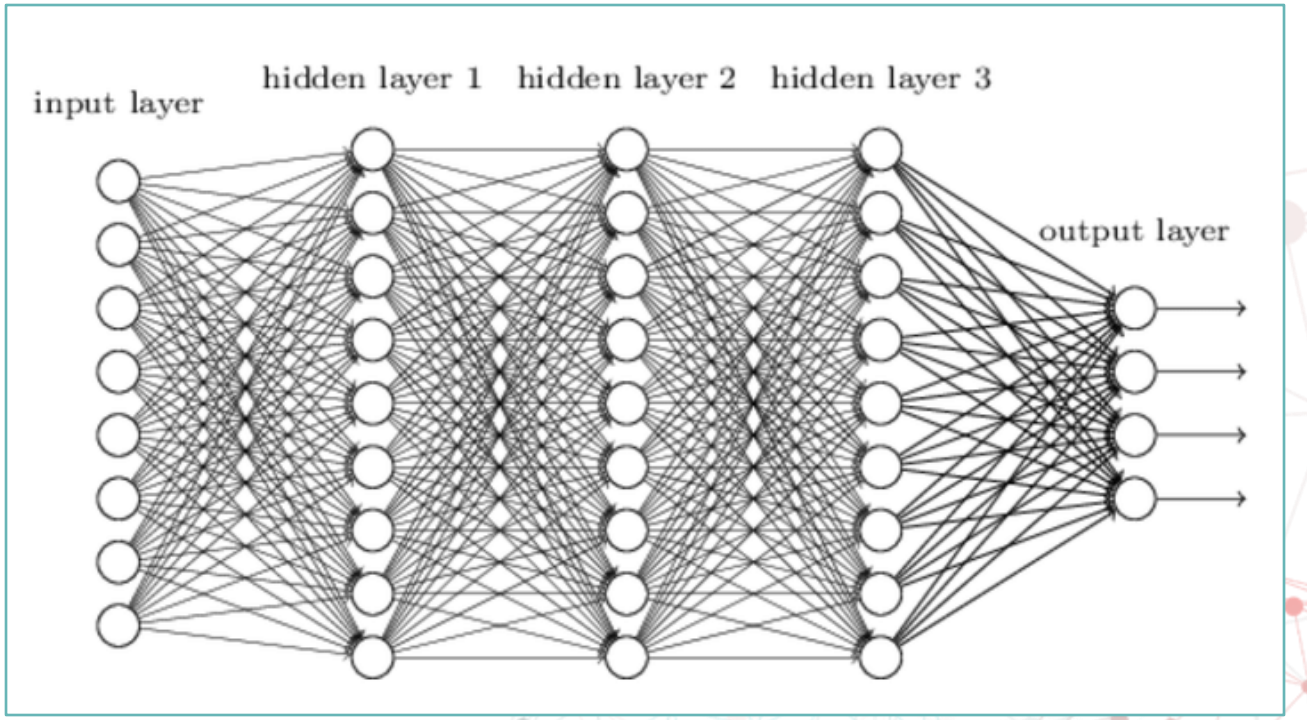

2025 Sneak Peak

AI Solutions for Publishers

Expanding Privacy Frameworks

Clean Room Standards

ID-Less Standards

CTV Creative Tech Standards

Server-Side Solutions

Commerce Media Standards

Privacy Lab

KEEP
CALM
AND
INNOVATE