

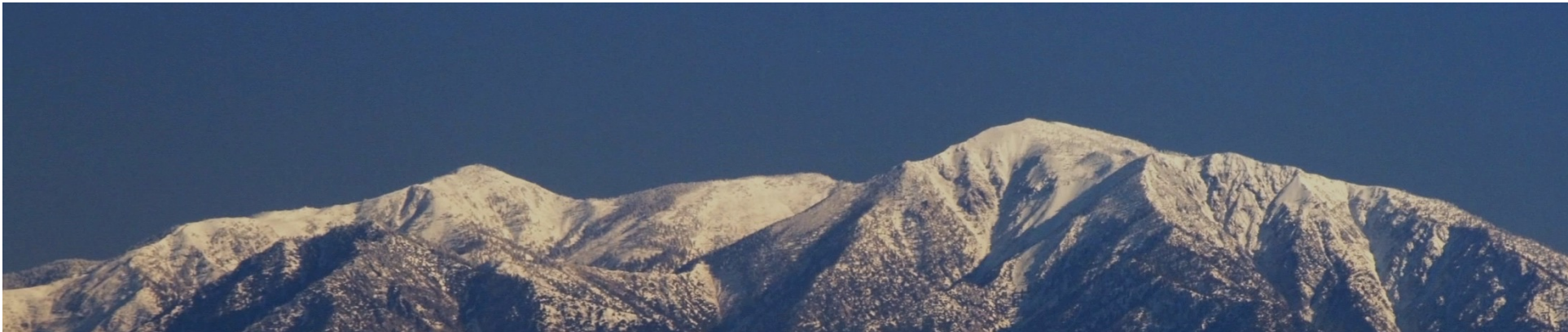
Evolutie van programmatic video

SpotX Benelux & Nordics

TV commercials 2.0
Dutch Guild - October 6th

SPOTX





SPOTX

THE TRUSTED PLATFORM FOR VIDEO ADVERTISING





280+ employees worldwide, founded in 2007.

The first to introduce RTB for video



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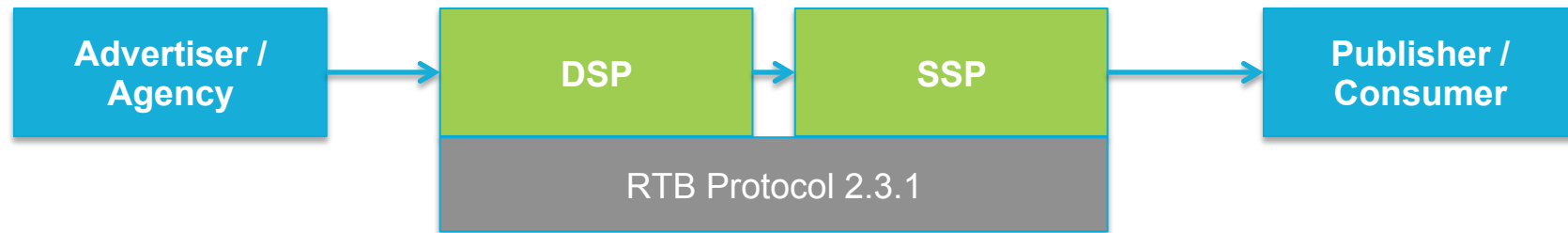
6+ Billion
Auctions per day

190+ Countries
Served impressions by SpotX

600+ Million
Uniques every month

.....

What is programmatic ?





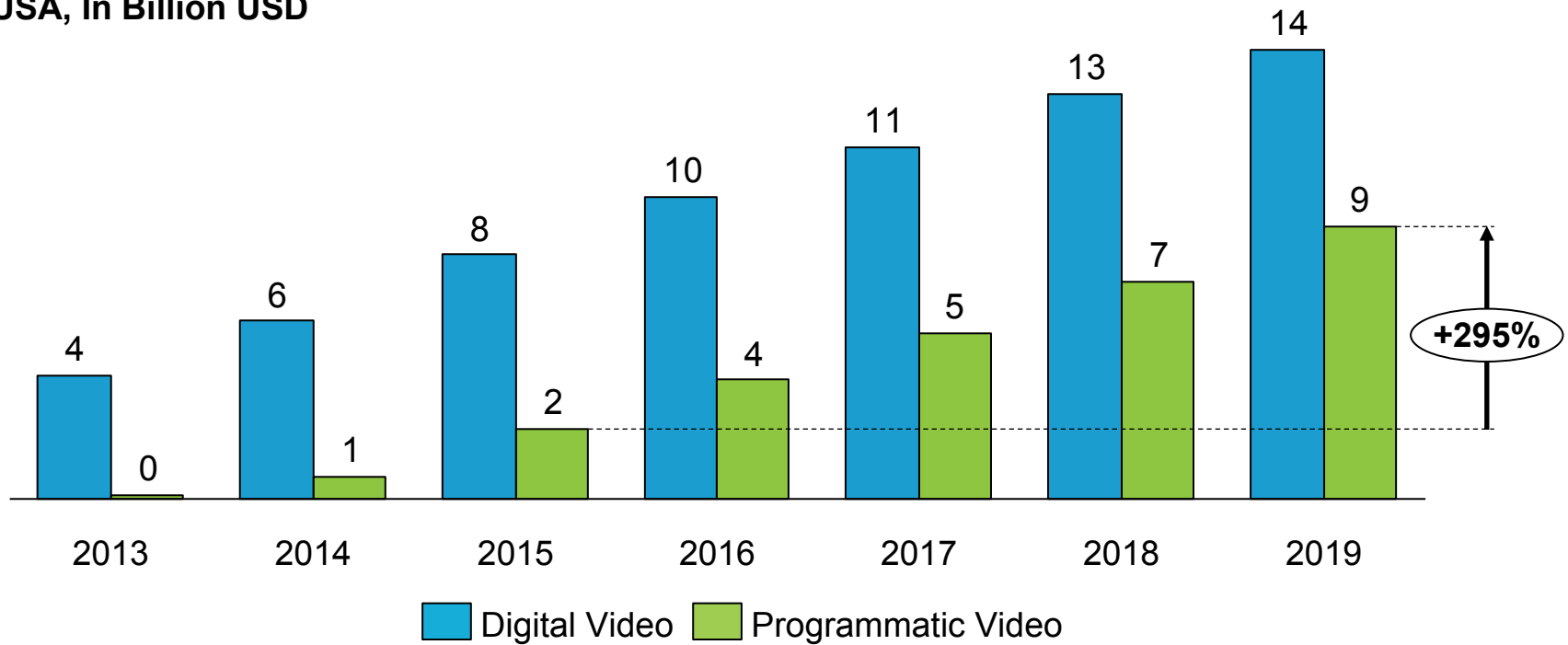
- Open industry standard
- Bid in real-time
- Demographic or behavioural data
- Replaces manual buying
- Formerly known as OpenRTB Consortium

SPOTX

Advertiser Domain	Ad Partner	Bids	Avg Bid CPM (€...)
www.skoda.nl	Videology	148,449	€13,68
www.kfc.nl	Videology	71,913	€18,68
oetker.nl	TubeMogul	69,684	€12,99
vananaarbeter.nl	DoubleClick Bid ...	55,810	€35,23
fbto.nl	IPONWEB	34,755	€24,06
zilverenkruis.nl	IPONWEB	33,352	€21,27
www.denieuwecaddy.nl	Videology	18,241	€13,72
zilverenkruis.nl	IPONWEB	14,145	€21,23
bacardi.com	DoubleClick Bid ...	11,720	€25,12
www.stedelijk.nl	Videology	10,714	€18,46
ziggo.nl	DoubleClick Bid ...	9,344	€27,54

Video ad spend

USA, In Billion USD



Bid request

- "imp":"http://search.spotxchange.com/vast/2.00/114183"
- "publisher":{"id":"102387","domain":"www.rtlxl.nl"}},
- "player_width=720&player_height=404",
- "video":{"mimes":["video/x-flv","video/mp4"]},
- "minduration":1,"maxduration":60,"startdelay":0
- "private_auction":1,"deals":[{"id":"18ff3.e9db4.f78f","bidfloor":20
- "geo":{"region":"NL-07"},"make":"Google","model":"Chrome - Windows","os":"Windows 8.1"

Adding real-time data

- Location– GPS Lat/ Long
- Device Type
- Advertising ID – IDFA or Unique User ID
- Ad start delay
- Bit rate
- Ad duration
- Linearity
- Content keywords
- Demographics



SPOTX

How Software Is Eating Video Ads And, Soon, TV

Marketers Must Prepare For The Rapid Rise Of Programmatic Buying For Online Video And TV Inventory

Programmatic TV Is Years Away: Simulmedia's Morgan

Posted: 03/11/2014 12:25 pm EDT | Updated: 03/12/2014 9:59 am EDT

Programmatic TV to Account for \$10 billion of TV Budgets by 2019

Average Rates for Mobile and Desktop Display to Continue on Upward Path

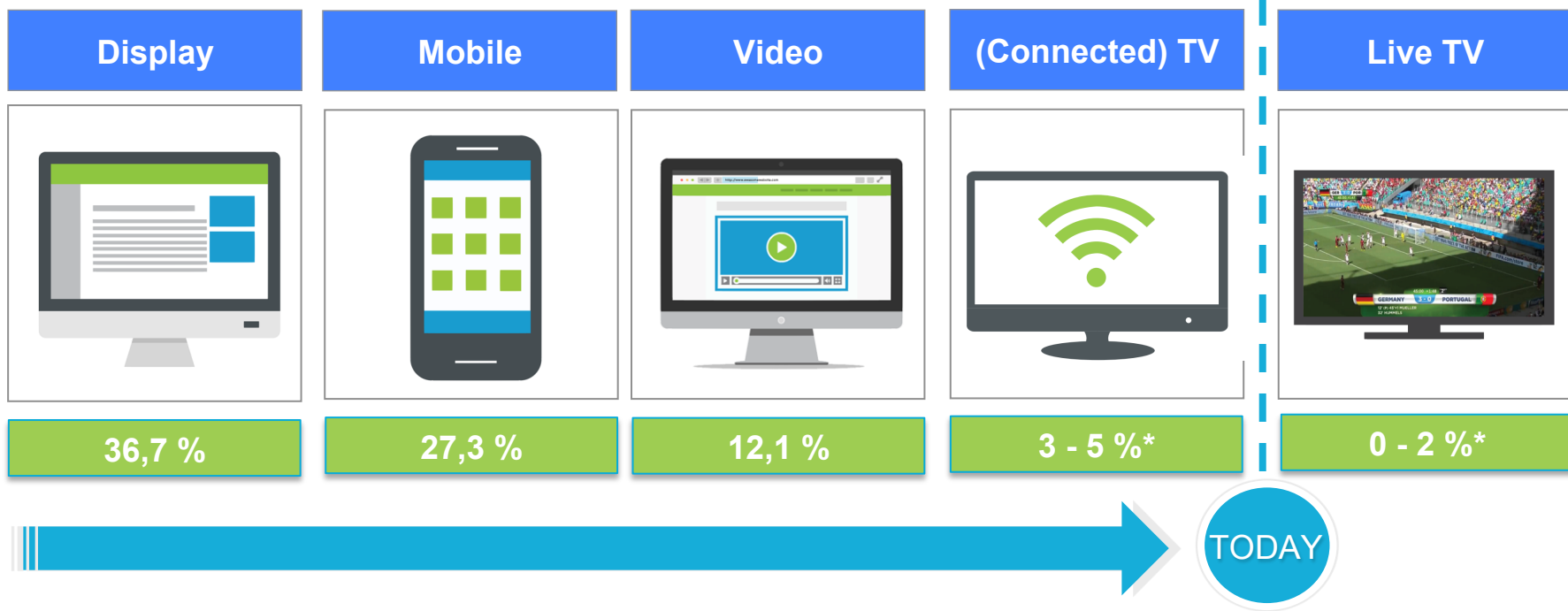
By [Alexandra Bruell](#). Published on May 28, 2015.

YouTube, Hulu, NBC Try Direct or Private Ways to Automated Buying

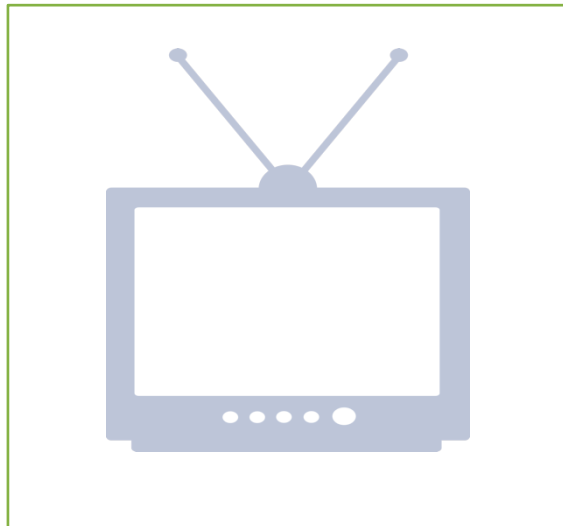
Video Advertising Enters the Programmatic Space

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Evolution of programmatic




Definition of TV



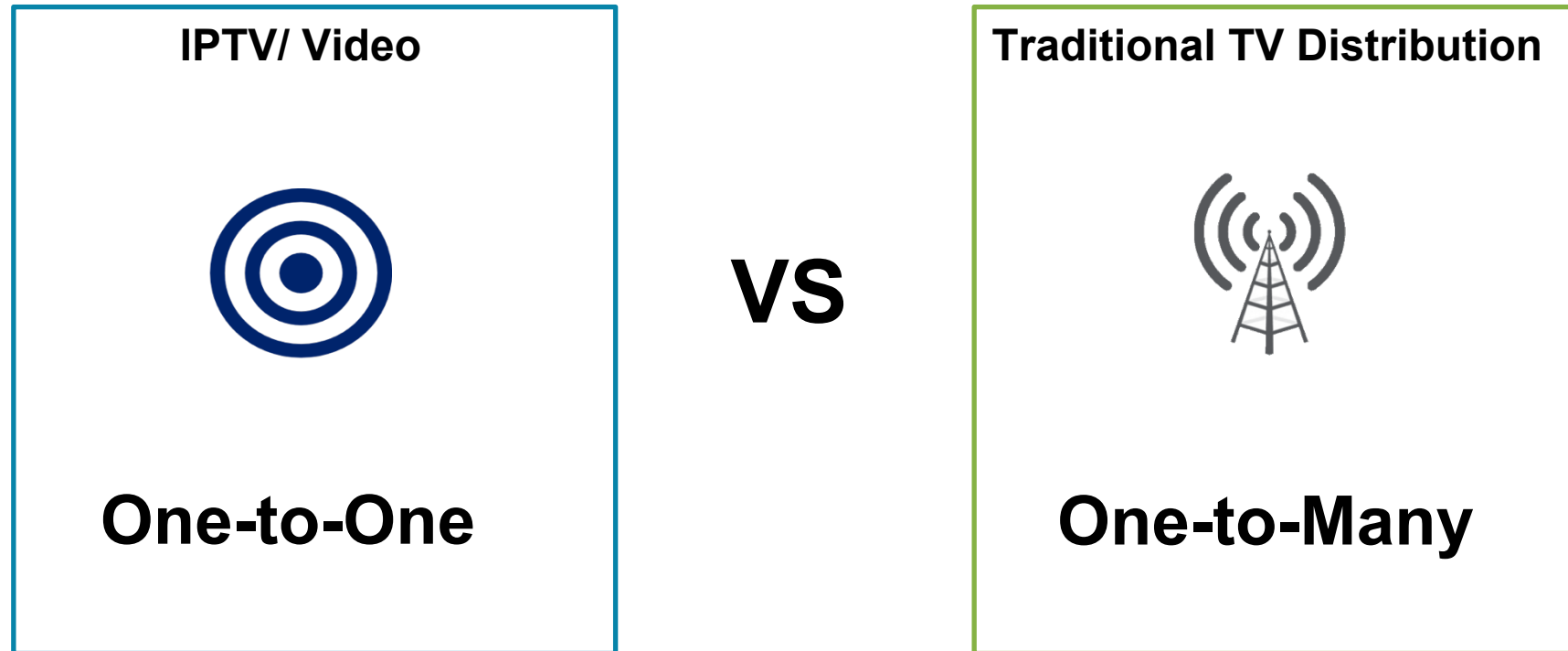
Samsung UN105S9 Curved 105-Inch 4K Ultra HD 120Hz 3D Smart LED TV
by [Samsung](#)
★★★★☆ | [1,575 customer reviews](#) | [208 answered questions](#)

Price: **\$119,999.99** Free Scheduled Delivery
[Low Price Guarantee](#)
[Enhanced delivery](#)

Note: Signature required for this item at time of delivery. [Details](#) ▾
Only 1 left in stock (more on the way).
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 **Want Your TV Professionally Mounted?**
Book a top-rated pro directly on Amazon. Backed by our Happiness Guarantee.
From **\$140.00**

Convergence of two ecosystems



Live TV - challenges

- Time synchronization
- Quality of commercials
- Infrastructure on buy- and sellside
- User experience
- Privacy (e.g. Household cookies?)

Next steps

- Protocol enhancements in Open RTB API 2.4
- Roadmap coordination with broadcast clients
- Partnership with Clypd



- Build repository of quality commercials
- Join OpenRTB working group or contribute to developer discussion board

THANK YOU

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