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# AGENDA

## 3:00 PM: INTRODUCTION

Sebastian Knauf, Senior Account Director, Germany

## 3:10 PM: PRESENTATION: Streamlining Digital. The growing importance of Supply Path Optimisation

Matthias Juergensen, Director, Publisher Development, Central Europe, PubMatic

## 3:30 PM: PRESENTATION: The Buyside Perceptions of In-App

Jeff Hirsch, CMO and Head of Publisher Development, PubMatic

## 3.50 PM: PANEL: In-App Advertising - The future or the Wild West?

- Moderator: Roger Williams, VP, International Marketing, PubMatic
- Eka Rabe, VP Programmatic, PubNative
- Jonas Wedemeyer, Technical Senior Account Manager, Adjust
- Paul Czekalla, Advertising Technology Manager, eBay Advertising

## 4:20 PM: BREAK

# AGENDA

**4:30 PM: PRESENTATION: How to attract greater brand spend with improved inventory quality**

Kofi Amoako, Associate VP, Customer Success Operations EMEA, PubMatic

**4:50 PM: FIRESIDE CHAT: The Future of Video Advertising**

- Sebastian Knauf, Senior Account Director, Germany, PubMatic
- Sabine Schmidt, Head of Programmatic & Ad Operations, Webedia

**5:20 PM: WRAP UP:**

**5:30 PM: DRINKS & CANAPES**



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REDWOOD CITY PUNE  
NEW YORK MUNICH AMSTERDAM  
LONDON SINGAPORE HAMBURG

# WHAT IS HAPPENING IN SUPPLY PATH OPTIMIZATION?

TOKYO MILAN NEW DELHI  
SYDNEY STOCKHOLM

**Matthias Juergensen, Director, Publisher Development, Central Europe,  
PubMatic**

**27<sup>th</sup> March 2019**

REDWOOD CITY PUNE  
NEW YORK MUNICH AMSTERDAM  
LONDON SINGAPORE HAMBURG

# WTF is SPO and is it relevant in Germany?

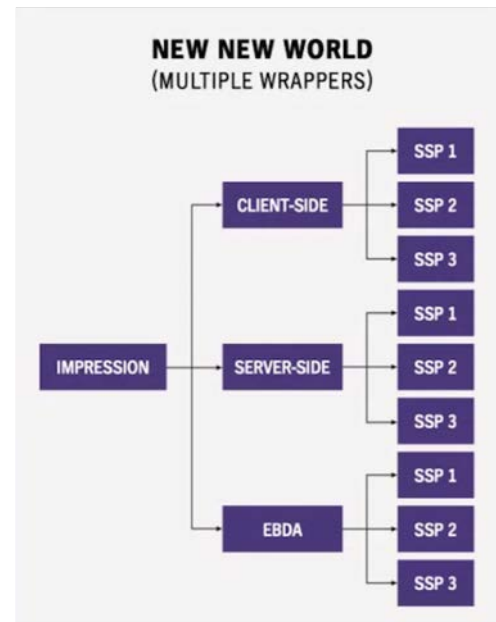
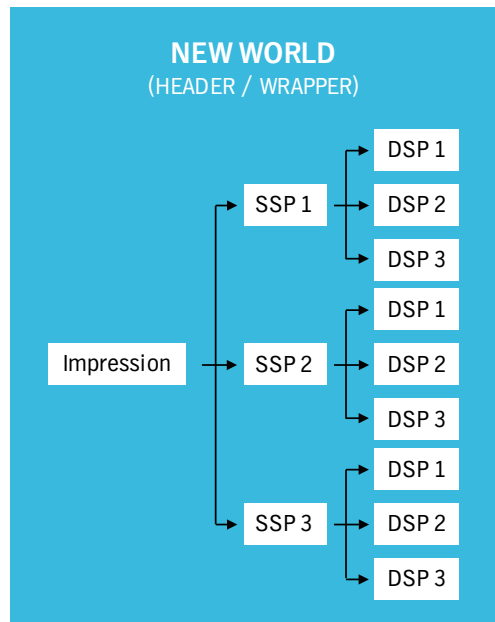
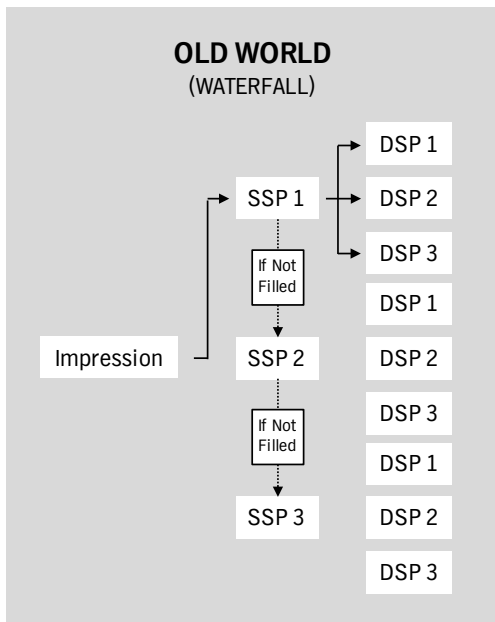
TOKYO MILAN NEW DELHI  
SYDNEY STOCKHOLM



# SPO - Supply Path Optimization is:

- a technology
- a process
- an agreement
- a ...

# HEADER BIDDING





# HEADER BIDDING

***‘You can get the same publishers across four or five exchanges [...]***

Bill Simmons, CTO, DataXu

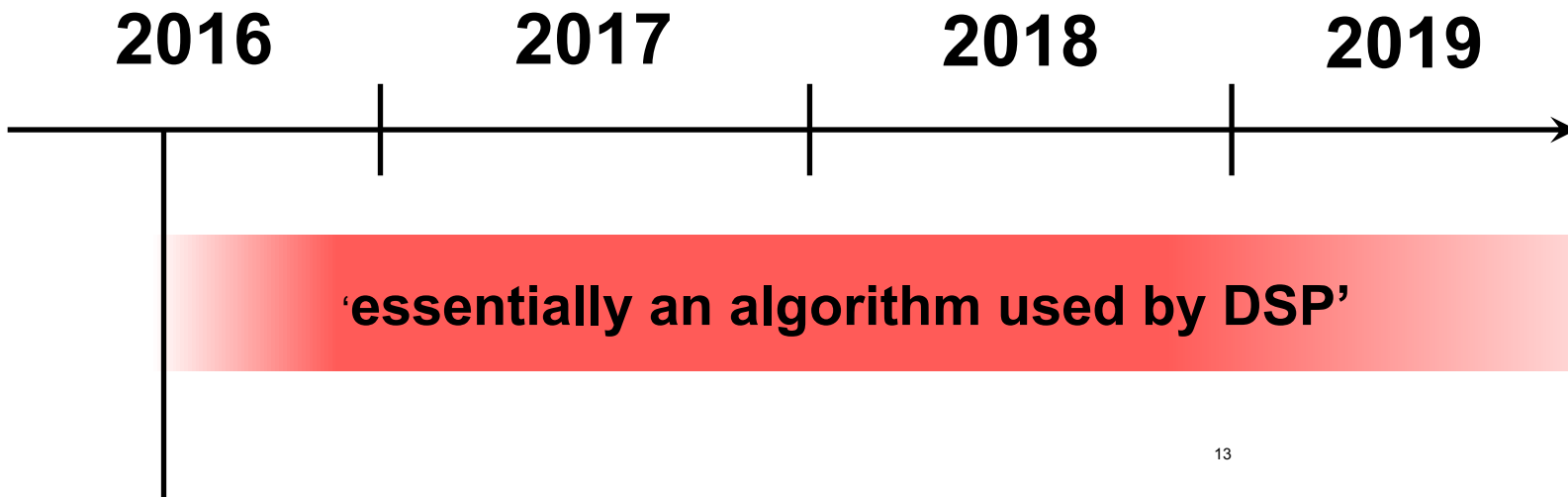
***‘If I’m buying the same impression from three different SSPs, I have to find ways to differentiate them [...]***

Bian Stempeck, CCO, The Trade Desk

<https://www.thetradedesk.com/news/adexchanger-header-bidding-unleashed-a-huge-infrastructure-problem-and-ad-tech-will-either-sink-or-swim> (April 24, 2017)



# EVOLUTION OF SPO



Introduced in  
August 2016

<https://digiday.com/media/what-is-supply-path-optimization/> (May 24, 2017)

13

# TWO YEARS AGO EVERYTHING CHANGED...

*'We serve ads to consumers through a non-transparent media supply chain with spotty compliance to common standards, unreliable measurement, hidden rebates and new inventions like bot and methbot fraud'*

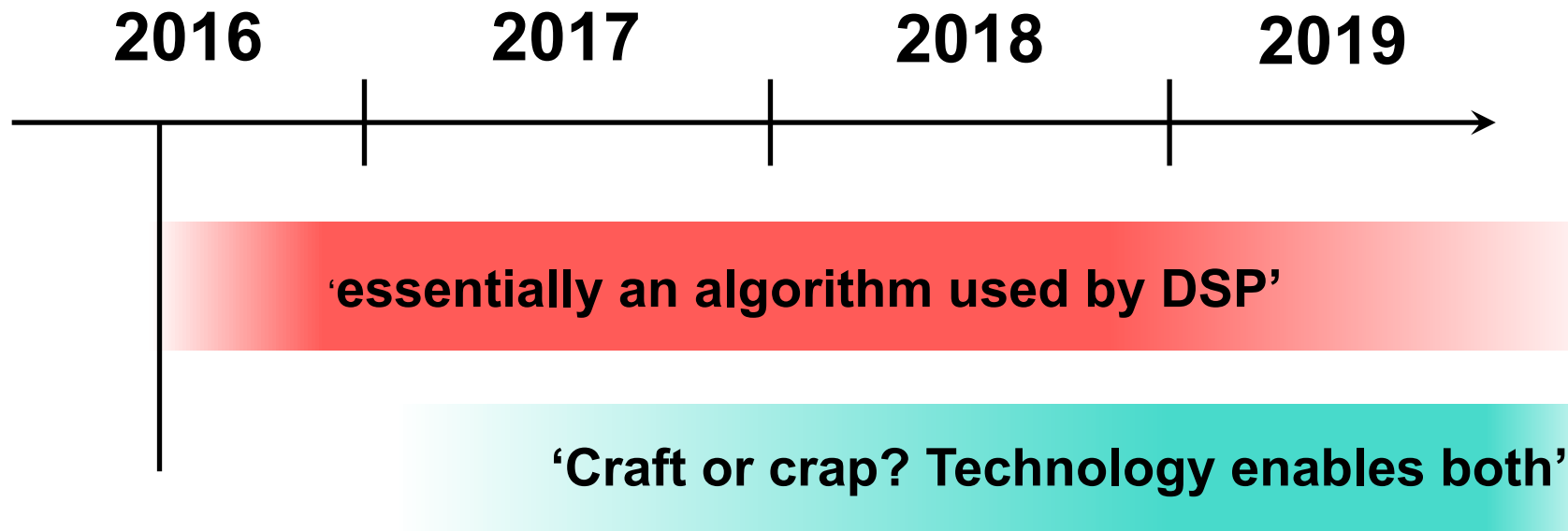
— Marc Pritchard, CBO, P&G, at IAB Annual Leadership Meeting 29<sup>th</sup> of Jan 2017



<https://www.marketingweek.com/2017/01/30/pg-media-buying/> (30 Jan 2017)



# EVOLUTION OF SPO



<https://digiday.com/media/what-is-supply-path-optimization/> (May 24, 2017)

‘We have a media supply chain that is murky at best and fraudulent at worst’



# „Selbstverliebte Marketingfuzzis produzieren Schwachsinn“



Christian Meyer, Head of Digital, Müller Gruppe

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[https://www.wuv.de/digital/mueller\\_milch\\_rechnet\\_mit\\_dmexco\\_und\\_digital\\_hype\\_ab](https://www.wuv.de/digital/mueller_milch_rechnet_mit_dmexco_und_digital_hype_ab) (1. September 2016)



# SPO = RESPONSE to these challenges:

1. Transparency
2. Measurement
3. Latency
4. Privacy
5. Viewability
6. Fraud
7. Adverse Context
8. Ad Blocking
9. Digital *Duopoly*
10. Fragmentation

<http://blog.pixalate.com/digital-supply-chain-quality-transformation-dmexco-2017> (September 14, 2017)

# ‘Agencies are waking up to the fact that they need to lean in beyond the DSP’

Score	
July 2017 - December 2017	
Metric	Score
Total # of bid requests	
Average vCPM -	
Average vCPM -	
Fraud % by Moat	
Fraud % by Moat	
Ads.txt Adoption	
URL Transparency	
WhiteOps Enrollment	
Participation in IAB	
Fraud Policy	
TAG Certification	
Auction Type	
Publisher Fee Visibility	

1. Supply Chain Transparency	Position on Transparency
	[SSP] supply chain transparency visibility of the benefits of transparency industry transparency agrees same transparency
	<b>Transaction File</b> [SSP] will provide time stamped prior approval file matching and [SSP] excludes If this reporting take rates and

## Supplier Checklist:

Please confirm adherence to the principles by marking the checkboxes and signing the bottom of the page. Feel free to include explanations below or as a separate document to ensure ultimate clarity.

- Company does not purposefully duplicate bid requests in their system, other than what is authorized by \_\_\_\_\_ if integration does not support arrays. This includes sending requests for the same impression opportunity sequentially with alternate floors
- Company does not send masked domains that are not directly associated with the end publisher site destination
- Company does not set floors differently by DSP for Open Auction
- Company does not use wrappers to unduly manipulate the auction or competition
- When Company is integrated with a publisher through two or more wrappers, Company does not use any information (e.g., bids, floors, etc.) from one wrapper to inform or adjust \_\_\_\_\_ transactions in another wrapper
- Company only uses \_\_\_\_\_ bid responses in real-time in the sole auction they were intended for
- Company does not run first price auctions if auction type=1 is not sent in the bid request.
- If auction type is not 1, Company does not increase floors in any way for \_\_\_\_\_ above the publisher set floors. This includes soft floors, dynamic floors, company-generated floors, etc.
- Company does not add any data to the bid stream without first notifying \_\_\_\_\_ including manipulation of device ids or cookie ids.

# 2018 SCORECARDS

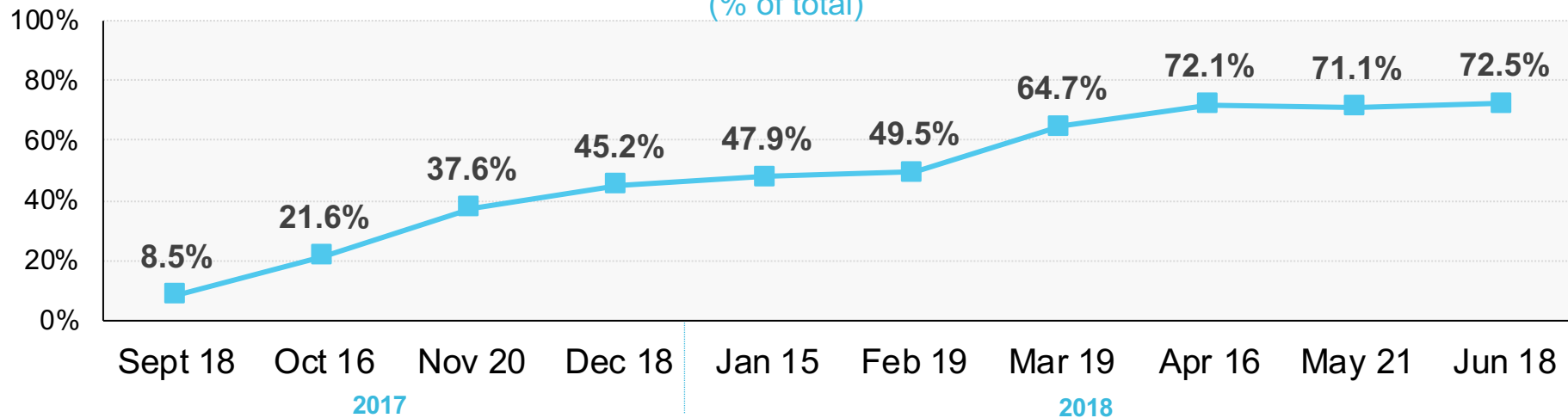
- Broad roll-out of ads.txt on desktop**
- IAB framework for apps-ads.txt launched**
- Removal of “buy-side” fees by most SSPs**



# 2018 SCORECARD: PROGRESS

Broad roll-out of ads.txt on desktop

Share of Websites Worldwide that Have Implemented Ads.txt  
(% of total)



Pixalate, "Q2 2018 ads.txt Trends Report", September 2018

# CASE: GOODWAY GROUP

## PubMatic and Goodway Group Introduce First Fully Transparent, Agency-Controlled SSP Fee Model

The Next Evolution of Programmatic Transparency Increases Advertiser ROI and Drives Sustainable Digital Growth for Publishers

Woodbury, NJ – (February 7, 2019) – PubMatic and Goodway Group announced today they have signed an agreement to place the management of the supply ad tech fee in the buyer's control. This partnership between PubMatic and Goodway Group is the first to introduce a 100 percent transparent, agency-controlled fee model that empowers buyers to improve the efficiency of their programmatic supply path and drive sustainable increases in digital advertising revenue to publishers.

As brand spend continues to drive growth of the programmatic industry, marketers have pushed for greater fee transparency. According to a World Federation of Advertisers (WFA) survey, more than 85 percent of advertisers worldwide prioritized ensuring a fully transparent relationship with their programmatic partners (source: [eMarketer](#)). To that end, Goodway Group has negotiated a single fee to be paid for all media buys transacted on the PubMatic platform.

This fee will replace the standard publisher fee to become the only fee charged for these transactions. This goes beyond other industry approaches to share the fee in the bid request, which requires complete coverage by publishers and introduces operational challenges for buyers, limiting their ability to leverage spending power to improve the economics of their preferred SSP relationships.

The current SSP fee model is broken. Despite the massive push for transparency in our industry over the last few years, SSP and exchange fees have continued to be hard to pin down and out of most buyers' negotiation reach," said Jay Friedman, president of Goodway Group. "Goodway is proud to partner with PubMatic to gain full cost control through the

### RECENT PRESS RELEASES

**New Independent Research Study Uncovers Why Buyers Are Embracing Programmatic In-App Advertising**

**PubMatic Doubles Down on Mobile and In-App Video for Publishers, Releasing Key Growth Numbers for 2019**

**New PubMatic Research Reveals Mobile Header Bidding Unleashes**

Industry-first, fully transparent, agency controlled SSP fee model

- Moves the SSP fee to the agency
- Understand the true cost of media
- All buyers are still treated equally in the auction

<https://pubmatic.com/blog/agency-supply-path-optimization/> (February 7, 2019)

# THE MEANING TO PUBLISHERS

‘[...] we believe there is a lot of upside potential to increase revenue as buyers will start to push more spend through supply chains offering 100 percent transparency.’

**Jaan Janes** VP, Customer Success



# EXPECTED TIMING: NEXT 12 MONTHS

For all major holding companies and top advertisers



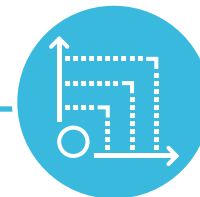
## QUALITY

Connect transparently,  
safely and directly in brand  
safe environments



## VALUE

Outstanding price efficiency  
and transparent auction  
dynamics



## SCALE

Maximize data matching  
and addressable audience  
reach

# THE MEANING TO DACH MARKET



Consolidation of efforts, more in-depth conversations with a smaller landscape of providers



Evaluation of e.g. inventory quality, prices, usability and fraud to assess which SSPs is stronger



Getting a sense of where they can access certain publishers through specific SSPs

Source: <https://www.emarketer.com/content/how-groupm-utilizes-supply-path-optimization>

THANK YOU



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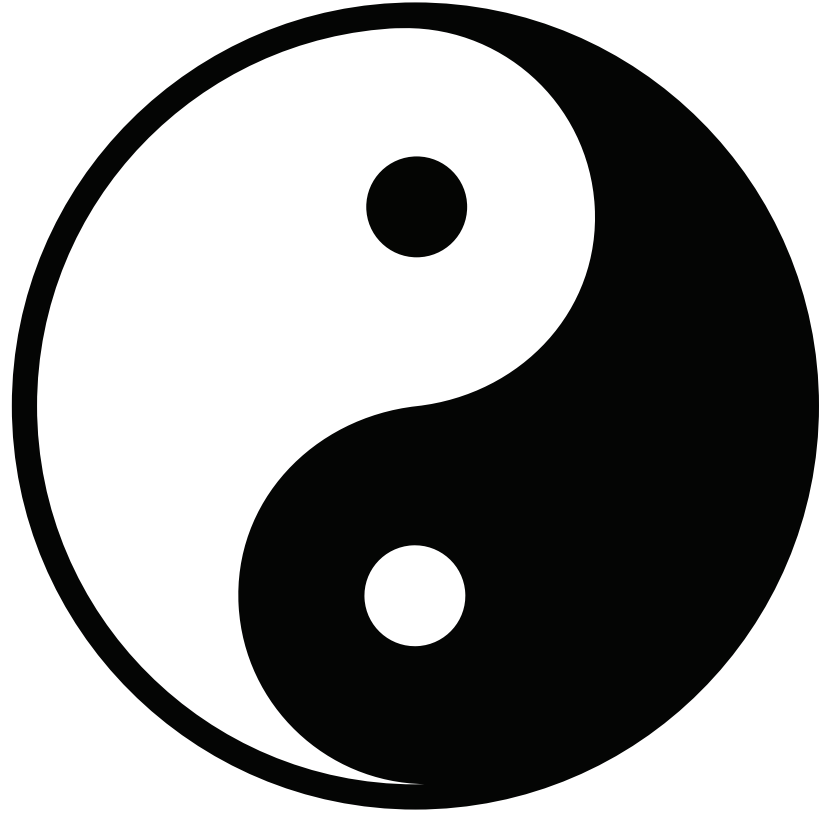


# THE FUTURE OR THE WILD WILD WEST HOW MEDIA BUYERS ARE APPROACHING IN-APP

Jeff Hirsch, CMO & Head of Publisher Development, PubMatic

27<sup>th</sup> March 2019







# MOBILE APP AD FRAUD IS HIGHEST ON SOCIAL NETWORKING APPS, AT 23%

Ad Fraud Mobile Apps

January 24, 2019

# Apps Installed On Millions Of Android Phones Tracked User Behavior To Execute A Multimillion-Dollar Ad Fraud Scheme

Feed News investigation uncovered a sophisticated ad fraud scheme involving more than 125 Android apps and websites, some of which were targeted at kids.

BI PRIME

# Mobile ad fraud continues — with in-app fraud increasing

Tanya Dua Dec 11, 2018, 6:00 AM



Report by Nicole Perrin | Feb 6, 2019 | 36 min read

# Digital Ad Fraud 2019

## Mobile and Video Remain Riskiest Channels

Report

Deck

Charts





**App downloads across iOS &  
Google Play up 10% to 113B in  
2018, consumer spend tops \$76B**

33





# SO WHAT DOES THE RESEARCH SHOW?

34

# YES, THERE ARE CONCERNS FROM BRANDS IN EMEA

**#1**

Fear of fraud

**#2**

Viewability  
measurement

**#3**

Brand safety

# AND THEY WANT TECH PARTNERS & PUBLISHERS TO TAKE ACTION TO ALLEVIATE THESE



**Fraud  
verification**



**Offer  
viewability  
verification**



**Brand safety  
verification**

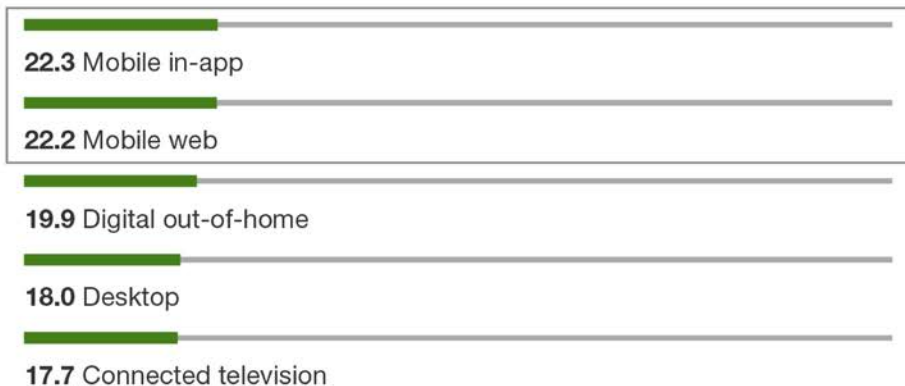


**Ad fraud  
monitoring**

# BUT BUYERS ARE ALLOCATING MORE SPEND TO DIGITAL....

Figure 1

“Approximately what percent of your digital advertising budget is allocated to each of the following channels?” (Showing mean percentages)



Base: 336 media-planning/-buying decision makers in the US, EMEA, and Singapore  
Source: A commissioned study conducted by Forrester Consulting on behalf of PubMatic, November 2018

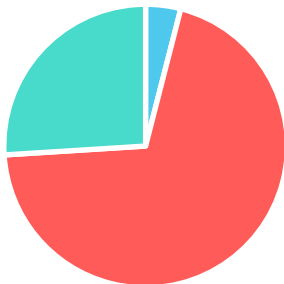
# ...AND THEY WANT TO INVEST MORE – ESPECIALLY PROGRAMMATICALLY

Direct Buy



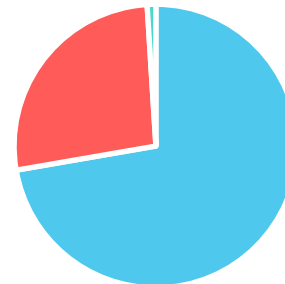
- Stay the same
- Increase 1-5%
- Increase 6-10%

Programmatic Direct



- Stay the same
- Increase 1-5%
- Increase 6-10%

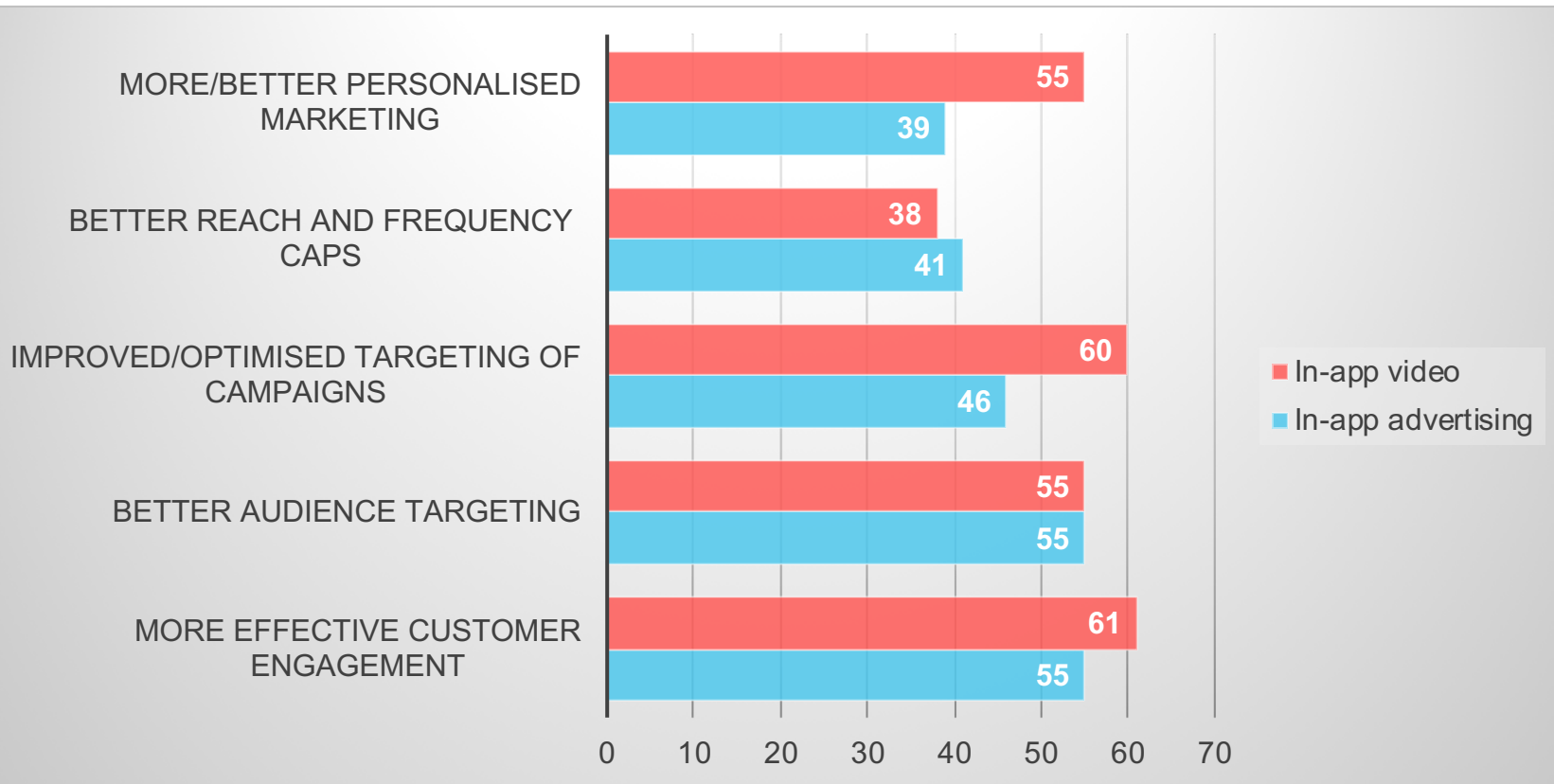
Open Exchange



- Stay the same
- Increase 1-5%
- Increase 6-10%



# 4. SO WHAT DO BRANDS SEE AS THE BENEFITS OF IN-APP?



“I think the targeting options are much greater, and therefore can impact different, more personalized iterations of creative.

Being able to follow people through the full customer journey is another thing. A lot of the targeting options, we wouldn't be able to get from mobile web.”

*Head of Planning, international advertising agency*





# WHAT CAN PUBLISHERS DO TO ATTRACT IN-APP BUDGETS?

# 1. SHARE & COLLECT DATA



## 2. DELIVER VIEWABLE EXPERIENCES





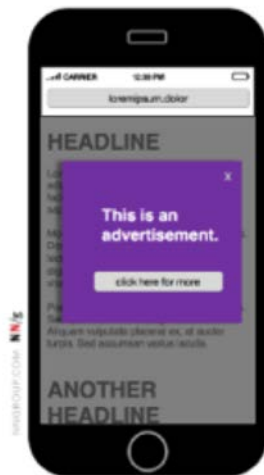
# 3. AUDIENCE TRANSPARENCY



# 4. USER EXPERIENCE IS CRITICAL



# BAD ADS DAMAGE THE EXPERIENCE



# GOOD ADS ENHANCE IT

## Top In-App Display Ad Formats

Classic Banner Ad



Original Mobile Format with Large Reach

Medium Rectangle



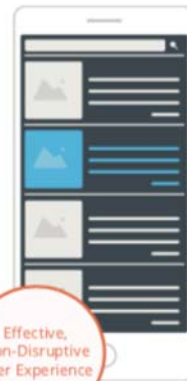
Larger Visual Impact Than Traditional Banners

Interstitial



Large Format Effective in Content Breaks

Native Advertising



Effective, Non-Disruptive User Experience

# 5. UNDERSTAND THE KPIs THAT MATTER



## 6. TRANSACT HOW BUYERS WANT TO





# 7. IMPLEMENT THE IAB'S OPEN MEASUREMENT SDK....



# ...AND SUPPORT APP-ADS.TXT



## Enforcing App-Ads.Txt: The Push For Transparency In Mobile App

# FIND OUT MORE



Download the Forrester Research at [pubmatic.com/reports](https://pubmatic.com/reports)



Read our press release on OpenBid which we launched recently at [pubmatic.com/news](https://pubmatic.com/news)



Access our Quarterly Mobile Index at [pubmatic.com/reports](https://pubmatic.com/reports)

A collection of various blue geometric shapes, including squares, rectangles, and lines, scattered across the page. Some squares are solid blue, while others are hollow. The shapes are primarily concentrated on the left side of the page, with a few extending towards the center.

**THANK YOU**

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# Panel: In-App Advertising - the Future or the Wild West?

**Moderator: Roger Williams**, VP,  
International Marketing, PubMatic

- **Eka Rabe**, VP Programmatic, PubNative
- **Jonas Wedemeyer**, Technical Senior Account Manager, Adjust
- **Paul Czekalla**, Advertising Technology Manager, eBay Advertising





# COFFEE BREAK



# HOW TO ATTRACT GREATER BRAND SPEND WITH IMPROVED INVENTORY QUALITY

Kofi Amoako, Associate VP, Customer Success Operations EMEA, PubMatic  
27<sup>th</sup> March ,2019

# 4 MYTHS ABOUT INVENTORY QUALITY IN DIGITAL ADVERTISING



**Quality is a  
100%  
solvable  
problem**



**Fraud  
detection  
tech alone  
will protect  
me**



**Premium  
publishers  
don't need to  
worry IQ  
issues**



**Buyers know  
what they are  
buying**

# UNDERSTANDING INVENTORY QUALITY: THINKING BEYOND BOTS



**NON-HUMAN  
TRAFFIC**



**LOW-VALUE  
HUMAN TRAFFIC**



**PRACTICES THAT  
DECEIVE &  
OBFUSCATE**



**MOBILE IN-APP  
INVENTORY QUALITY**

# PUBMATIC'S APPROACH

- **PARTNERSHIPS:** We partner with MRC-accredited inventory quality vendors for brand-safety checks and inventory screening across multiple formats and platforms

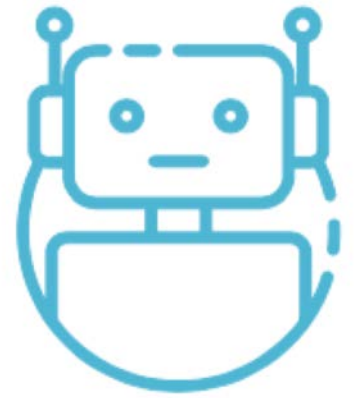


- **IQ TEAM:** We have a dedicated team that reviews all fraud reports and investigates all fraud complaints

- **FRAUD-FREE PROGRAM:** If fraud is detected on our platform, demand partners don't have to pay for it

- **INDUSTRY COMMITMENT:** We are accredited by leading organisations and have signed up to relevant codes of conduct





# NON-HUMAN TRAFFIC



# HOW NON-HUMAN TRAFFIC WORKS

## STEP 1: SETUP

- Botnet Setup
- Cloud-Based Setup

**12%+**

Average IVT  
rate in the US\*  
(display and video)

Prime  
coveted  
consumers

**<2%**

IVT rate for  
premium pubs  
(PubMatic Data)

in,  
programmatic  
auctions

**\$6.5B**

Brand loss  
due to IVT  
in 2017\*

\* Source: TAG Fraud Benchmark Study, December 2017

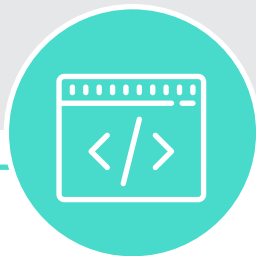


# PRACTICES THAT DECEIVE & OBFUSCATE

# PRACTICES THAT DECEIVE



**DOMAIN  
SPOOFING**



**PAGE-LEVEL  
SCRIPTING**

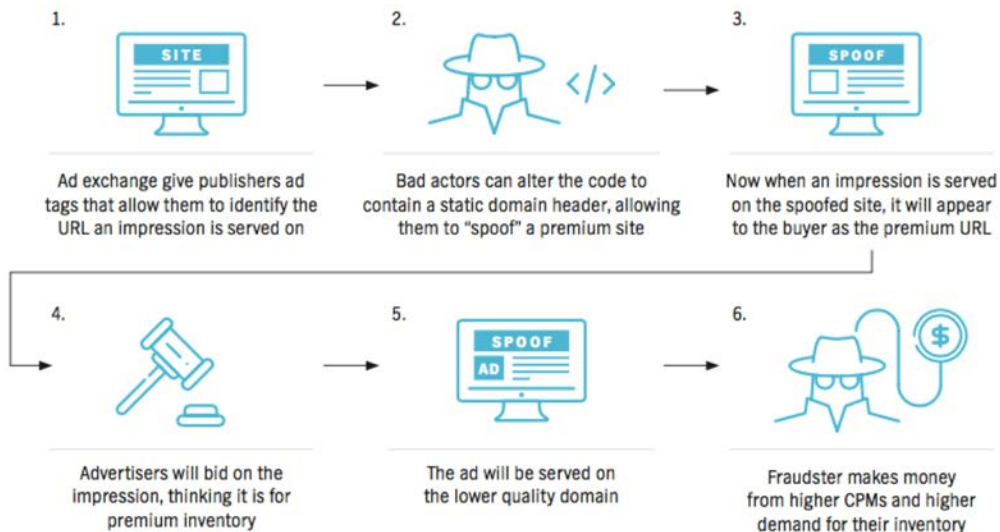


**AD  
INJECTION /  
MALWARE**



**POOR USER  
EXPERIENCE**

# PRACTICES THAT DECEIVE & OBFUSCATE: DOMAIN SPOOFING



## KEY TAKEAWAYS

- Domain spoofing is a problem that is on a path to extinction thanks to ads.txt
- Ads.txt does have limitations:
  - Doesn't work for in-app inventory
  - Cannot differentiate between ad formats (video vs. display)
  - Risk of human error (i.e. spelling errors)
  - Nefarious resellers can scam their way into publishers' ads.txt file

# ADS.TXT IS NOT FOOLPROOF



**pubmatic.com,**

SSP /  
EXCHANGE

**123456,**

TESSERACT  
SELLER ID

**RESELLER,**

RELATIONSHIP  
TYPE

**1a2345b678c9def**

CERTIFICATION  
AUTHORITY ID

# ADS.TXT IS NOT FOOLPROOF



INBANNER VIDEO





# MOBILE IN-APP INVENTORY QUALITY



# MOBILE IN-APP INVENTORY QUALITY

	DESKTOP	MOBILE IN-APP
<b>Tracking</b>	Cookies	Device IDs
<b>IPs</b>	Individual computers and servers	Cell towers, to which thousands of devices can connect
<b>Fraud Detection</b>	Scalable with crawlers	Requires SDK (difficult to monitor at scale)
<b>Content Evaluation</b>	Requires web page load only	Requires app download (difficult to monitor at scale)

## KEY TAKEAWAYS

- The signal set for mobile is very different and can't be used the same way for non-human fraud detection by third parties
- Contributing to the difficulty is accessing the signals that are available within the app itself, via SDKs
- Content and user experience are harder to monitor on apps, since the apps need to be downloaded which is hard to scale

# PUBMATIC'S APPROACH

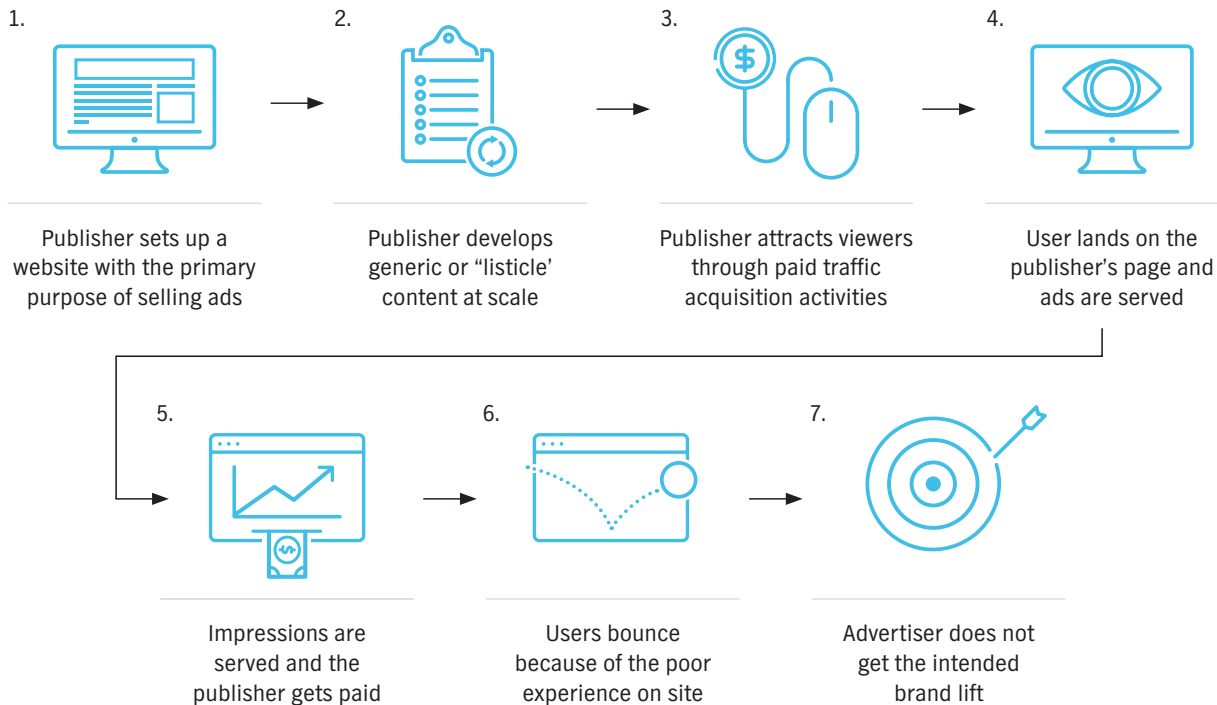
## There is currently no standardized solution adopted

- Avoiding apps that aren't content heavy (e.g. flashlight, anti-virus)
- Look at app store reviews
- Exploring/testing unique approaches with new vendor
- A preference for top 2000 apps
- OM-SDK & App-ads.txt



# LOW-VALUE HUMAN TRAFFIC

# HOW IT WORKS



# CLICK BAIT



He Thought It Was Bigfoot's Skull, But Then Experts Told Him THIS

Experts always know best!



17 Stars Who Gave Up Their Children For Adoption



Identical Sisters Born In 2010 Have Grown Up To Become...



What Little Wednesday Looks Like Now Is Jaw Dropping  
TheViralDance




What Rebel Wilson Looks Like Now Is Jaw Dropping  
Sportingz



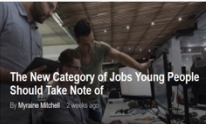
# TRANSIT HUBS

NO CURTAIN.COM | FEATURED | NEWS | BUSINESS | FINANCE | MARKETING | TIPS | WORK | TECHNOLOGY | REAL ESTATE



### Five Tips to Blog Launching

By Sharon Wozniak | 4 weeks ago



### Google AdWords

Optimize your business on Google


### At Blitz: A Breakdown of Google AdWords Assessments

By Axel Goldmann

### The New Category of Jobs Young People Should Take Note of


By Myriane Mitchell | 2 weeks ago

Brainstation | CULTURE | ENTERTAINMENT




### This Is What Really Happens When You Crack Your Knuckles

Read more →



### Agents Were Shocked at What They Found in This Abandoned KFC...



### Kids With Famous Parents: What Do They Look Like Now?

LUXURY CARS | CAR INSURANCE | FINANCIAL ADVISOR | LIFE STYLE | CAR DONATION




### You'll Think Twice About Making a Car Donation After You Read This!

CASH ROADSTER


### THE LATEST

- Avoiding These Three Major Mental Mistakes Might Just Save Your 401K Savings for a Rainy Day
- It Might Be Necessary for Women to Save more While Preparing for Retirement. Here's Why...
- Shocking Misconceptions That hinder Your Chance of Getting Successfully!

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### Chrissy Teigen making early plans for baby number three




By Phoenix culture


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### DARCEY BUSSELL 'SHOCKED' AT HIGH STANDARD OF STRICTLY 2018 LINE-




### Chrissy Teigen making early plans for baby number three



### Nicole Kidman producing 'The Female Persuasion' adaptation

HEALTH & FITNESS | NUTRITION | PLASTIC SURGERY | SKIN CARE | WEIGHT LOSS



### This Fall's Hottest Interior Design Trends You Should Follow

TUMMYTUCK HIPPO

### THE LATEST

- Brazilian Lifts for the Behind Are Quickly Turning Dangerous
- Follow these Travel Bloggers to Inspire Your Next Trip
- A Little Jujuwanda Can Do You Wonders
- Celebrity Looks That Are Major Plastic Surgery Trends Right Now

# FAKE AUTHORS


NO Cartridge.com    FEATURED    NEWS    BUSINESS



Posted by  
**Sharon Vazquez**

Sharon is a hardworking software engineer, but she asks her readers not to settle for anything less than the best. Her advice is always on point and in keeping with the times. She spends a few minutes with a very accomplished friend. She is prepared for anything.

St Adobe Stock    All    mid-age



## ROOT CANAL SERVICES IN SEATTLE

**GENTLE ROOT CANAL TREATMENT**  
If your tooth is suffering from a large crack, cavity, severe pain, or an abscess, Dr. Rhys Spoor might recommend gentle root canal therapy to help save it. After your root canal and crown placement, your tooth will feel as good as new!



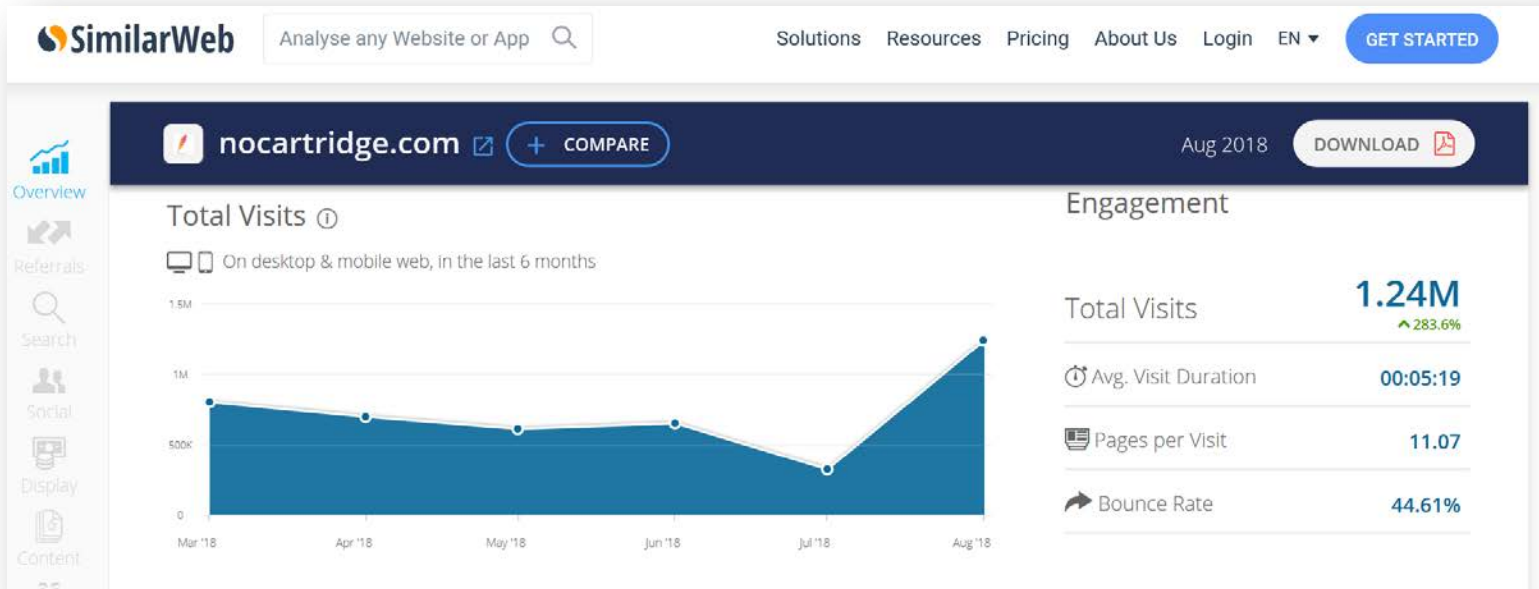
If the idea of a root canal makes you feel nervous, don't let it! Your comfort is always our priority at Rhys Spoor DDS, and we offer oral sedation to help you relax during root canal therapy. Some people even fall asleep during their root canal!

*"I can't say how happy I am to have found SmartFeed. They have made my media searching for my kids better, safer and easier."*

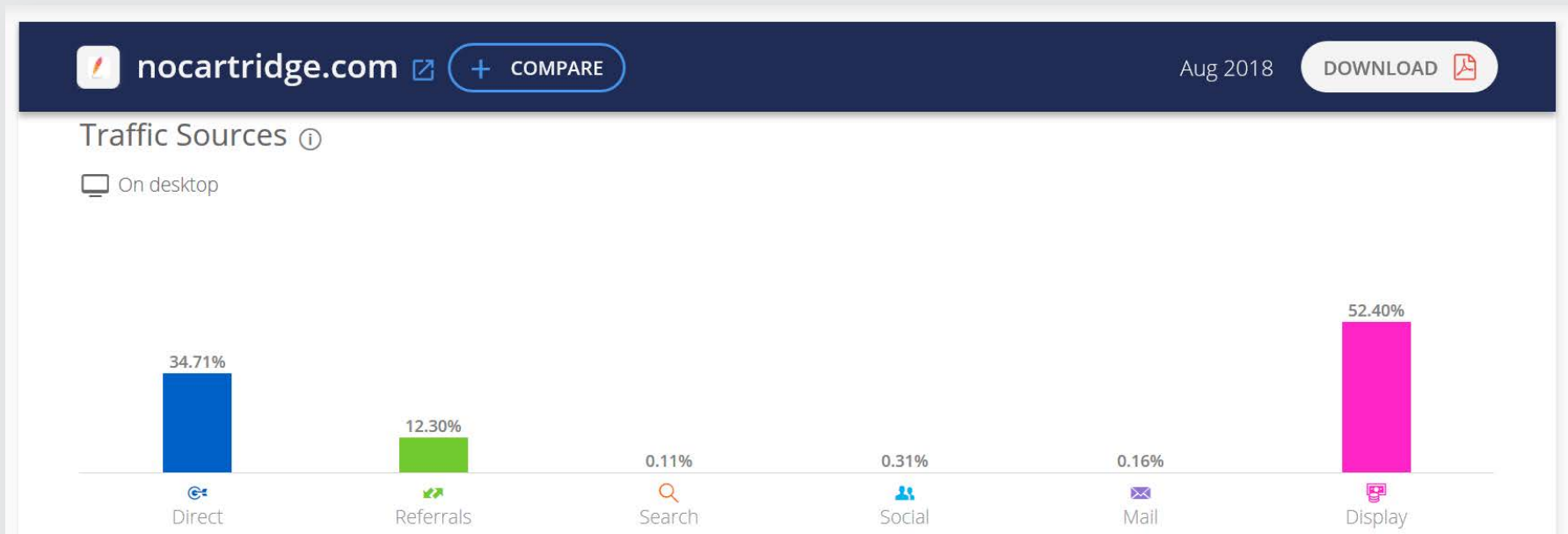
PAULA  
Mother of 2



# TRUST APPROACH TO SITE REVIEWS: Inconsistent Traffic Patterns



# TRAFFIC SOURCE ANALYSIS



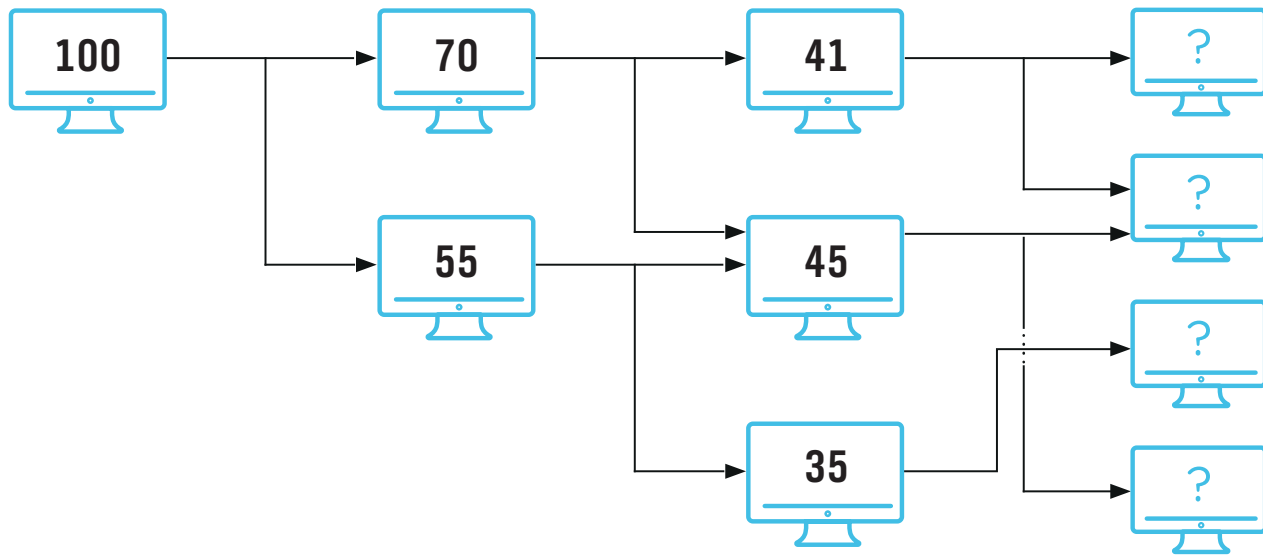
# TRUST APPROACH TO SITE REVIEWS: PRIVACY REGISTRATON

DOMAINTOOLS		PROFILE ▾	CONNECT ▾	MONITOR ▾	ACQUIRE ▾	SUPPORT	Whois Lookup
<b>NO Cartridge.com</b>							
<b>— Domain Profile</b>							
Registrant	WhoisGuard Protected						
Registrant Org	WhoisGuard, Inc.						
Registrant Country	PA						
Registrar	NAMECHEAP INC IANA ID: 1068 URL: <a href="http://www.namecheap.com">http://www.namecheap.com</a> Whois Server: <a href="http://whois.namecheap.com">whois.namecheap.com</a> <a href="mailto:abuse@namecheap.com">abuse@namecheap.com</a> (p) 16613102107						
Registrar Status	clientTransferProhibited, renewPeriod						
Dates	882 days old Created on 2016-05-02 Expires on 2019-05-02 Updated on 2018-04-02						
Name Servers	NS-1518.AWSDNS-61.ORG (has 9,918 domains) NS-1629.AWSDNS-11.CO.UK (has 460 domains) NS-59.AWSDNS-07.COM (has 21,474 domains) NS-639.AWSDNS-15.NET (has 9,236 domains)						

## Tech Contact

WhoisGuard Protected  
WhoisGuard, Inc.  
P.O. Box 0823-03411,  
Panama, Panama, 00000, PA  
[5f4b335d24a7427d9ea05d30db013988.protect@whoisguard.com](mailto:5f4b335d24a7427d9ea05d30db013988.protect@whoisguard.com)  
(p) 5078365503 (f) 5117057182

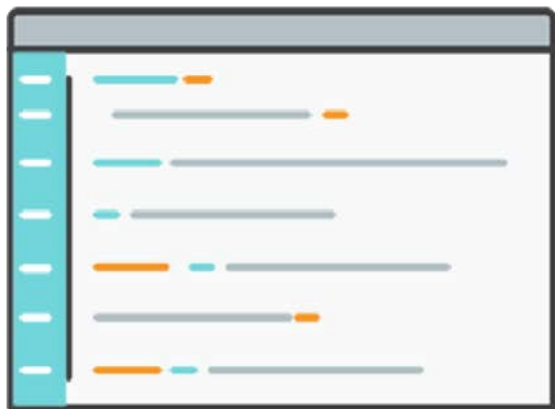
# THE POWER OF BACKLINKS



HIGH TRUST (100)

(0) LOW TRUST





### Website A

Website A has an external link to Website B

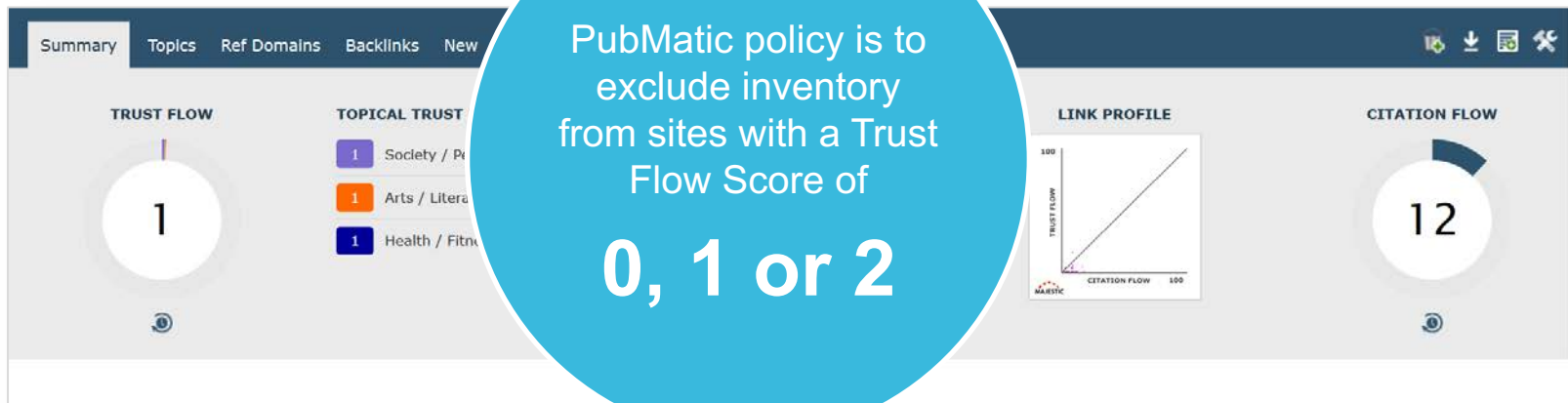


### Website B

Website B has a backlink from the Website A

# TRUST APPROACH TO SITE REVIEWS: PRIVACY REGISTRATON

  
**MAJESTIC**



PubMatic policy is to  
exclude inventory  
from sites with a Trust  
Flow Score of  
**0, 1 or 2**

# BEST PRACTICES TO PROMOTE QUALITY

## BUYERS

- ✓ Partner with accredited vendors to reduce risk (i.e. TAG)
- ✓ Recognise the importance of content and audience
- ✓ Know where your ads are running
- ✓ Don't pay for fraud

## PUBLISHERS / APPS

- ✓ Incorporate third-party fraud detection
- ✓ Focus on building a loyal audience
- ✓ Build out IQ policies and practices
- ✓ Promote transparency across your business

THANK YOU





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# **FIRESIDE CHAT: THE FUTURE OF VIDEO ADVERTISING**

- **Sebastian Knauf, Senior Account Director Germany, PubMatic**
- **Sabine Schmidt, Head of Programmatic & Ad Operations bei Webedia**





**THANK YOU –  
PLEASE JOIN US FOR  
DRINKS**

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