

## CASE STUDY: OPENWRAP

# HOW ZEE MEDIA SAW A 40% INCREASE IN OVERALL PROGRAMMATIC REVENUE BY ADOPTING PUBMATIC'S OPENWRAP

Zee Media is one of India's largest news networks with 14 news channels and 20 digital brands in 12 different languages touching more than 220 million viewers across digital (both web and mobile) and satellite TV mediums.

## THE CHALLENGE

Header bidding wrappers give publishers increased control of their programmatic revenue, but they can be challenging to set up and maintain. Zee Media had initially relied solely on a well-known, proprietary black box solution but sought to diversify monetization through additional header bidding solutions. They reached out to PubMatic to help them navigate the challenges of header bidding.

## THE SOLUTION: PUBMATIC'S OPENWRAP

PubMatic's OpenWrap is a premium wrapper solution built on Prebid that gives publishers access to innovative custom management tools and performance optimization insights to unlock new revenue opportunities. Migrating to the latest version of OpenWrap .js API and OpenWrap AMP – for web/mobile web and AMP respectively – aims to deliver improved wrapper performance for publishers.

Adopting OpenWrap .js API and OpenWrap AMP allowed Zee Media to upgrade to their programmatic stack to increase demand competition and bid density (bids per impression), ultimately leading to better monetization.

The PubMatic team walked Zee Media through the process of becoming operational and provided on-the-ground engineering support throughout the integration stages. PubMatic continue to run end-to-end tests ensuring consistent, positive revenue growth for Zee Media.

## SUCCESS BY THE NUMBERS

By switching to PubMatic's OpenWrap .js API and AMP integrations, Zee Media saw significant uplifts in revenue through unifying competition for their inventory and upgrading their programmatic stack.

“ Having worked with PubMatic in the past, I was confident they would deliver. PubMatic showed us that header bidding need not be the complicated technology that everyone makes it out to be and was with Zee every step of the way. ”

ZEE MEDIA

40%  
Growth in  
Programmatic  
Revenue<sup>1</sup>

107%  
Revenue  
Growth from  
PubMatic<sup>2</sup>

\* Based on data from May 26 - July 31, 2021

<sup>1</sup> Based on revenue generated across all programmatic channels before vs after OpenWrap integration

<sup>2</sup> Based on revenue generated through PubMatic before vs after OpenWrap integration