

DoubleClick Ad Exchange

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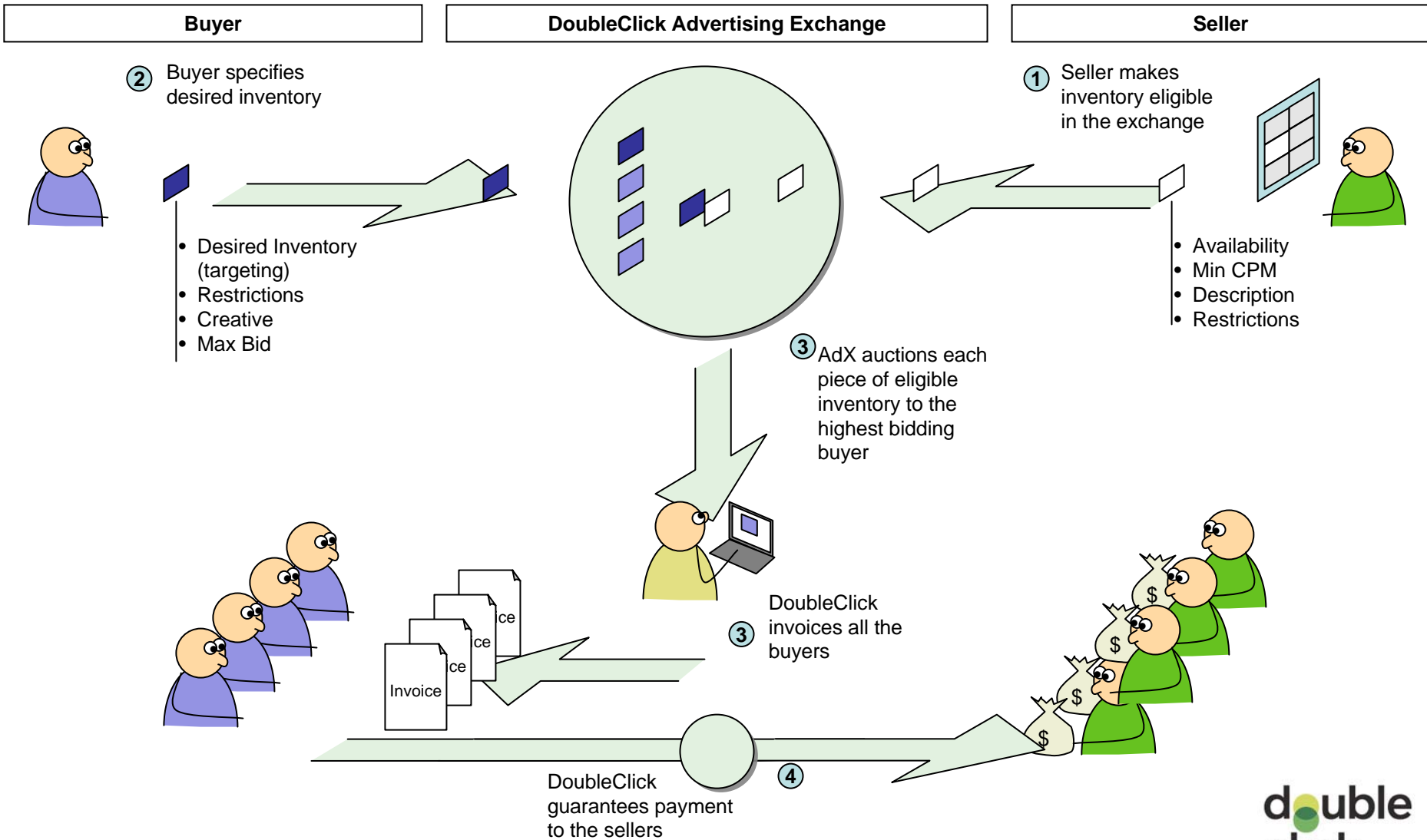




Ad Exchange

- An **open** and **transparent** marketplace that connects buyers and sellers of online advertising
- A market-neutral **technology** platform for publishers and media buyers
- The ideal online advertising exchange provides **every buyer** and **seller** with the **tools** and **controls** they need to **reduce risk** and **maximize return** for every single impression
- An advertising exchange is an enabler or partner for, but **not an ad network**

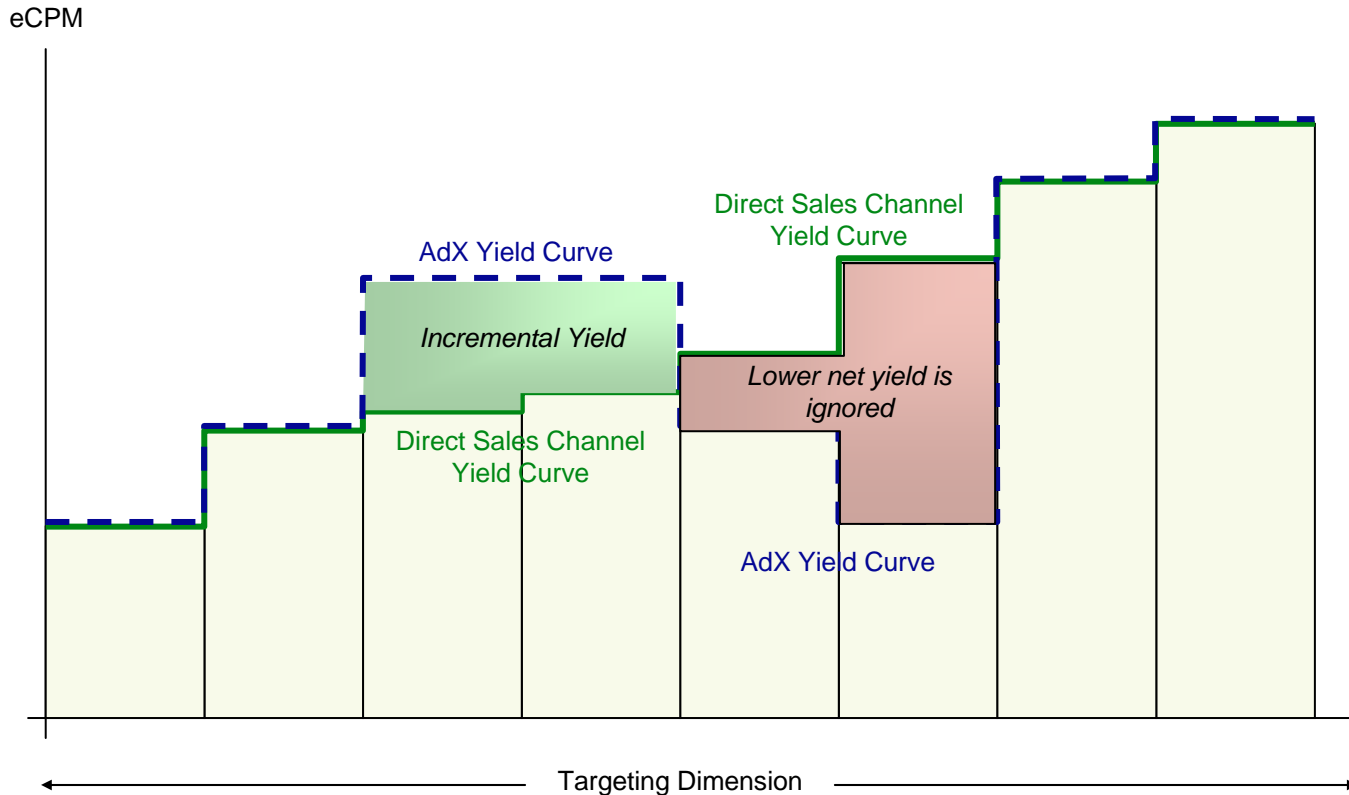
How does it work?



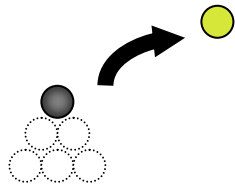
Benefit: Dynamic Allocation



- DoubleClick Advertising Exchange enables the automatic selection of the highest bid between direct (in DFP/DE) and indirect (DoubleClick Advertising Exchange) channels

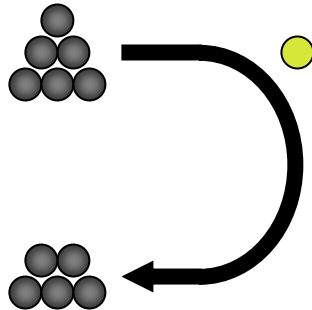


Benefit: Minimize Inventory Loss



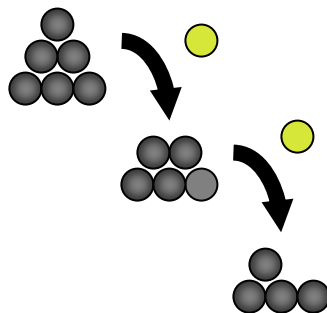
Dynamic Selection:

No loss when buyers select and receive only their specific impressions through DoubleClick Advertising Exchange



Passback:

Sellers are forced to take back unused impressions, losing impressions in the process



Daisy Chaining:

Unused impressions fall to subsequent buyers, reducing value each time and losing impressions in the process





double
click



Michael Rubenstein, the DoubleClick vice president who runs its advertising exchange, took issue with the idea that such systems turn all advertising space into a commodity. The exchange will allow valuable inventory to be traded at higher prices, he said.

Gems, he pointed out, are traded in financial markets, yet each one has distinctive characteristics and thus a particular value.

“We like to think of our publisher impressions as diamonds,” he said, “not pork bellies.”

- *NY Times*, “*Will Publishers Lose Their Bacon if Ads Are Traded Like Pork Bellies?*”

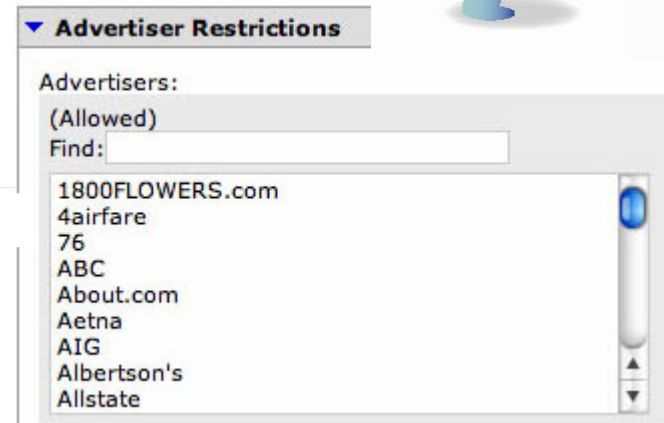
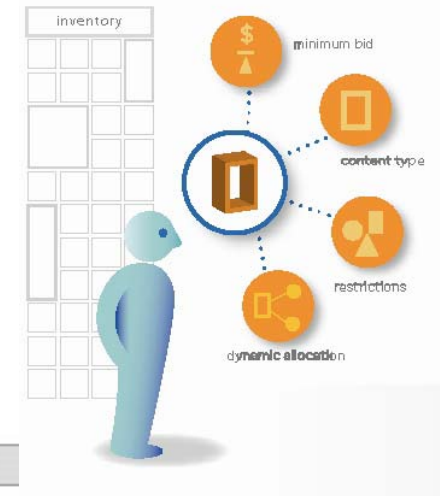


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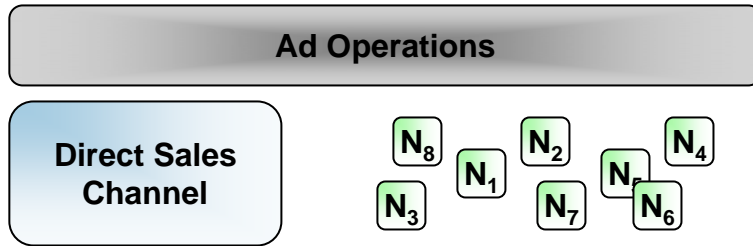
Benefit: Maintain Full Control Over Inventory



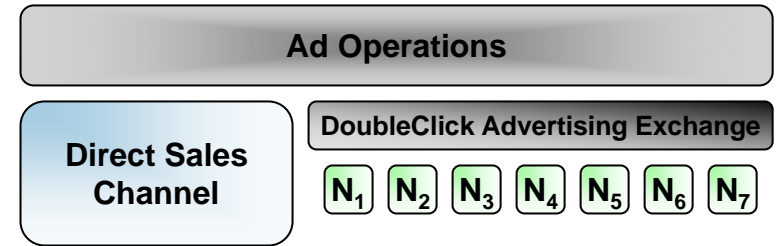
- Complete control over buyer access to inventory prevents channel conflict
 - Open Market
 - Block unwanted advertising buys
 - Participate anonymously or branded
 - Approve or ban individual creatives
 - Private Markets
 - Initiate your own invitation-only auction



Benefit: Eliminate Booking Inefficiencies



Booking inventory sold to multiple networks requires managing multiple technologies and relationships

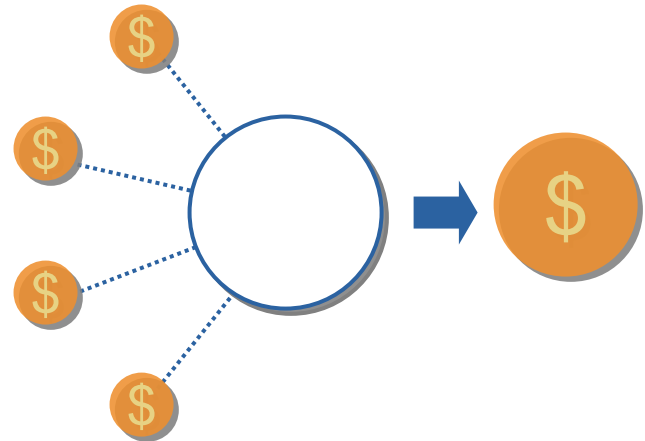


DoubleClick Advertising Exchange integrated with DFP / DE provides a unified interface and process

Benefit: Reduce Financial Risk



- Guaranteed electronic payments
 - Get paid for all inventory sold
 - DoubleClick assumes collections risk
 - No conversion risk - get paid on a CPM basis
 - Simple revenue share model
 - Electronic Funds Transfer



Benefit: Streamline for Operational Success



- Single payment point
- Integrated workflow (DFA)
 - Increases productivity/reduces cost
 - Integrated reporting
 - Eliminate media buying inefficiencies
- Ease of use
 - Intuitive interface & rich functionality
- Decision Support
 - Dashboard - quickly get actionable information
 - Query tool - easily access information on multiple dimensions
- Open System
 - APIs
 - Export to excel and other applications
- Training & 24/7 Support

