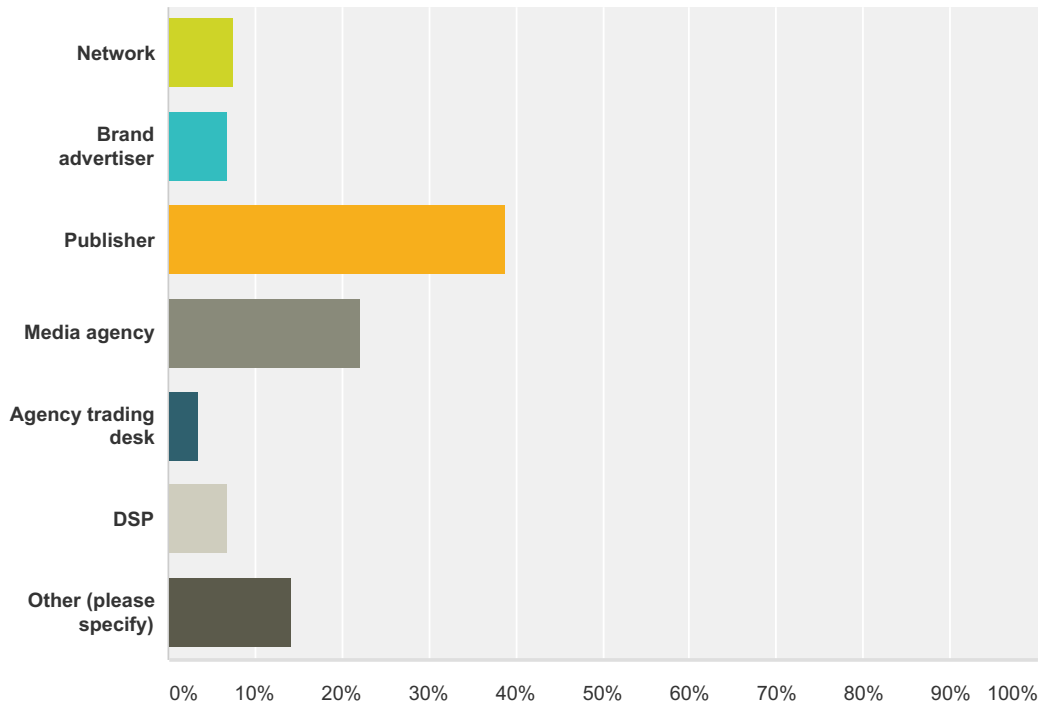


Q1 Which of the following most accurately categorizes your company?

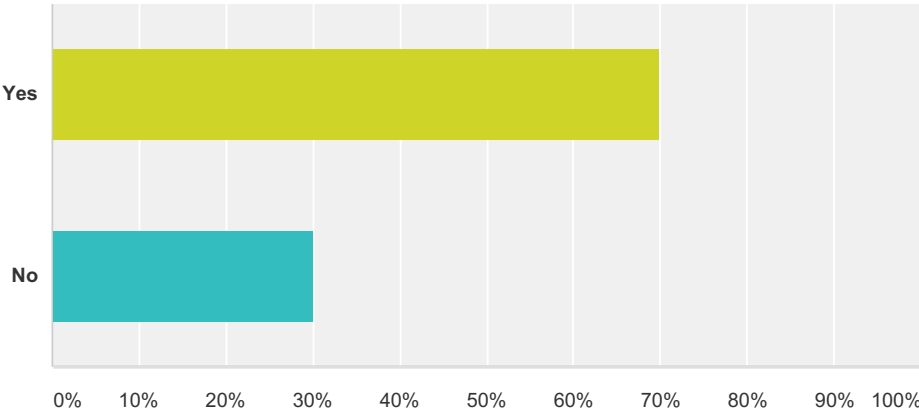
Answered: 633 Skipped: 0



| Answer Choices | Responses | |
|------------------------|-----------|------------|
| Network | 7.42% | 47 |
| Brand advertiser | 6.79% | 43 |
| Publisher | 38.86% | 246 |
| Media agency | 22.12% | 140 |
| Agency trading desk | 3.63% | 23 |
| DSP | 6.95% | 44 |
| Other (please specify) | 14.22% | 90 |
| Total | | 633 |

Q2 Are you directly involved with programmatic media planning and buying?

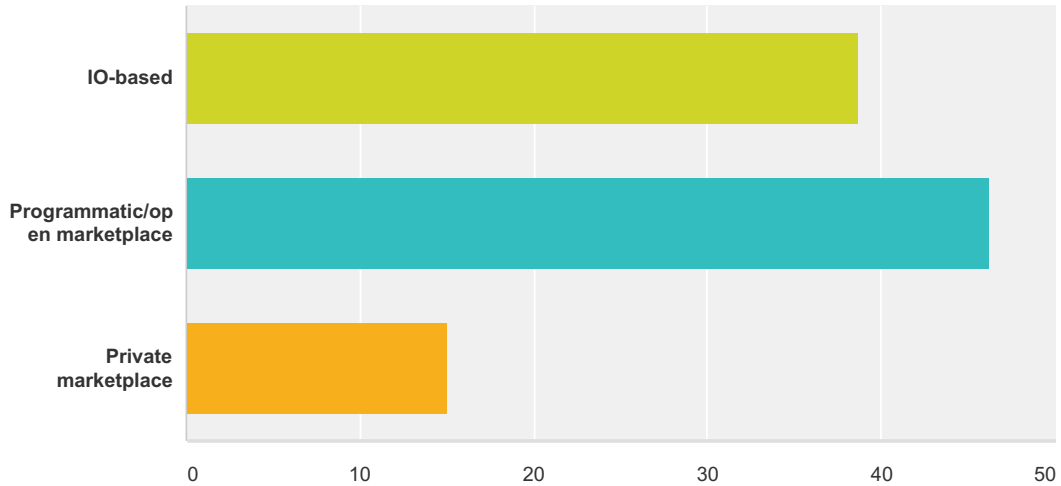
Answered: 336 Skipped: 297



| Answer Choices | Responses |
|----------------|------------|
| Yes | 69.94% 235 |
| No | 30.06% 101 |
| Total | 336 |

Q3 Approximately what is the percentage breakdown of your digital budget (across desktop display, mobile display and video) between IO-based buying, programmatic/open marketplace and private marketplace buying? (Total must sum to 100)

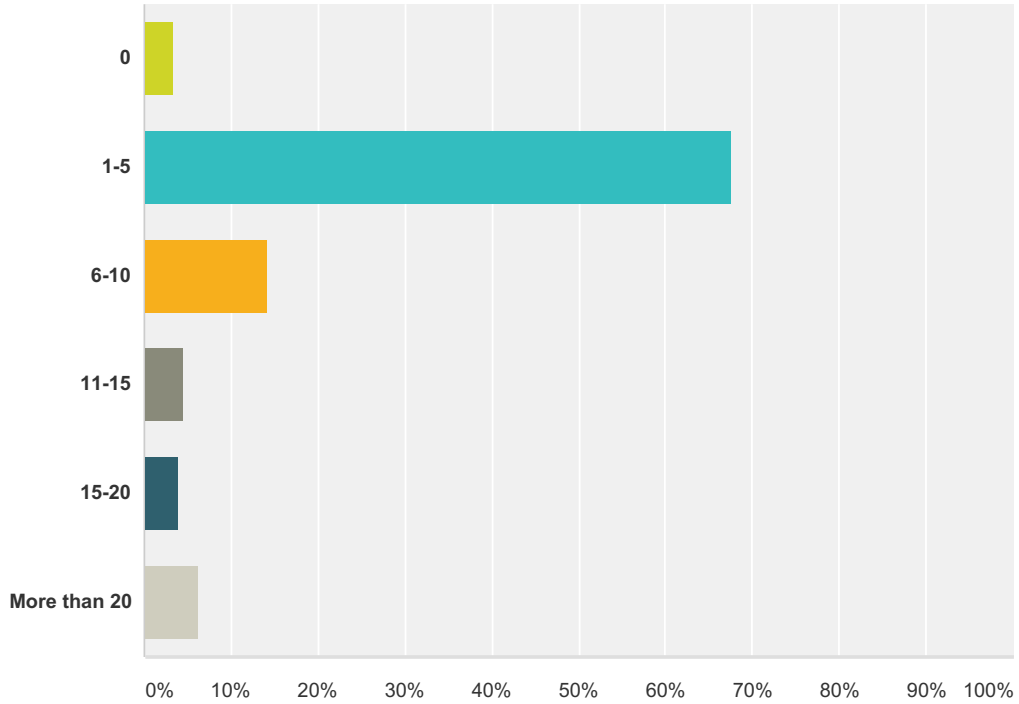
Answered: 176 Skipped: 457



| Answer Choices | Average Number | Total Number | Responses |
|-------------------------------|----------------|--------------|-----------|
| IO-based | 39 | 6,818 | 176 |
| Programmatic/open marketplace | 46 | 8,141 | 176 |
| Private marketplace | 15 | 2,641 | 176 |
| Total Respondents: 176 | | | |

Q4 How many programmatic buying tools (DSPs, exchanges, platforms) are you currently working with to maximize your ROI?

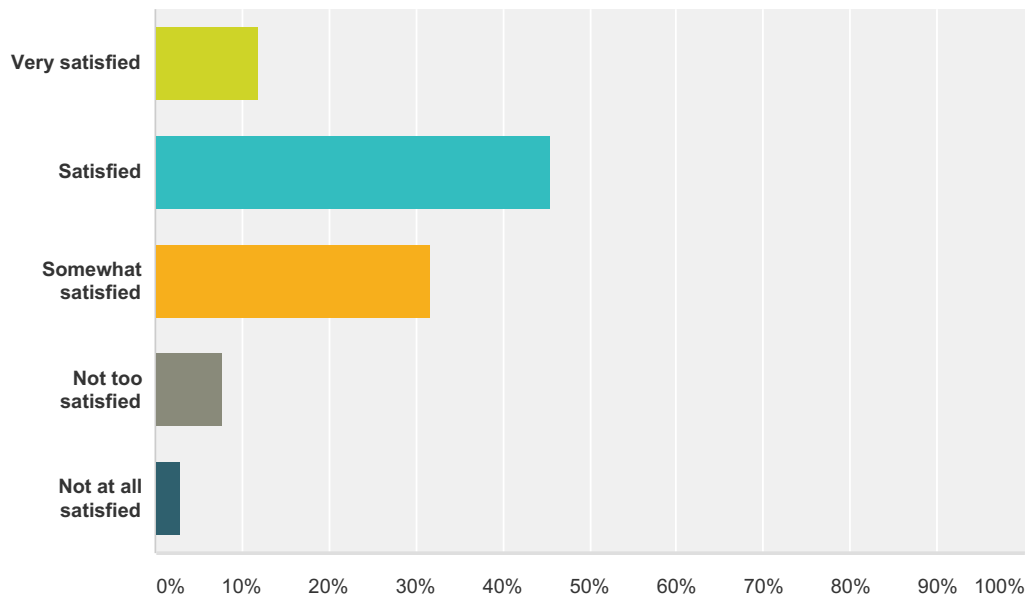
Answered: 176 Skipped: 457



| Answer Choices | Responses | Count |
|----------------|-----------|------------|
| 0 | 3.41% | 6 |
| 1-5 | 67.61% | 119 |
| 6-10 | 14.20% | 25 |
| 11-15 | 4.55% | 8 |
| 15-20 | 3.98% | 7 |
| More than 20 | 6.25% | 11 |
| Total | | 176 |

Q5 How satisfied are you with your current programmatic buying tools?

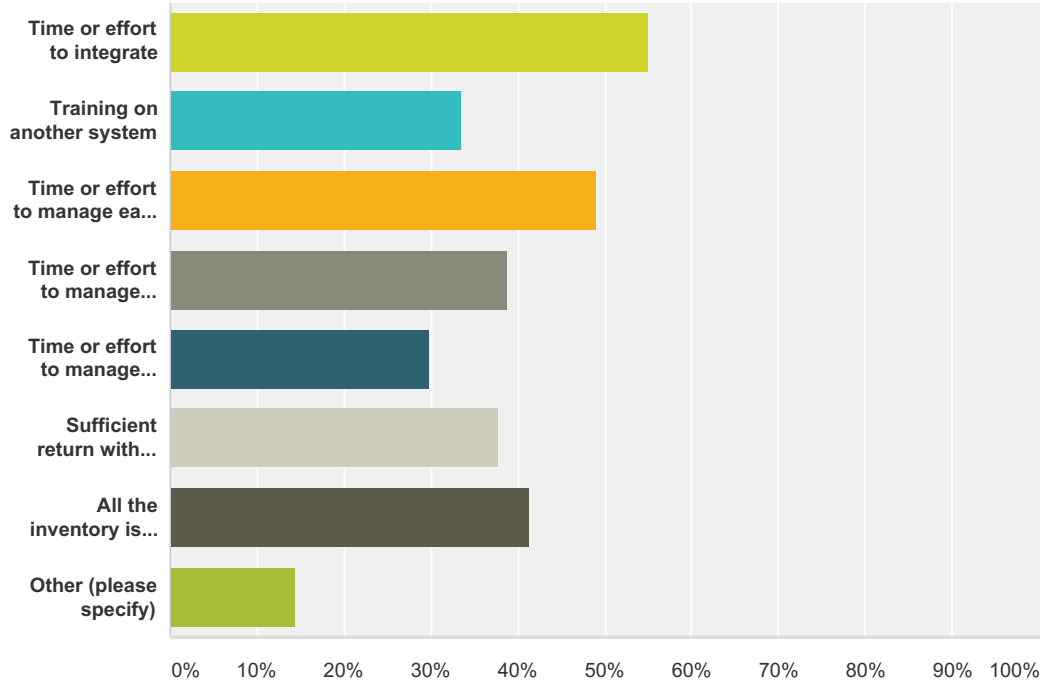
Answered: 167 Skipped: 466



| Answer Choices | Responses | Count |
|----------------------|-----------|------------|
| Very satisfied | 11.98% | 20 |
| Satisfied | 45.51% | 76 |
| Somewhat satisfied | 31.74% | 53 |
| Not too satisfied | 7.78% | 13 |
| Not at all satisfied | 2.99% | 5 |
| Total | | 167 |

Q6 What has prevented you from integrating more programmatic buying tools? (Select your top 3)

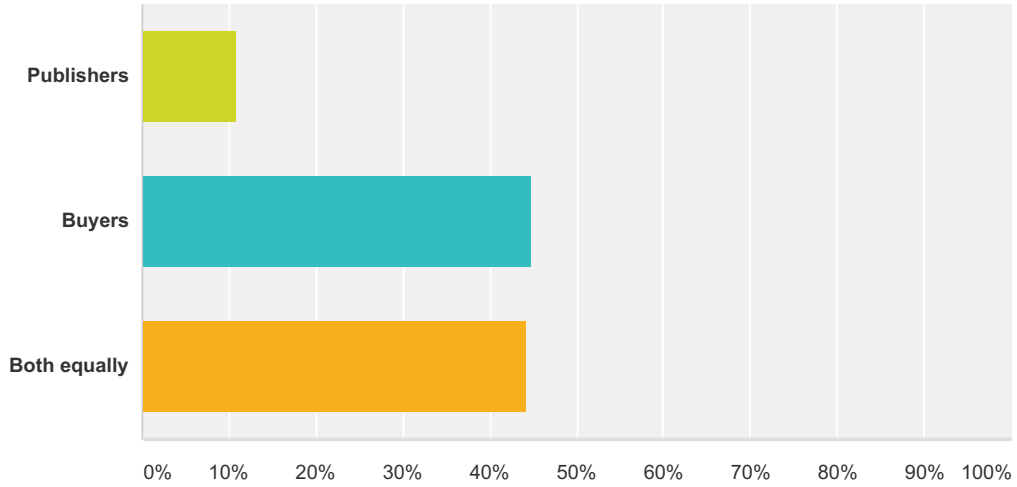
Answered: 167 Skipped: 466



| Answer Choices | Responses |
|--|-----------|
| Time or effort to integrate | 55.09% 92 |
| Training on another system | 33.53% 56 |
| Time or effort to manage each relationship | 49.10% 82 |
| Time or effort to manage inventory quality | 38.92% 65 |
| Time or effort to manage reporting discrepancies | 29.94% 50 |
| Sufficient return with existing partners | 37.72% 63 |
| All the inventory is overlapping | 41.32% 69 |
| Other (please specify) | 14.37% 24 |
| Total Respondents: 167 | |

Q7 Is the difficulty of dealing with multiple programmatic platforms (both buying and selling tools) felt more by publishers or buyers?

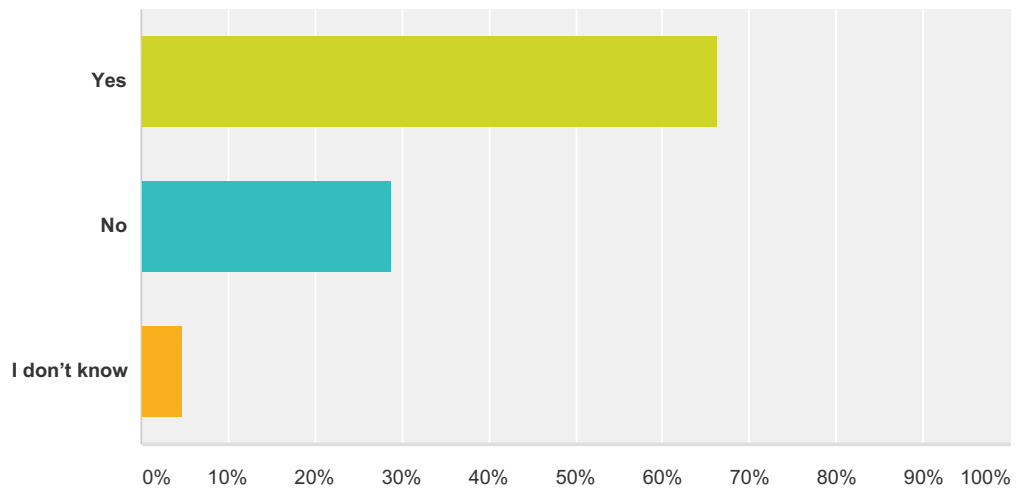
Answered: 167 Skipped: 466



| Answer Choices | Responses |
|----------------|------------|
| Publishers | 10.78% 18 |
| Buyers | 44.91% 75 |
| Both equally | 44.31% 74 |
| Total | 167 |

Q8 Do you buy ad inventory through private marketplaces?

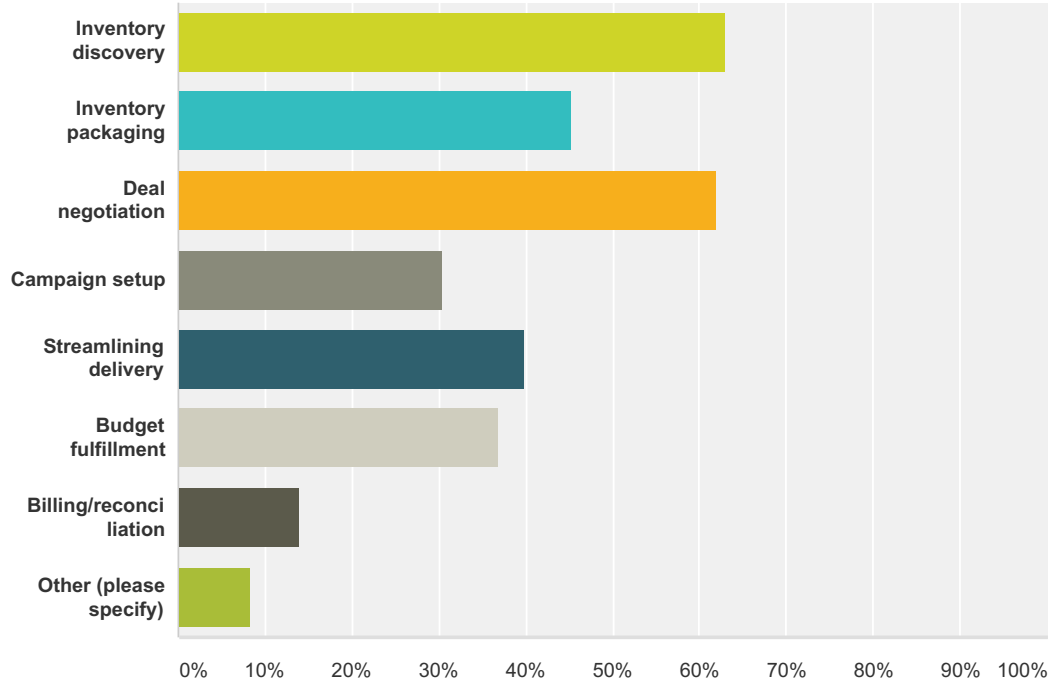
Answered: 167 Skipped: 466



| Answer Choices | Responses |
|----------------|------------|
| Yes | 66.47% 111 |
| No | 28.74% 48 |
| I don't know | 4.79% 8 |
| Total | 167 |

Q9 Which of the following aspects of private marketplaces are in most need of improvement? (Select your top 3)

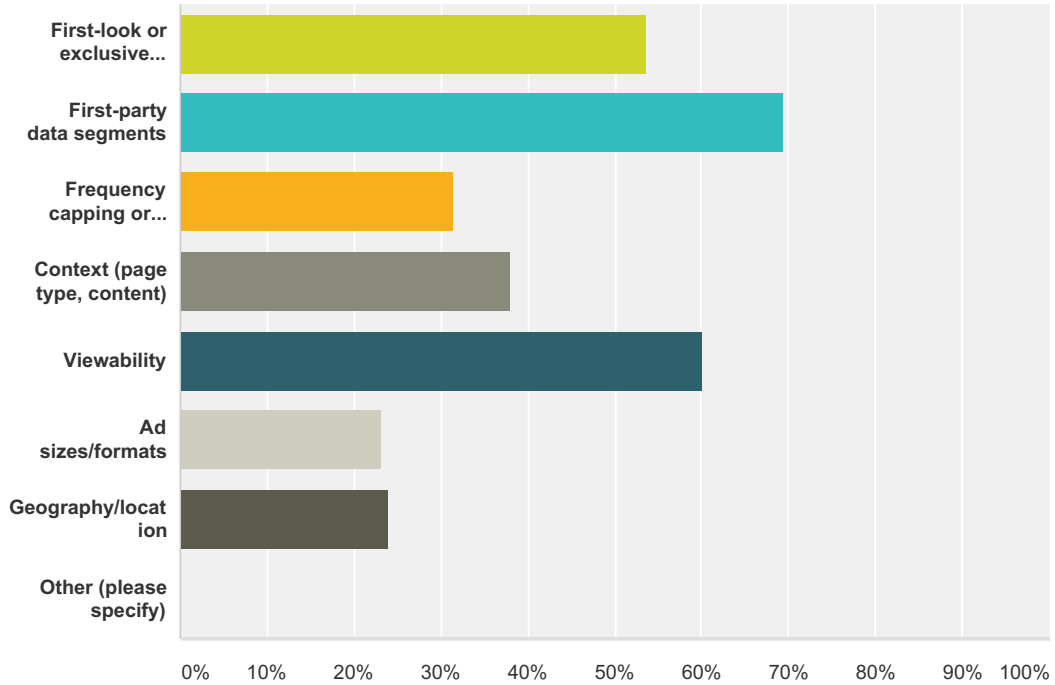
Answered: 108 Skipped: 525



| Answer Choices | Responses | Count |
|-------------------------------|-----------|-------|
| Inventory discovery | 62.96% | 68 |
| Inventory packaging | 45.37% | 49 |
| Deal negotiation | 62.04% | 67 |
| Campaign setup | 30.56% | 33 |
| Streamlining delivery | 39.81% | 43 |
| Budget fulfillment | 37.04% | 40 |
| Billing/reconciliation | 13.89% | 15 |
| Other (please specify) | 8.33% | 9 |
| Total Respondents: 108 | | |

Q10 Which of the following types of targeting have the greatest impact on maximizing your ROI in private marketplaces? (Select your top 3)

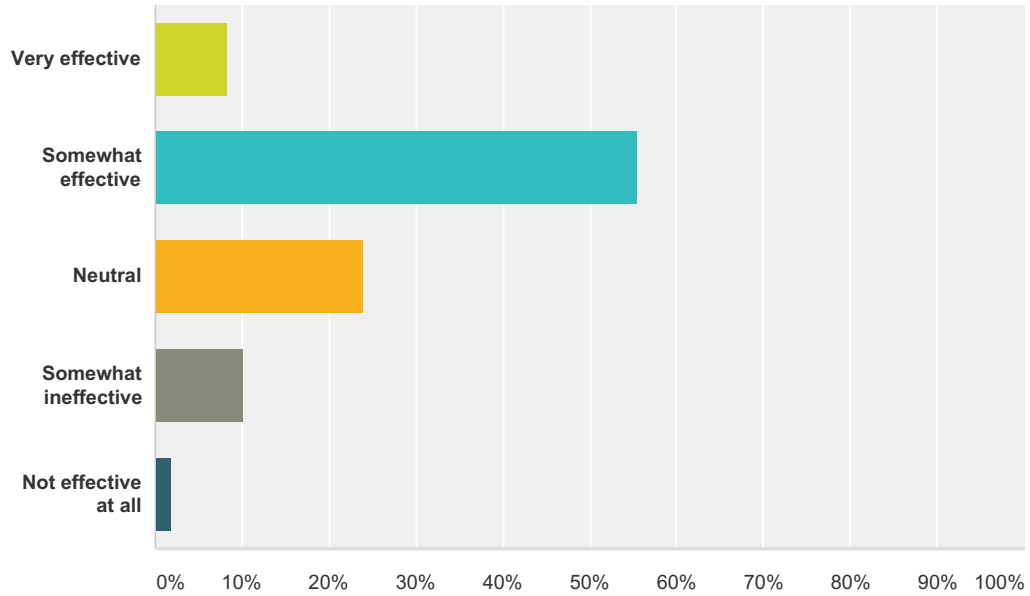
Answered: 108 Skipped: 525



| Answer Choices | Responses |
|------------------------------------|-----------|
| First-look or exclusive access | 53.70% 58 |
| First-party data segments | 69.44% 75 |
| Frequency capping or session depth | 31.48% 34 |
| Context (page type, content) | 37.96% 41 |
| Viewability | 60.19% 65 |
| Ad sizes/formats | 23.15% 25 |
| Geography/location | 24.07% 26 |
| Other (please specify) | 0.00% 0 |
| Total Respondents: 108 | |

Q11 On average, how effective are private marketplaces in meeting the needs of buyers?

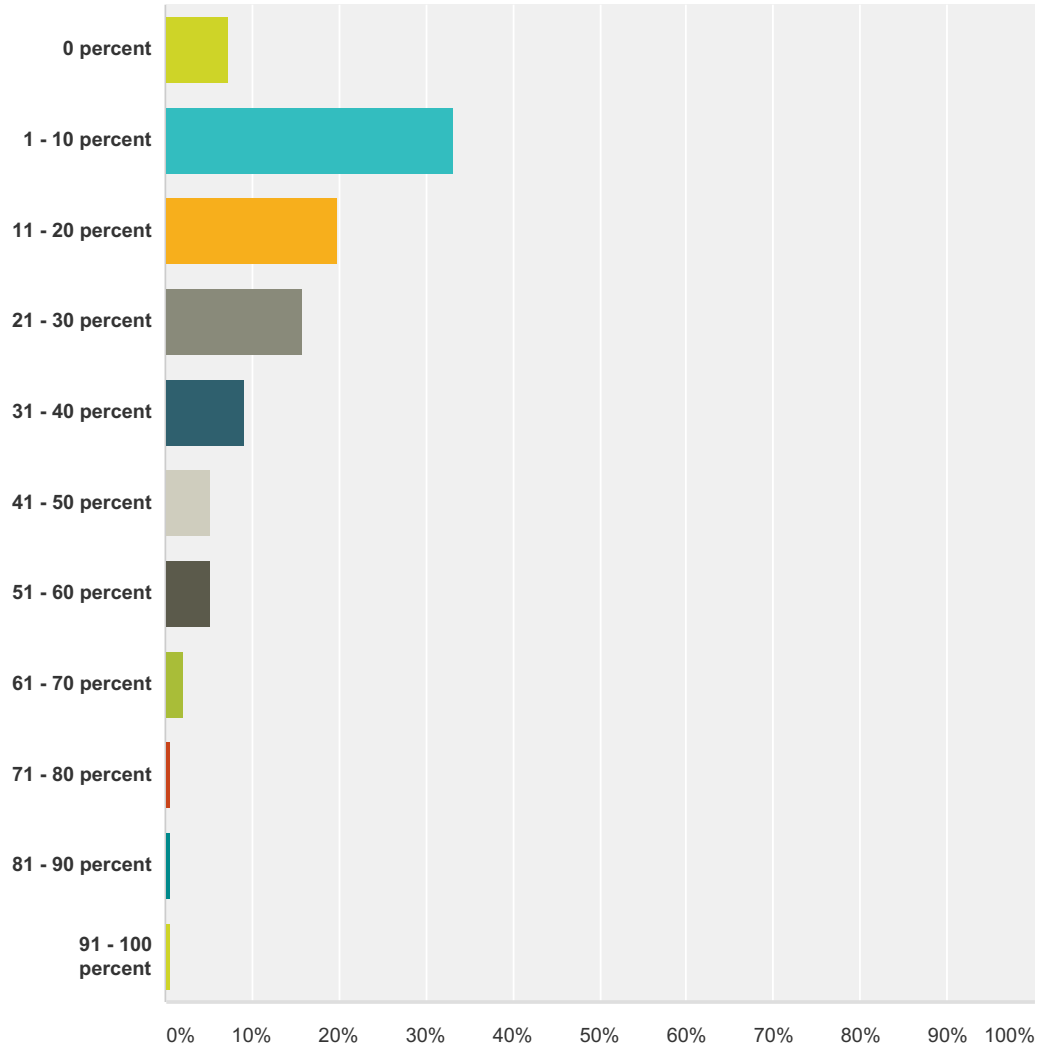
Answered: 108 Skipped: 525



| Answer Choices | Responses |
|----------------------|------------|
| Very effective | 8.33% 9 |
| Somewhat effective | 55.56% 60 |
| Neutral | 24.07% 26 |
| Somewhat ineffective | 10.19% 11 |
| Not effective at all | 1.85% 2 |
| Total | 108 |

Q12 By the end of 2015, how much of your total online ad spending do you expect to go through private marketplaces?

Answered: 151 Skipped: 482



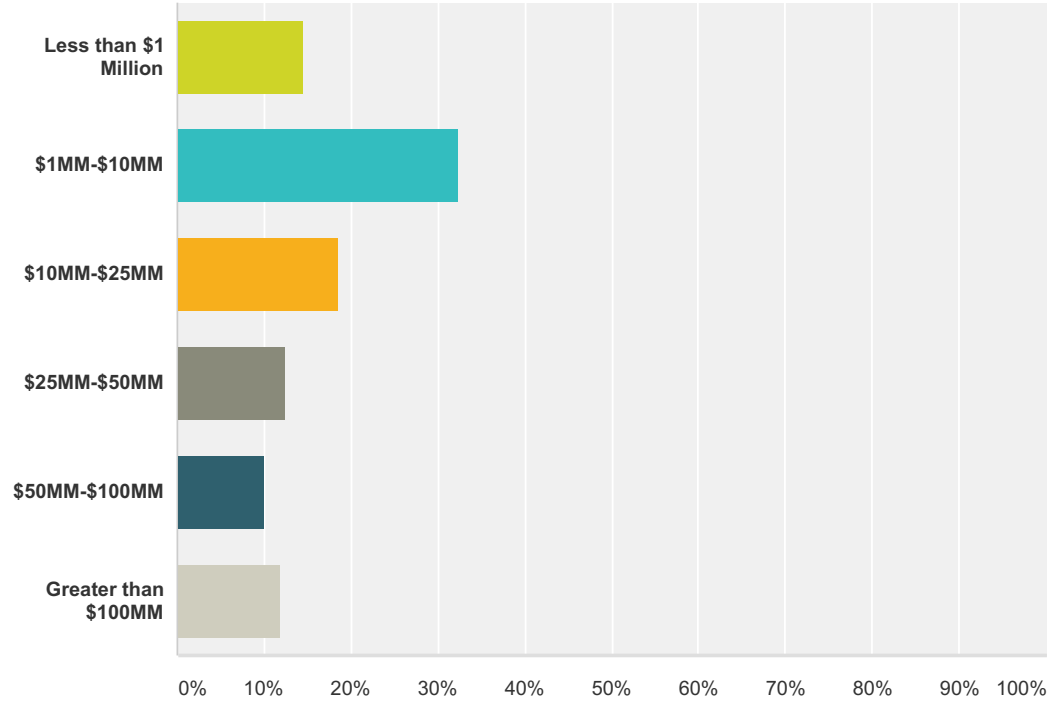
| Answer Choices | Responses |
|-----------------|-----------|
| 0 percent | 7.28% 11 |
| 1 - 10 percent | 33.11% 50 |
| 11 - 20 percent | 19.87% 30 |
| 21 - 30 percent | 15.89% 24 |
| 31 - 40 percent | 9.27% 14 |
| 41 - 50 percent | 5.30% 8 |
| 51 - 60 percent | 5.30% 8 |

State of the Industry: The state of programmatic partnerships

| | | |
|------------------|-------|------------|
| 61 - 70 percent | 1.99% | 3 |
| 71 - 80 percent | 0.66% | 1 |
| 81 - 90 percent | 0.66% | 1 |
| 91 - 100 percent | 0.66% | 1 |
| Total | | 151 |

Q13 What is your yearly advertising budget (including display, mobile and video formats)?

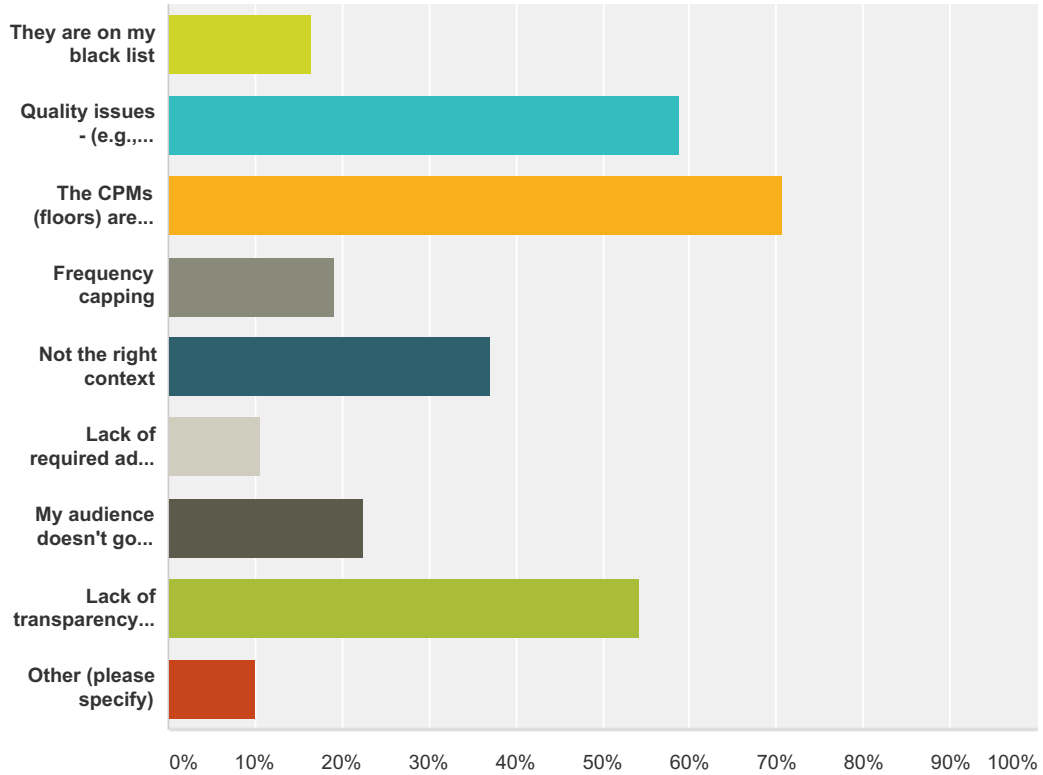
Answered: 151 Skipped: 482



| Answer Choices | Responses |
|-----------------------|------------|
| Less than \$1 Million | 14.57% 22 |
| \$1MM-\$10MM | 32.45% 49 |
| \$10MM-\$25MM | 18.54% 28 |
| \$25MM-\$50MM | 12.58% 19 |
| \$50MM-\$100MM | 9.93% 15 |
| Greater than \$100MM | 11.92% 18 |
| Total | 151 |

Q14 Why do you think your programmatic ads don't show up on certain Comscore top 250 sites that support advertising? (Select your top 3)

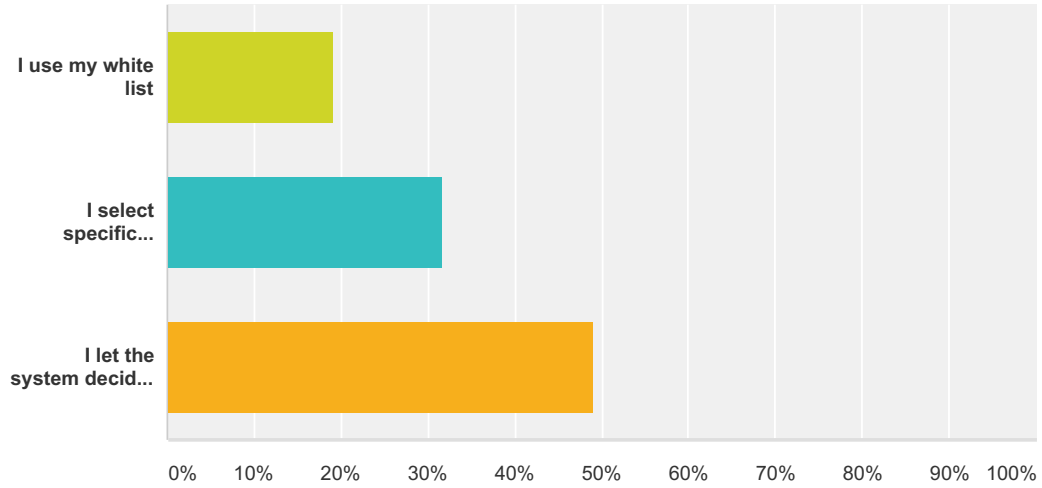
Answered: 151 Skipped: 482



| Answer Choices | Responses |
|---|------------|
| They are on my black list | 16.56% 25 |
| Quality issues - (e.g., viewability, ATF vs. BTF inventory) | 58.94% 89 |
| The CPMs (floors) are too high | 70.86% 107 |
| Frequency capping | 19.21% 29 |
| Not the right context | 37.09% 56 |
| Lack of required ad formats | 10.60% 16 |
| My audience doesn't go there | 22.52% 34 |
| Lack of transparency or desired context | 54.30% 82 |
| Other (please specify) | 9.93% 15 |
| Total Respondents: 151 | |

Q15 What is the most frequent method you use for selecting the sites to include in your campaigns?

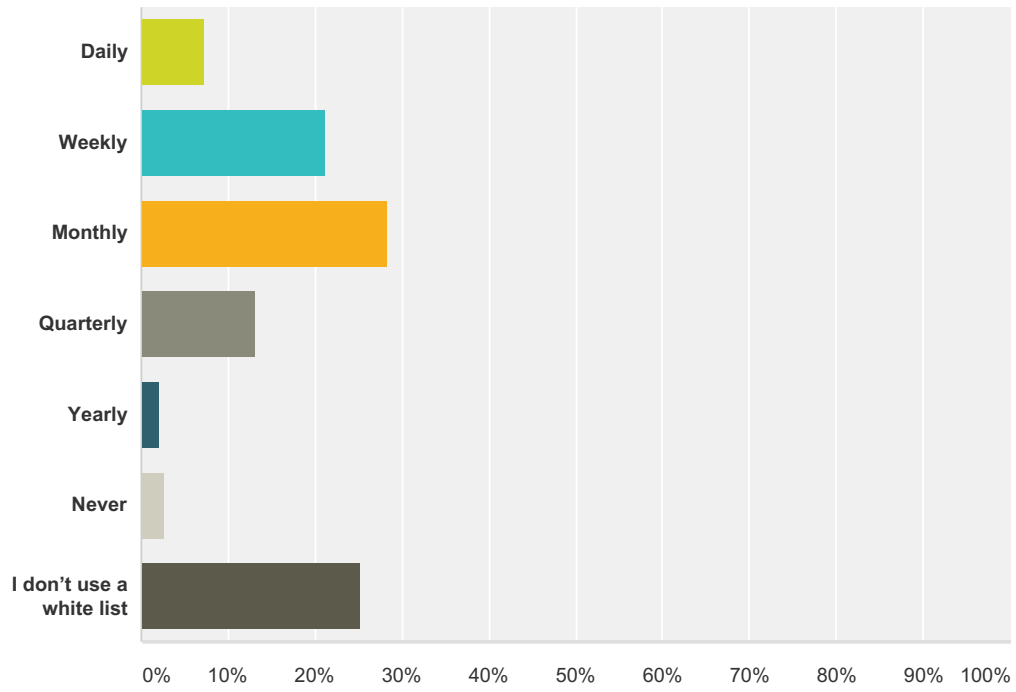
Answered: 151 Skipped: 482



| Answer Choices | Responses |
|--|------------|
| I use my white list | 19.21% 29 |
| I select specific publishers | 31.79% 48 |
| I let the system decide based on my targeting criteria | 49.01% 74 |
| Total | 151 |

Q16 How often do you add sites to your white lists?

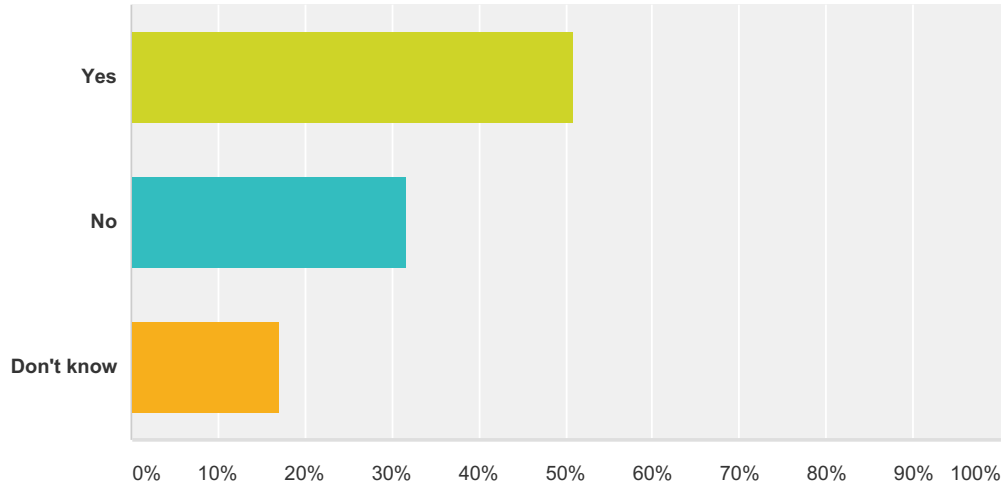
Answered: 151 Skipped: 482



| Answer Choices | Responses | Count |
|--------------------------|-----------|------------|
| Daily | 7.28% | 11 |
| Weekly | 21.19% | 32 |
| Monthly | 28.48% | 43 |
| Quarterly | 13.25% | 20 |
| Yearly | 1.99% | 3 |
| Never | 2.65% | 4 |
| I don't use a white list | 25.17% | 38 |
| Total | | 151 |

Q17 In terms of a black list, have you removed publishers/domains from your black list in the last 12 months?

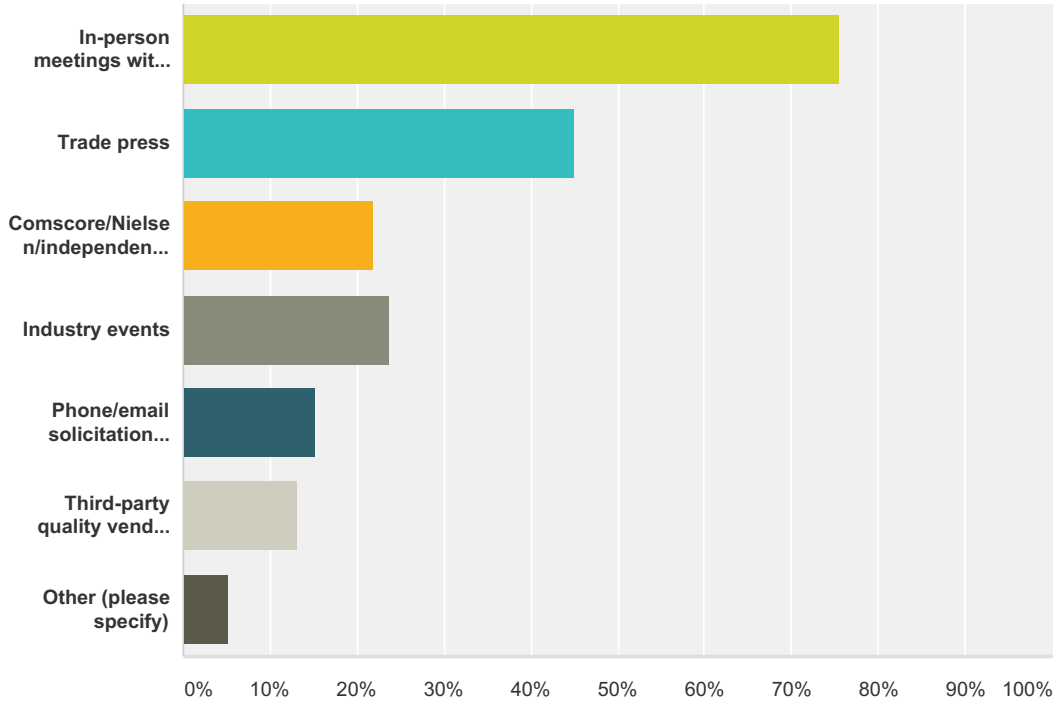
Answered: 151 Skipped: 482



| Answer Choices | Responses | Count |
|----------------|-----------|------------|
| Yes | 50.99% | 77 |
| No | 31.79% | 48 |
| Don't know | 17.22% | 26 |
| Total | | 151 |

Q18 What sources do you use to educate yourself about the quality and unique capabilities of publishers in the programmatic ecosystem? (Select your top 2)

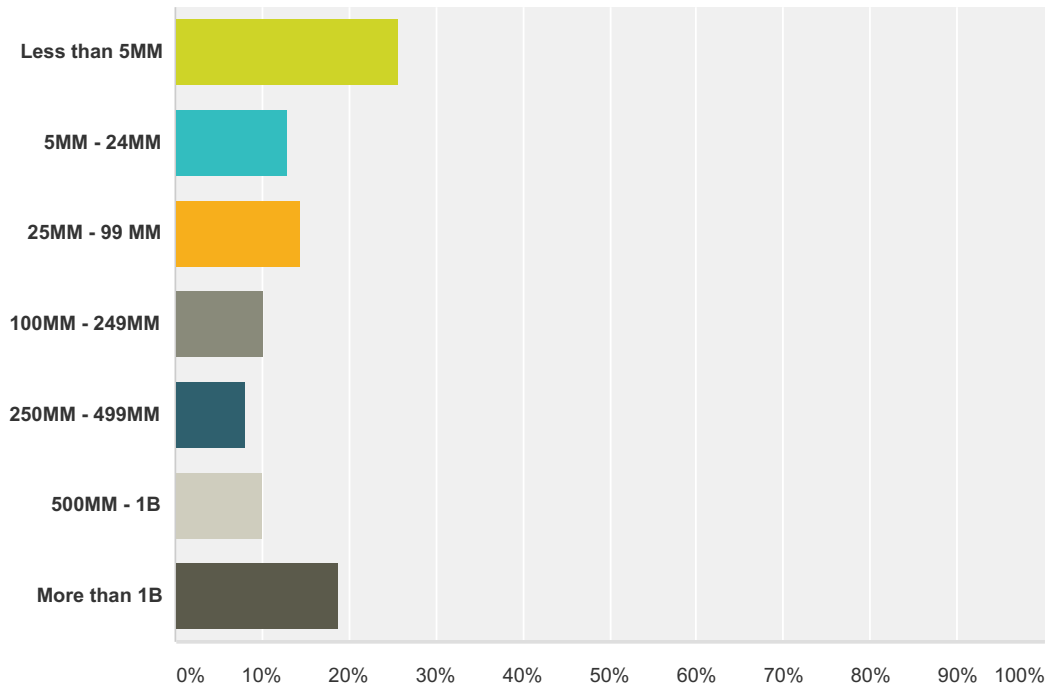
Answered: 151 Skipped: 482



| Answer Choices | Responses |
|---|------------|
| In-person meetings with publishers or their representatives | 75.50% 114 |
| Trade press | 45.03% 68 |
| Comscore/Nielsen/independent ratings | 21.85% 33 |
| Industry events | 23.84% 36 |
| Phone/email solicitations from publishers or their representatives | 15.23% 23 |
| Third-party quality vendor lists (e.g. Pixelate's Seller Trust Index) | 13.25% 20 |
| Other (please specify) | 5.30% 8 |
| Total Respondents: 151 | |

Q19 What are your average monthly advertising impressions?

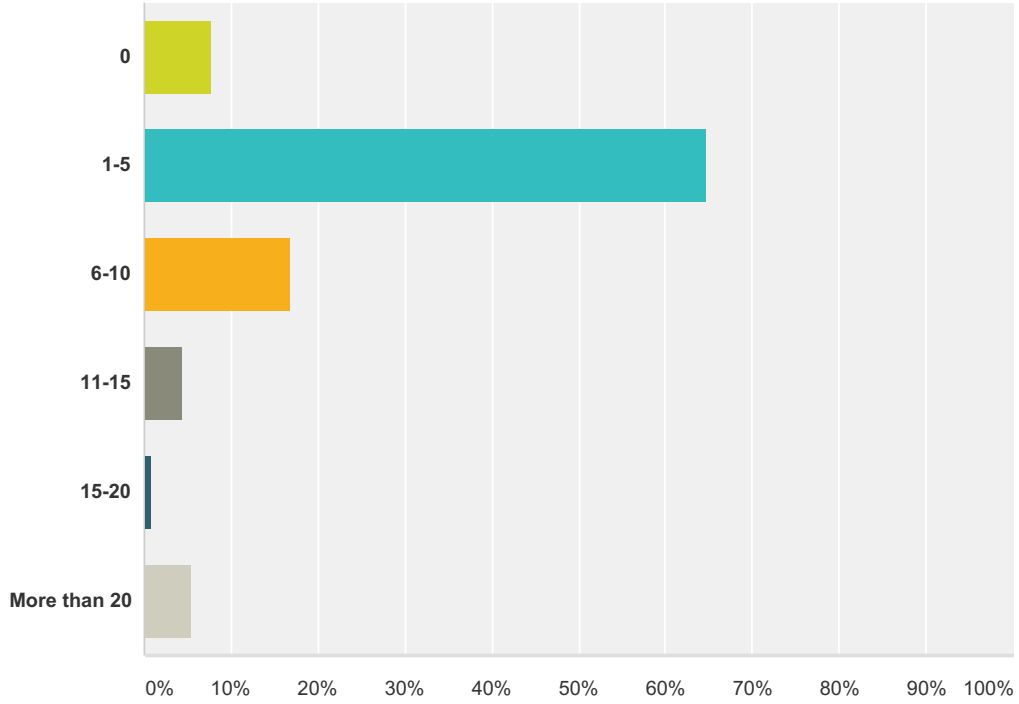
Answered: 272 Skipped: 361



| Answer Choices | Responses | Count |
|----------------|-----------|------------|
| Less than 5MM | 25.74% | 70 |
| 5MM - 24MM | 12.87% | 35 |
| 25MM - 99 MM | 14.34% | 39 |
| 100MM - 249MM | 10.29% | 28 |
| 250MM - 499MM | 8.09% | 22 |
| 500MM - 1B | 9.93% | 27 |
| More than 1B | 18.75% | 51 |
| Total | | 272 |

Q20 How many programmatic demand solutions are you currently working with to monetize your ad impressions?

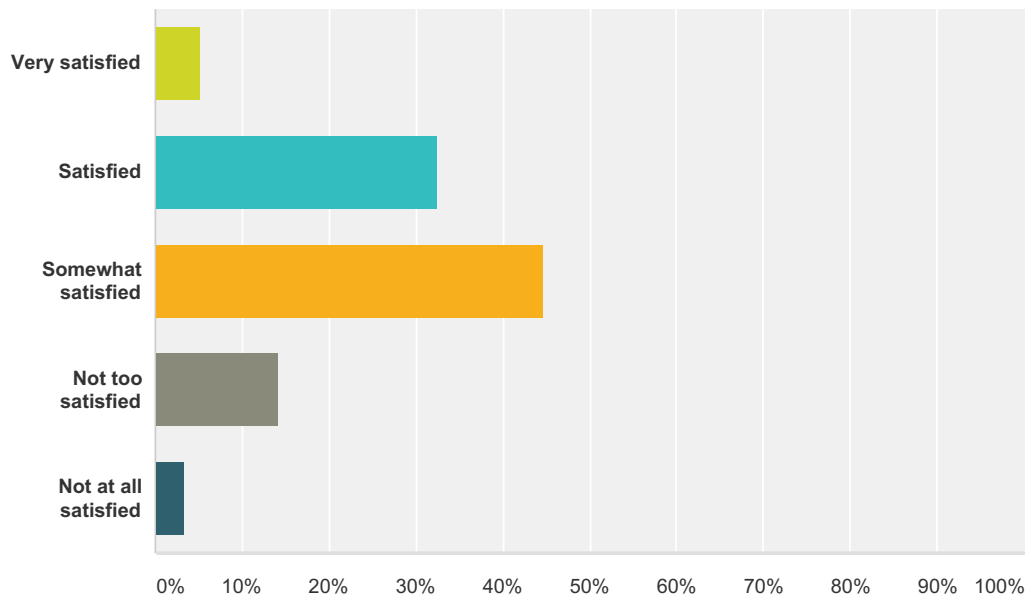
Answered: 272 Skipped: 361



| Answer Choices | Responses |
|----------------|------------|
| 0 | 7.72% 21 |
| 1-5 | 64.71% 176 |
| 6-10 | 16.91% 46 |
| 11-15 | 4.41% 12 |
| 15-20 | 0.74% 2 |
| More than 20 | 5.51% 15 |
| Total | 272 |

Q21 How satisfied are you with your current programmatic demand solutions?

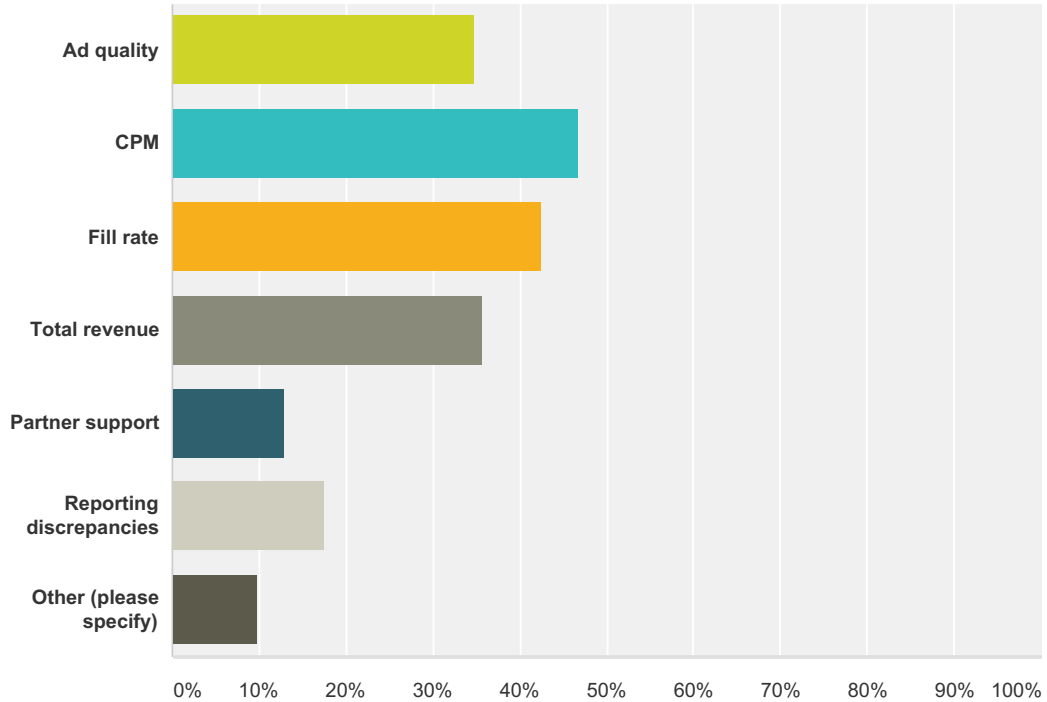
Answered: 233 Skipped: 400



| Answer Choices | Responses | |
|----------------------|-----------|------------|
| Very satisfied | 5.15% | 12 |
| Satisfied | 32.62% | 76 |
| Somewhat satisfied | 44.64% | 104 |
| Not too satisfied | 14.16% | 33 |
| Not at all satisfied | 3.43% | 8 |
| Total | | 233 |

Q22 Which of the following are the aspects of your programmatic demand solutions in most need of improvement? (Select your top 2)

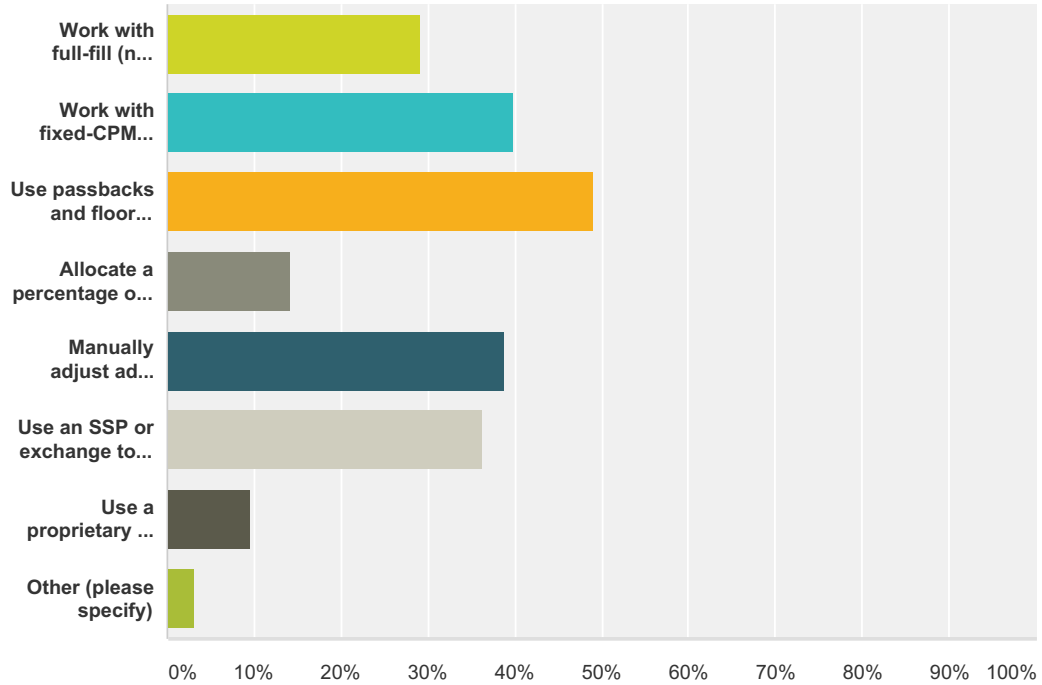
Answered: 233 Skipped: 400



| Answer Choices | Responses | Count |
|-------------------------------|-----------|-------|
| Ad quality | 34.76% | 81 |
| CPM | 46.78% | 109 |
| Fill rate | 42.49% | 99 |
| Total revenue | 35.62% | 83 |
| Partner support | 12.88% | 30 |
| Reporting discrepancies | 17.60% | 41 |
| Other (please specify) | 9.87% | 23 |
| Total Respondents: 233 | | |

Q23 What are the most effective techniques you currently use to maximize yield with your programmatic demand solutions? (Select up to 3)

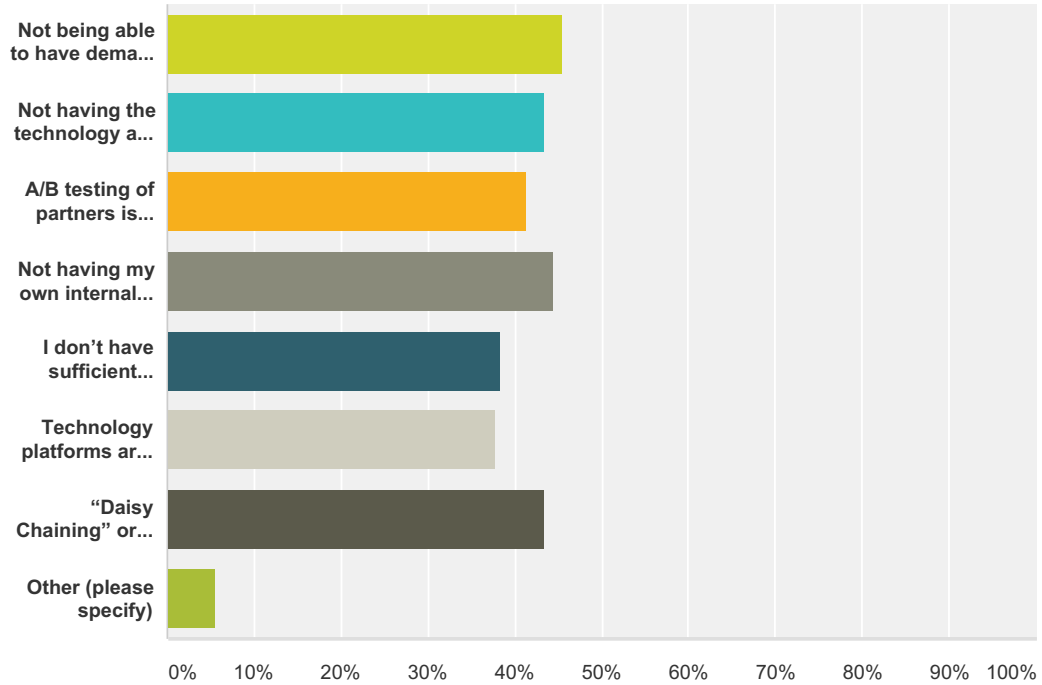
Answered: 198 Skipped: 435



| Answer Choices | Responses |
|---|-----------|
| Work with full-fill (no passbacks) | 29.29% 58 |
| Work with fixed-CPM partners | 39.90% 79 |
| Use passbacks and floor prices | 48.99% 97 |
| Allocate a percentage of my inventory to each partner | 14.14% 28 |
| Manually adjust ad serving rules based on estimated CPMs and fill | 38.89% 77 |
| Use an SSP or exchange to manage programmatic for me | 36.36% 72 |
| Use a proprietary RTB system | 9.60% 19 |
| Other (please specify) | 3.03% 6 |
| Total Respondents: 198 | |

Q24 Which of the following are the biggest challenges you face working with programmatic demand solutions? (Select your top 3)

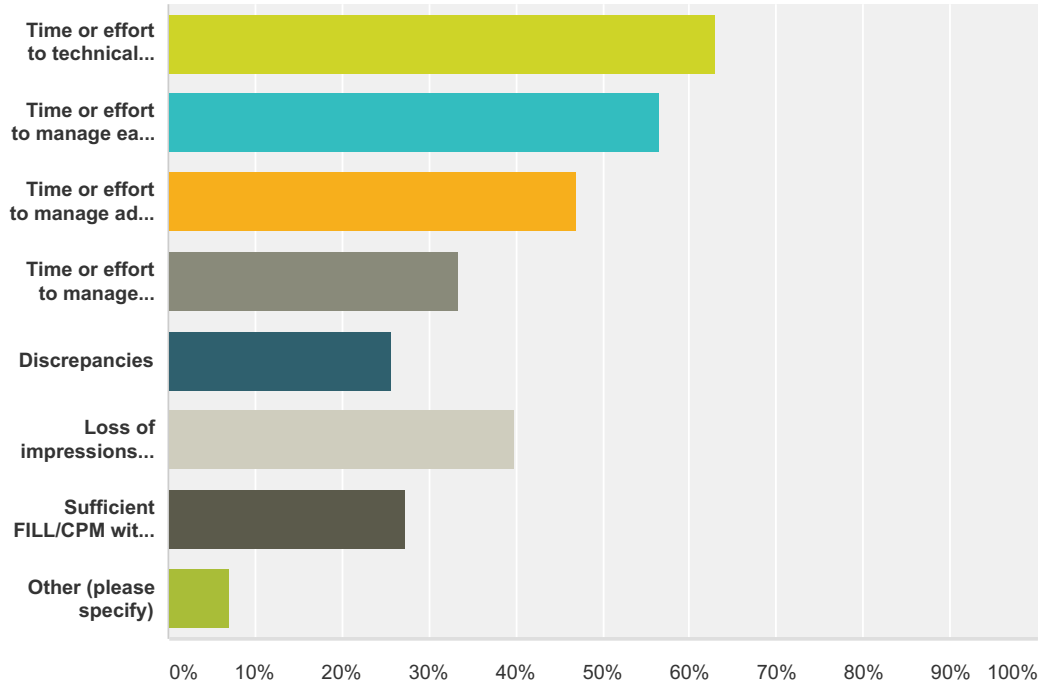
Answered: 198 Skipped: 435



| Answer Choices | Responses |
|--|-----------|
| Not being able to have demand partners compete with each other on each impression | 45.45% 90 |
| Not having the technology and tools that address my needs | 43.43% 86 |
| A/B testing of partners is time consuming and complex | 41.41% 82 |
| Not having my own internal developers with time/resources/expertise to support my needs | 44.44% 88 |
| I don't have sufficient data to inform the selling/pricing of my inventory | 38.38% 76 |
| Technology platforms are biased toward their own marketplaces | 37.88% 75 |
| "Daisy Chaining" or "Waterfalling" partners is inefficient and not as effective as I'd like it to be | 43.43% 86 |
| Other (please specify) | 5.56% 11 |
| Total Respondents: 198 | |

**Q25 Which of the following has played the biggest role in keeping you from integrating more programmatic demand solutions?
(Select your top 3)**

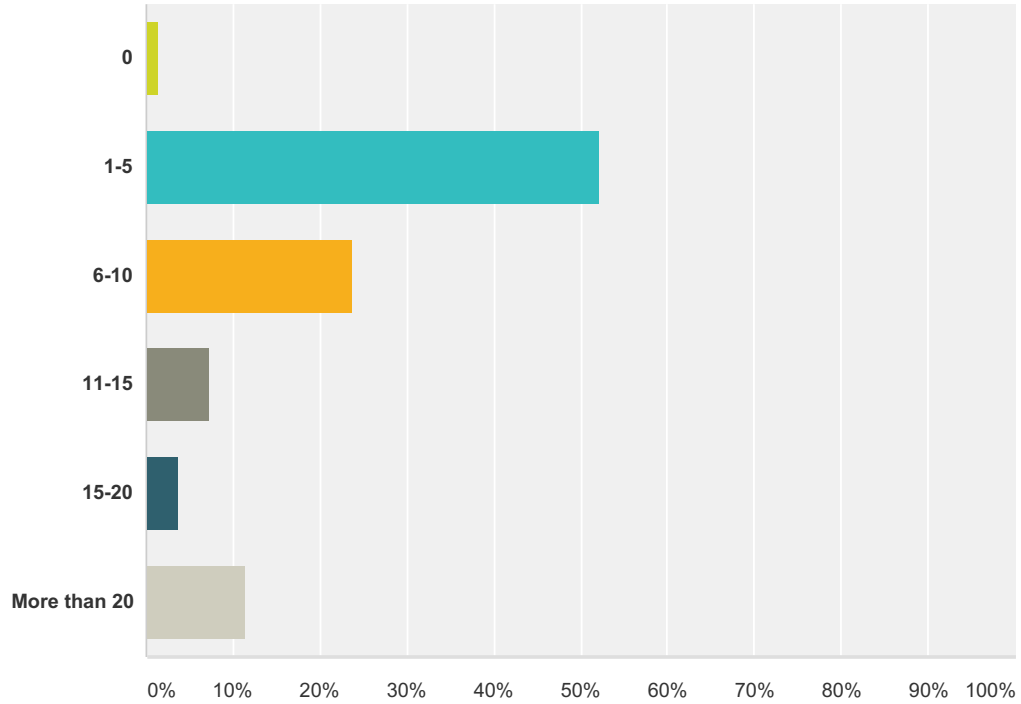
Answered: 198 Skipped: 435



| Answer Choices | Responses |
|--|------------|
| Time or effort to technically integrate another system | 63.13% 125 |
| Time or effort to manage each relationship | 56.57% 112 |
| Time or effort to manage ad quality | 46.97% 93 |
| Time or effort to manage reporting | 33.33% 66 |
| Discrepancies | 25.76% 51 |
| Loss of impressions from chaining more partners | 39.90% 79 |
| Sufficient FILL/CPM with existing solutions | 27.27% 54 |
| Other (please specify) | 7.07% 14 |
| Total Respondents: 198 | |

Q26 If it were easy to integrate and manage additional programmatic demand partners, how many (in total) would you ideally like to work with?

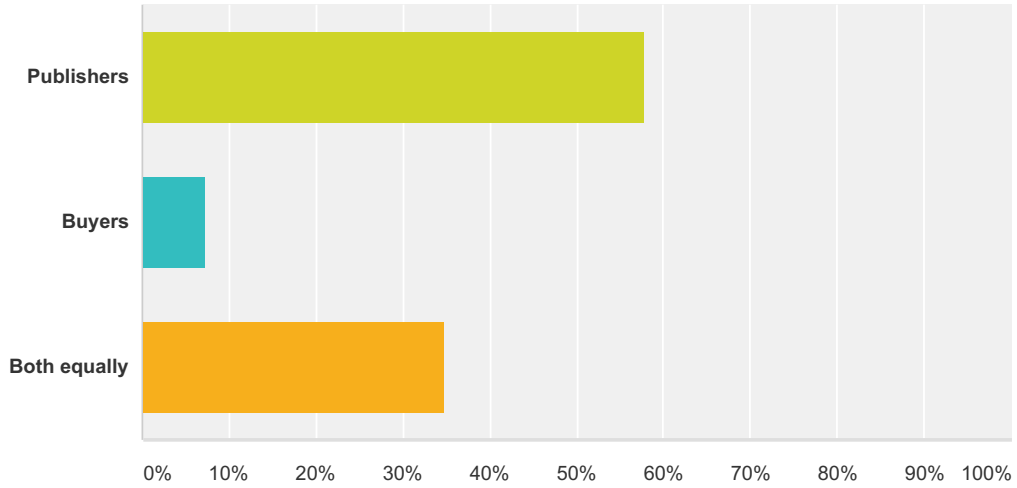
Answered: 218 Skipped: 415



| Answer Choices | Responses |
|----------------|------------|
| 0 | 1.38% 3 |
| 1-5 | 52.29% 114 |
| 6-10 | 23.85% 52 |
| 11-15 | 7.34% 16 |
| 15-20 | 3.67% 8 |
| More than 20 | 11.47% 25 |
| Total | 218 |

Q27 Is the difficulty of dealing with multiple programmatic demand platforms felt more by publishers or buyers?

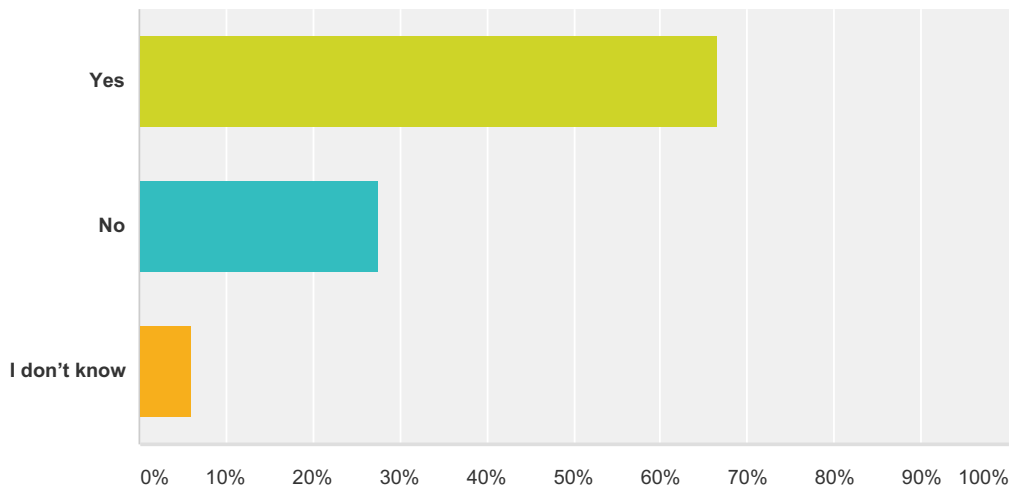
Answered: 218 Skipped: 415



| Answer Choices | Responses | |
|----------------|-----------|------------|
| Publishers | 57.80% | 126 |
| Buyers | 7.34% | 16 |
| Both equally | 34.86% | 76 |
| Total | | 218 |

Q28 Do you sell your inventory through private marketplaces?

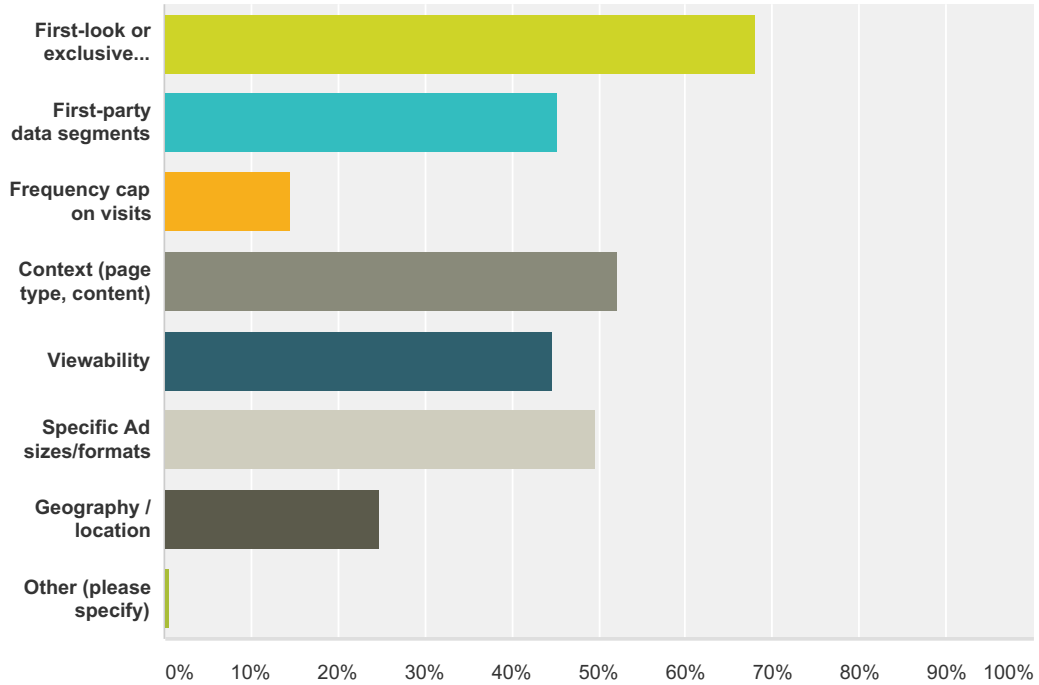
Answered: 218 Skipped: 415



| Answer Choices | Responses |
|----------------|------------|
| Yes | 66.51% 145 |
| No | 27.52% 60 |
| I don't know | 5.96% 13 |
| Total | 218 |

**Q29 Which of the following are the most valuable and desired types of targeting you provide in your private marketplaces?
(Select your top 3)**

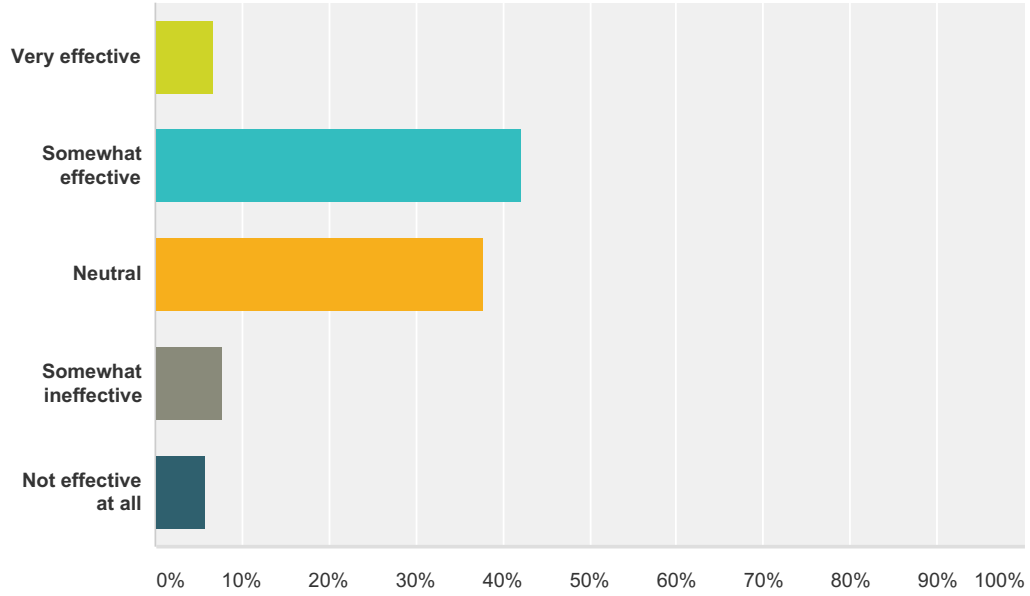
Answered: 157 Skipped: 476



| Answer Choices | Responses |
|--------------------------------|------------|
| First-look or exclusive access | 68.15% 107 |
| First-party data segments | 45.22% 71 |
| Frequency cap on visits | 14.65% 23 |
| Context (page type, content) | 52.23% 82 |
| Viewability | 44.59% 70 |
| Specific Ad sizes/formats | 49.68% 78 |
| Geography / location | 24.84% 39 |
| Other (please specify) | 0.64% 1 |
| Total Respondents: 157 | |

Q30 On average, how effective are private marketplaces in meeting the needs of sellers?

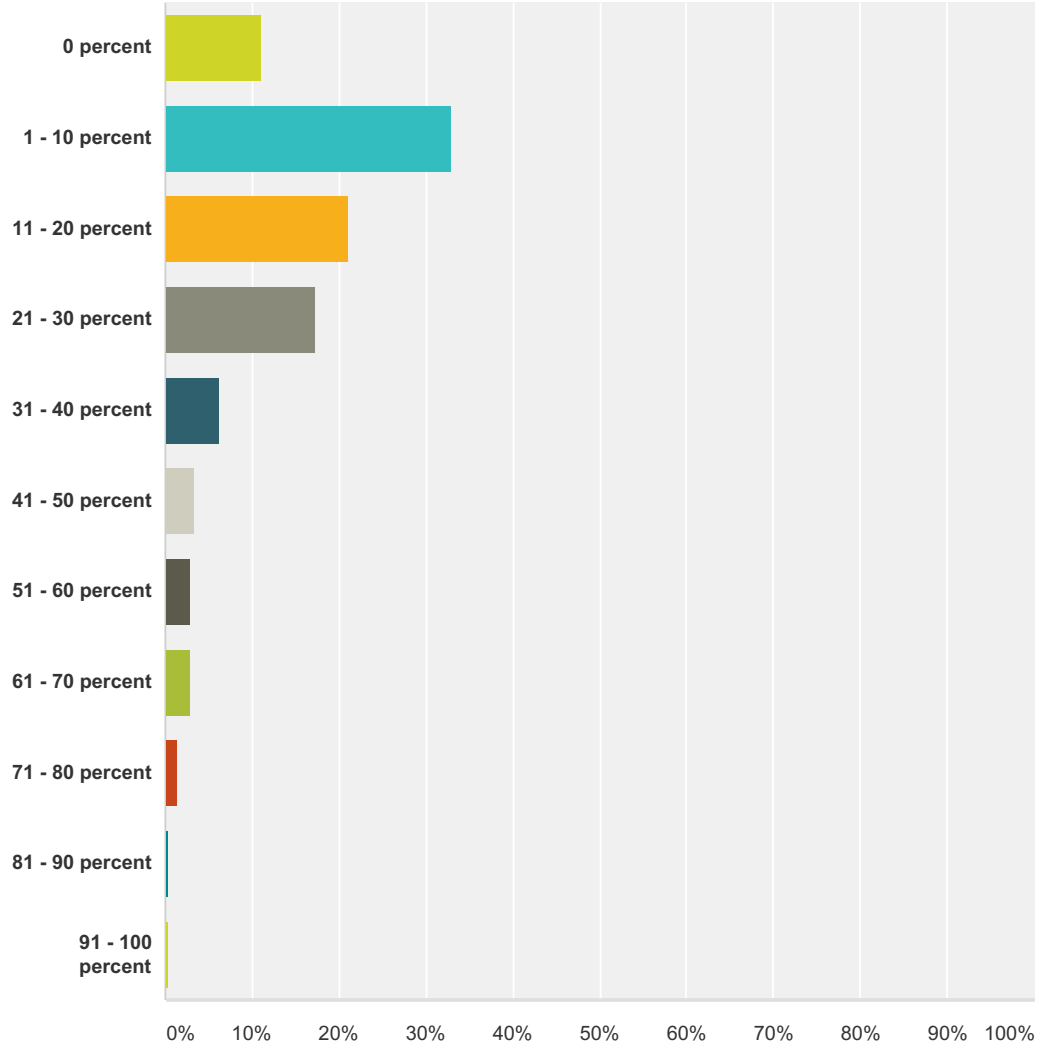
Answered: 209 Skipped: 424



| Answer Choices | Responses | |
|----------------------|-----------|------------|
| Very effective | 6.70% | 14 |
| Somewhat effective | 42.11% | 88 |
| Neutral | 37.80% | 79 |
| Somewhat ineffective | 7.66% | 16 |
| Not effective at all | 5.74% | 12 |
| Total | | 209 |

Q31 By the end of 2015, how much of your total online ad revenue do you expect to come through private marketplaces?

Answered: 209 Skipped: 424



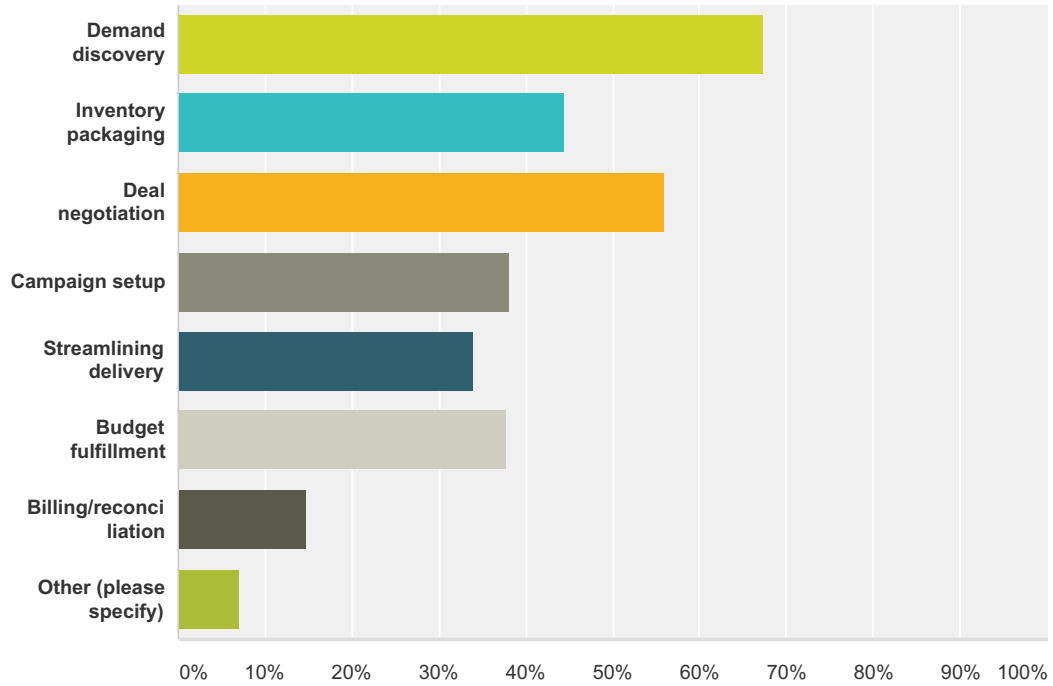
| Answer Choices | Responses |
|-----------------|-----------|
| 0 percent | 11.00% 23 |
| 1 - 10 percent | 33.01% 69 |
| 11 - 20 percent | 21.05% 44 |
| 21 - 30 percent | 17.22% 36 |
| 31 - 40 percent | 6.22% 13 |
| 41 - 50 percent | 3.35% 7 |
| 51 - 60 percent | 2.87% 6 |

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| | | |
|------------------|-------|------------|
| 61 - 70 percent | 2.87% | 6 |
| 71 - 80 percent | 1.44% | 3 |
| 81 - 90 percent | 0.48% | 1 |
| 91 - 100 percent | 0.48% | 1 |
| Total | | 209 |

Q32 Which of the following are the aspects of private marketplaces in most need of improvement? (Select your top 3)

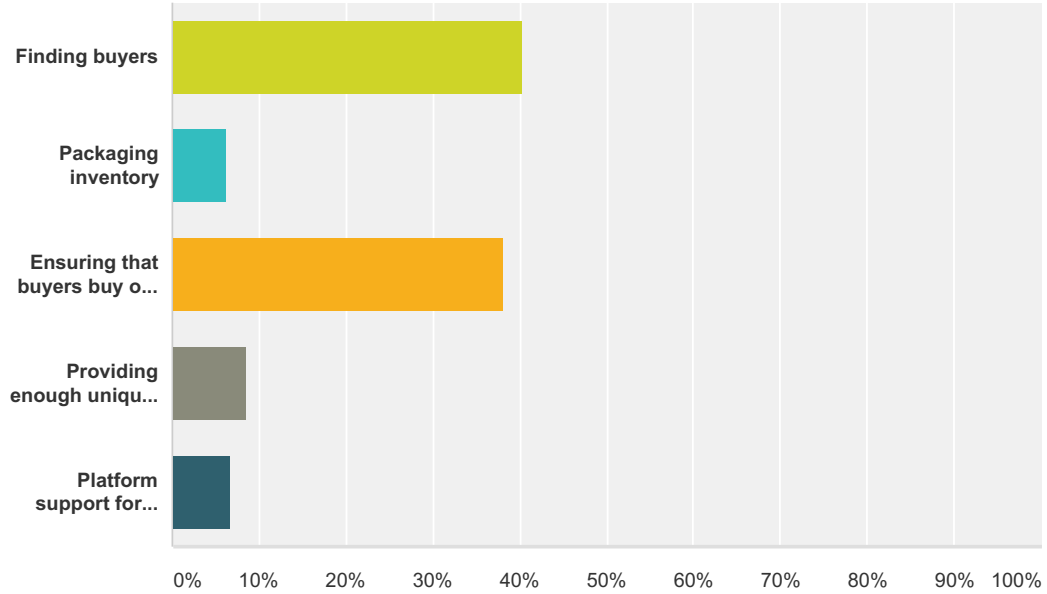
Answered: 209 Skipped: 424



| Answer Choices | Responses | Count |
|-------------------------------|-----------|-------|
| Demand discovery | 67.46% | 141 |
| Inventory packaging | 44.50% | 93 |
| Deal negotiation | 55.98% | 117 |
| Campaign setup | 38.28% | 80 |
| Streamlining delivery | 33.97% | 71 |
| Budget fulfillment | 37.80% | 79 |
| Billing/reconciliation | 14.83% | 31 |
| Other (please specify) | 7.18% | 15 |
| Total Respondents: 209 | | |

Q33 Which of the following has been the biggest challenge for you in terms of private marketplaces?

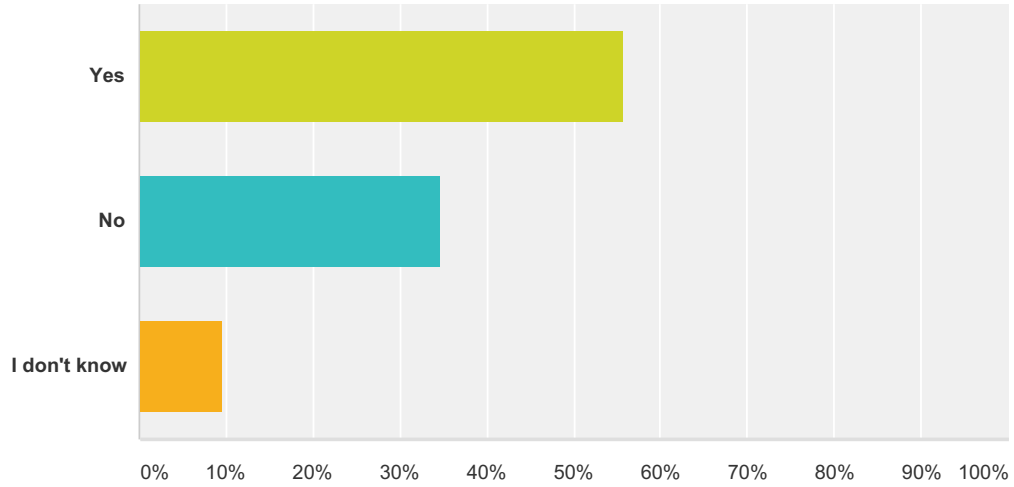
Answered: 209 Skipped: 424



| Answer Choices | Responses |
|--|------------|
| Finding buyers | 40.19% 84 |
| Packaging inventory | 6.22% 13 |
| Ensuring that buyers buy once the deals are set up | 38.28% 80 |
| Providing enough unique inventory | 8.61% 18 |
| Platform support for deals | 6.70% 14 |
| Total | 209 |

Q34 Have you ever been approached by partners (e.g. A9, Casale, OpenX, Sonobi, Criteo) wanting to work with you through advance bidding integrations?

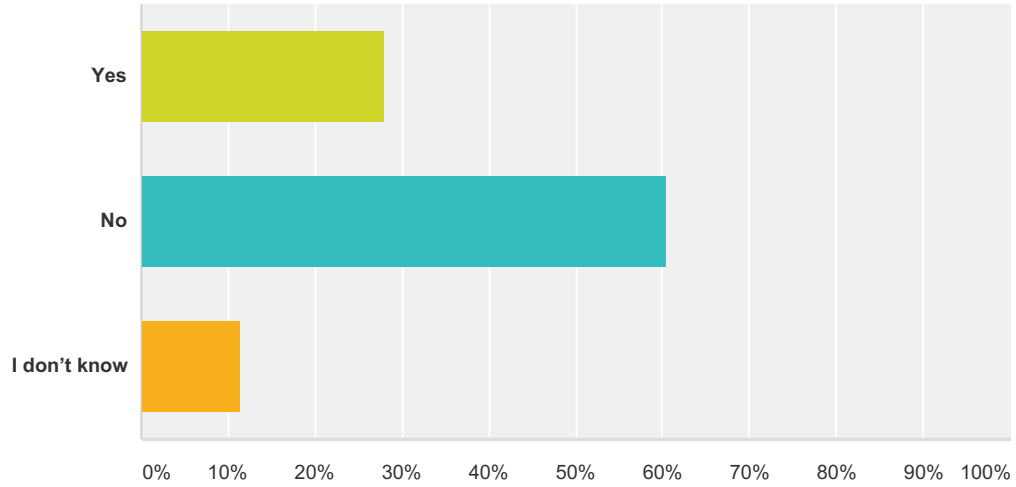
Answered: 208 Skipped: 425



| Answer Choices | Responses |
|----------------|------------|
| Yes | 55.77% 116 |
| No | 34.62% 72 |
| I don't know | 9.62% 20 |
| Total | 208 |

Q35 Do you currently work with any partners through advance bidding (header/tagless/dynamic) demand integrations?

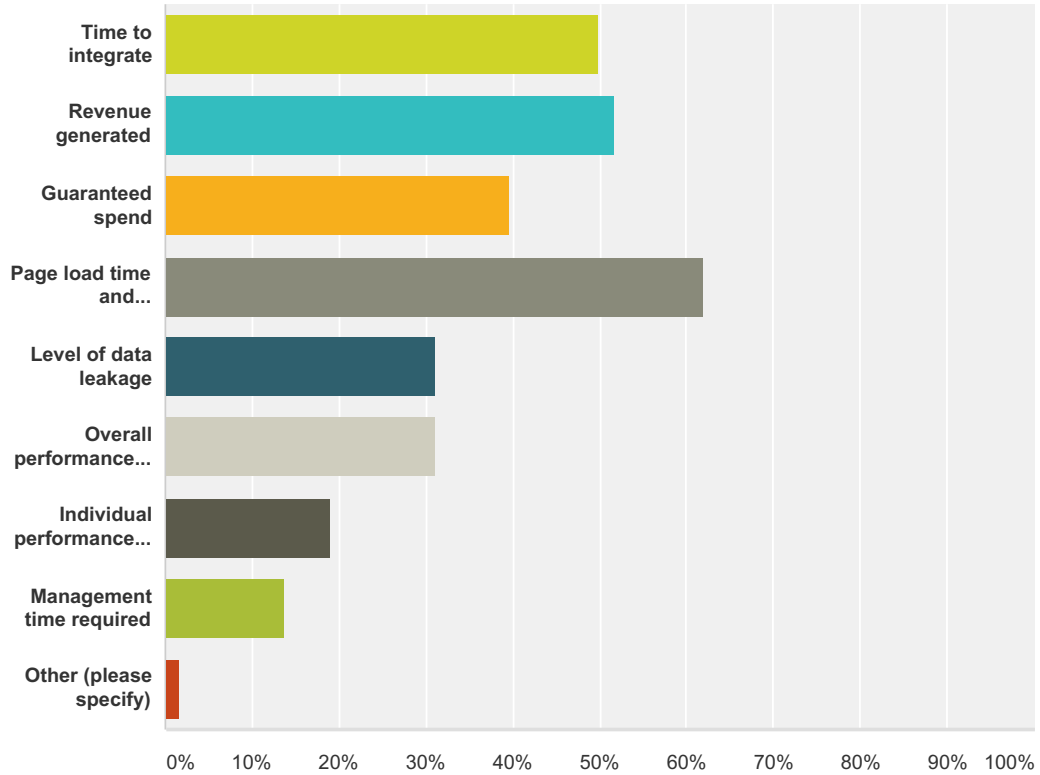
Answered: 208 Skipped: 425



| Answer Choices | Responses | |
|----------------|-----------|------------|
| Yes | 27.88% | 58 |
| No | 60.58% | 126 |
| I don't know | 11.54% | 24 |
| Total | | 208 |

Q36 Which of the following do you think are in most need of improvement with regards to advance bidding demand integrations? (Select 3)

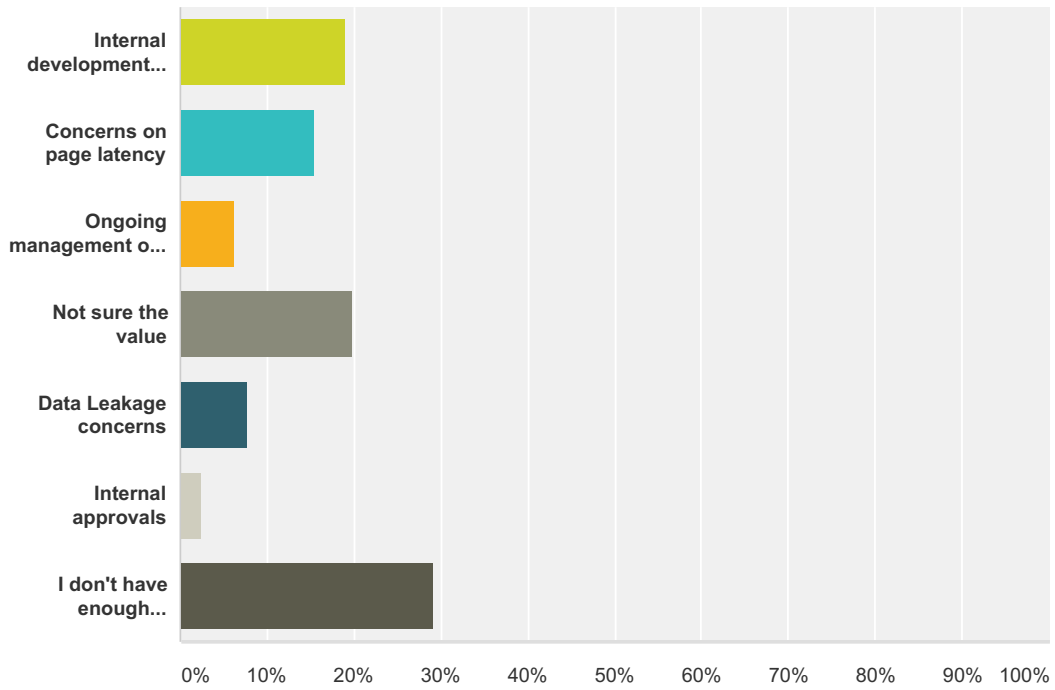
Answered: 58 Skipped: 575



| Answer Choices | Responses |
|---|-----------|
| Time to integrate | 50.00% 29 |
| Revenue generated | 51.72% 30 |
| Guaranteed spend | 39.66% 23 |
| Page load time and latency/negative user experience | 62.07% 36 |
| Level of data leakage | 31.03% 18 |
| Overall performance visibility | 31.03% 18 |
| Individual performance visibility | 18.97% 11 |
| Management time required | 13.79% 8 |
| Other (please specify) | 1.72% 1 |
| Total Respondents: 58 | |

Q37 What most prevents you from working with advance bidding partners?

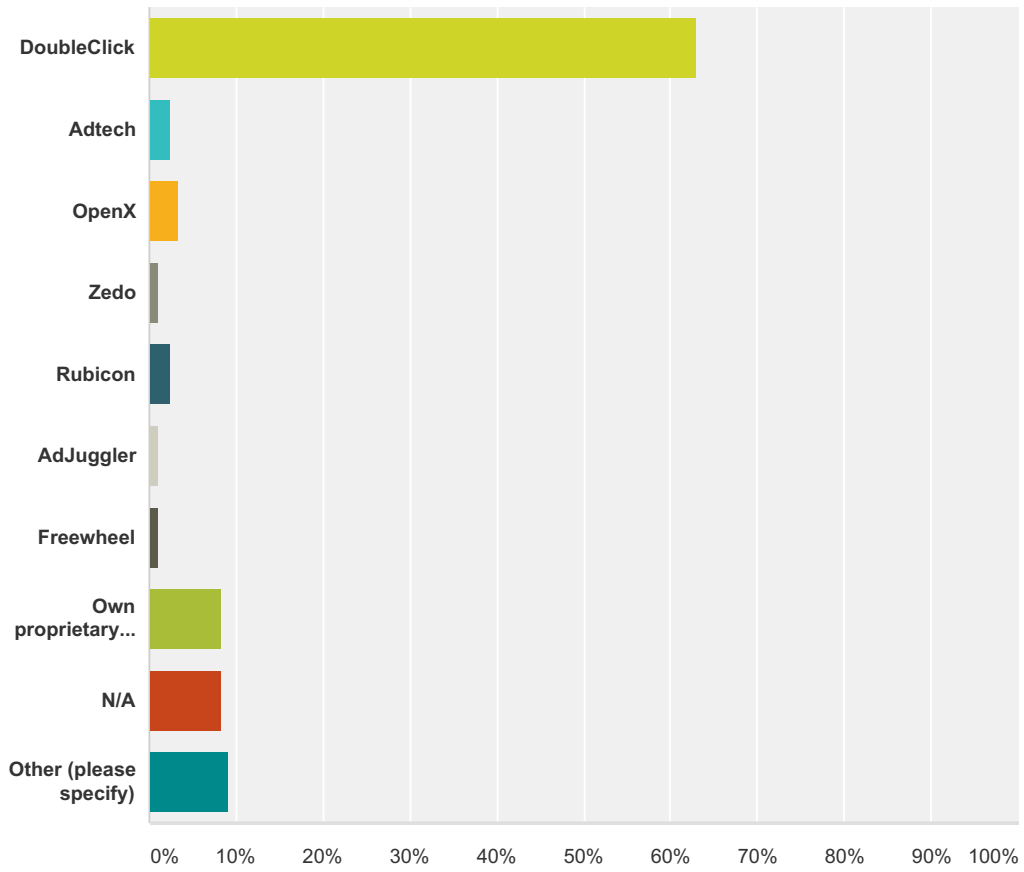
Answered: 206 Skipped: 427



| Answer Choices | Responses |
|---|------------|
| Internal development time to integrate | 18.93% 39 |
| Concerns on page latency | 15.53% 32 |
| Ongoing management of partners | 6.31% 13 |
| Not sure the value | 19.90% 41 |
| Data Leakage concerns | 7.77% 16 |
| Internal approvals | 2.43% 5 |
| I don't have enough information about advance bidding | 29.13% 60 |
| Total | 206 |

Q38 What do you use as your primary ad server?

Answered: 206 Skipped: 427



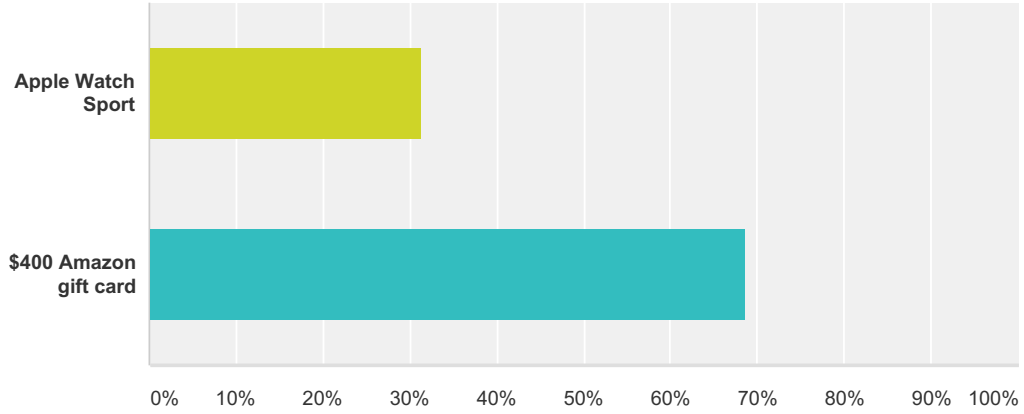
| Answer Choices | Responses | |
|--------------------------|-----------|------------|
| DoubleClick | 63.11% | 130 |
| Adtech | 2.43% | 5 |
| OpenX | 3.40% | 7 |
| Zedo | 0.97% | 2 |
| Rubicon | 2.43% | 5 |
| AdJuggler | 0.97% | 2 |
| Freewheel | 0.97% | 2 |
| Own proprietary adserver | 8.25% | 17 |
| N/A | 8.25% | 17 |
| Other (please specify) | 9.22% | 19 |
| Total | | 206 |

Q39 Thank you for participating! Enter your email to receive the full results of this survey and to be entered to win a prize for completing this survey, courtesy of our sponsor, Technorati.

Answered: 350 Skipped: 283

Q40 If you're selected in our random drawing, which of the following prizes would you prefer?

Answered: 352 Skipped: 281



| Answer Choices | Responses | |
|------------------------|-----------|------------|
| Apple Watch Sport | 31.25% | 110 |
| \$400 Amazon gift card | 68.75% | 242 |
| Total | | 352 |