Real Media – Microsoft Advertising Webinar

An Exchange Solution to Drive Higher Yield On Your Unreserved Inventory
November 6th, 2012

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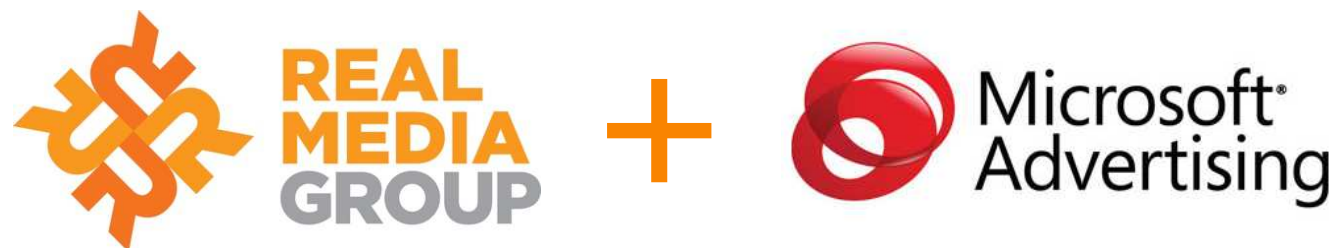
Introduction to
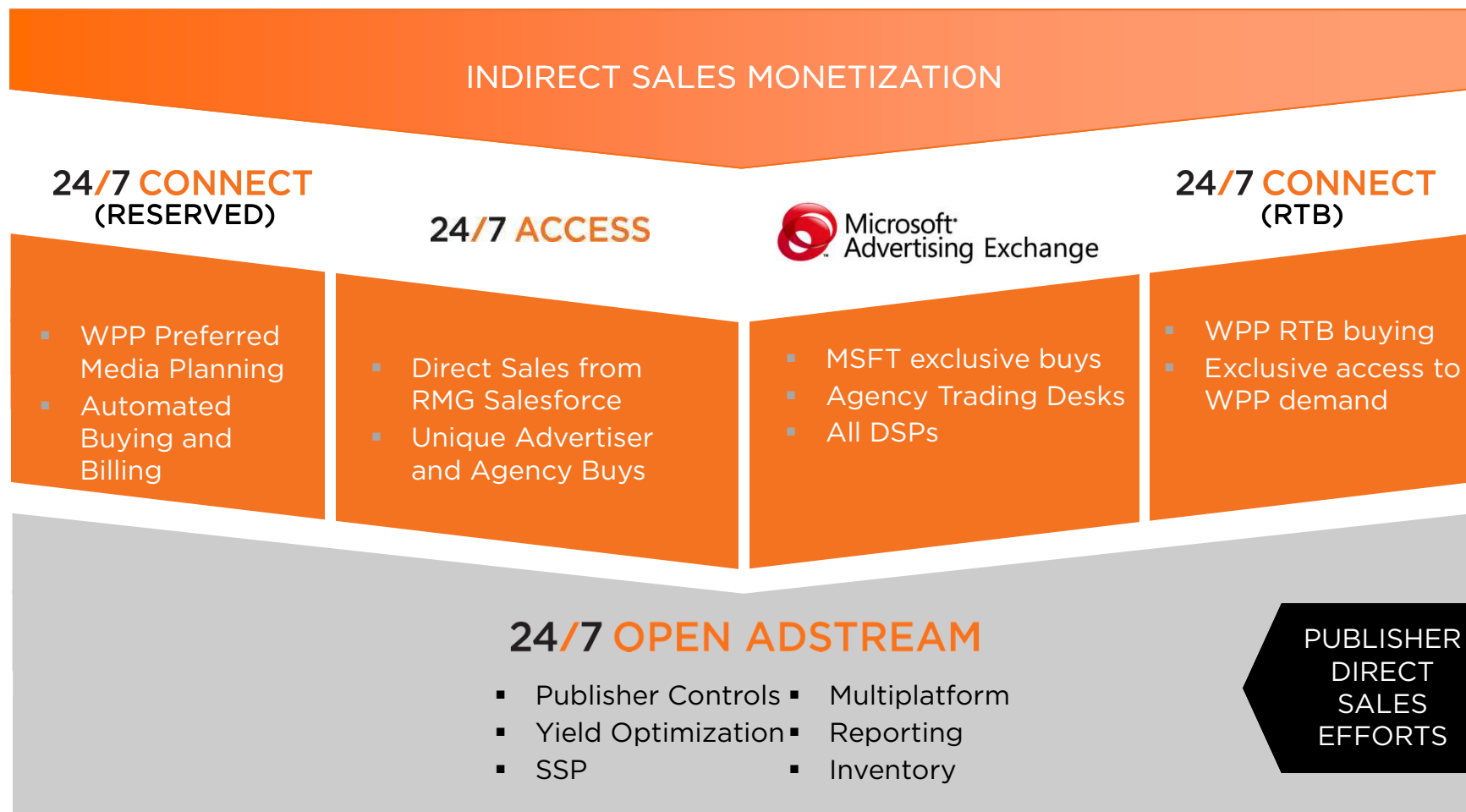
Real Media Group and Microsoft Advertising Partnership

Real Media and Microsoft Advertising Partnership

- Unique access to advertising dollars
- Expanded ad quality
- Sophisticated publisher controls over programmatic selling

The New Monetization Platform for Publishers

INDIRECT SALES MONETIZATION

24/7 CONNECT (RESERVED)

- WPP Preferred Media Planning
- Automated Buying and Billing

24/7 ACCESS

- Direct Sales from RMG Salesforce
- Unique Advertiser and Agency Buys

Microsoft Advertising Exchange

- MSFT exclusive buys
- Agency Trading Desks
- All DSPs

24/7 CONNECT (RTB)

- WPP RTB buying
- Exclusive access to WPP demand

24/7 OPEN ADSTREAM

- Publisher Controls
- Yield Optimization
- SSP
- Multiplatform
- Reporting
- Inventory

PUBLISHER DIRECT SALES EFFORTS

Today's Publishers'
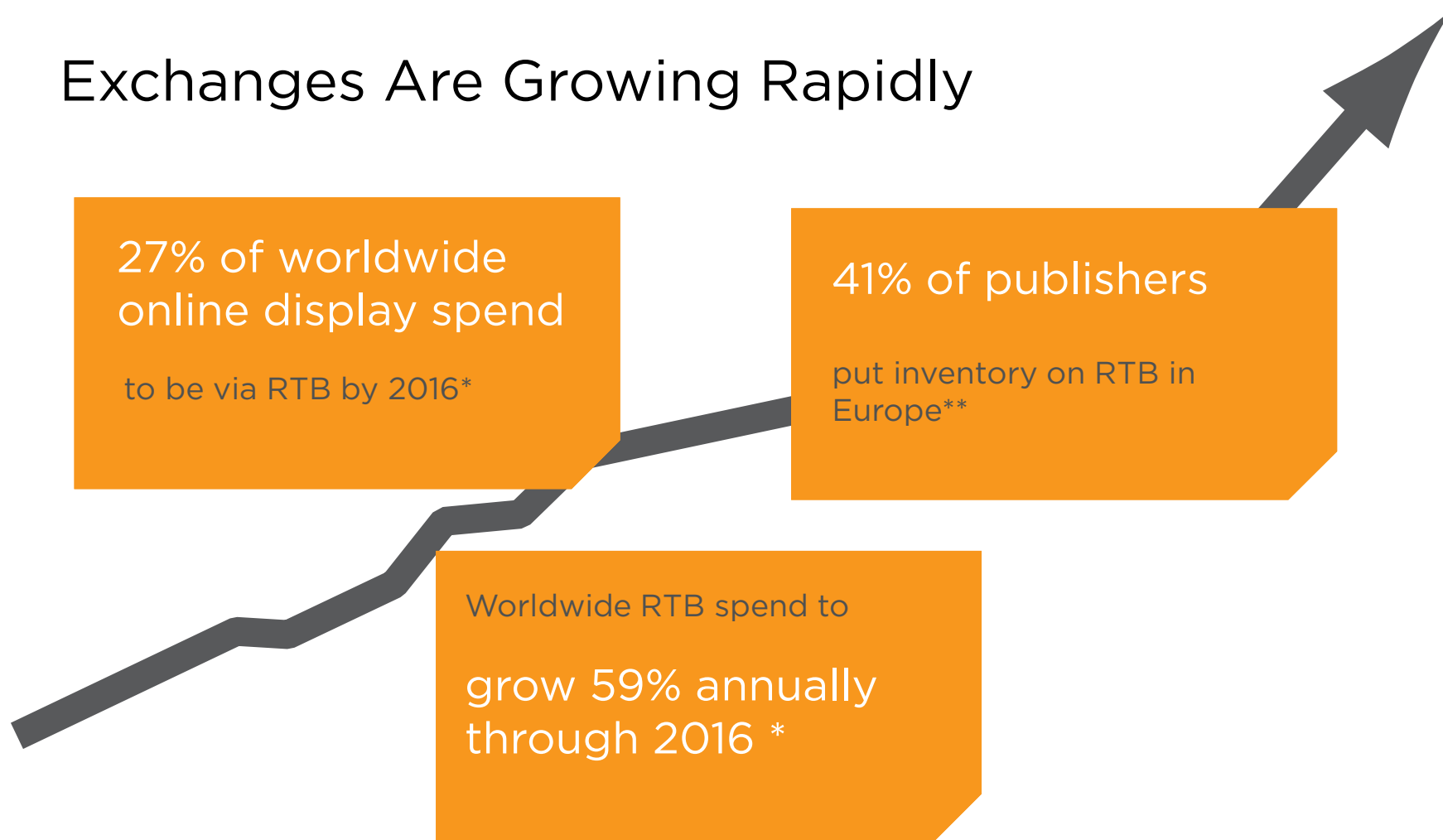# Issues and Solutions

Challenges We See

- Maximizing value and fill of unsold inventory

- Complexity in managing multiple demand sources and platforms

- Protect direct sales channel and brand value
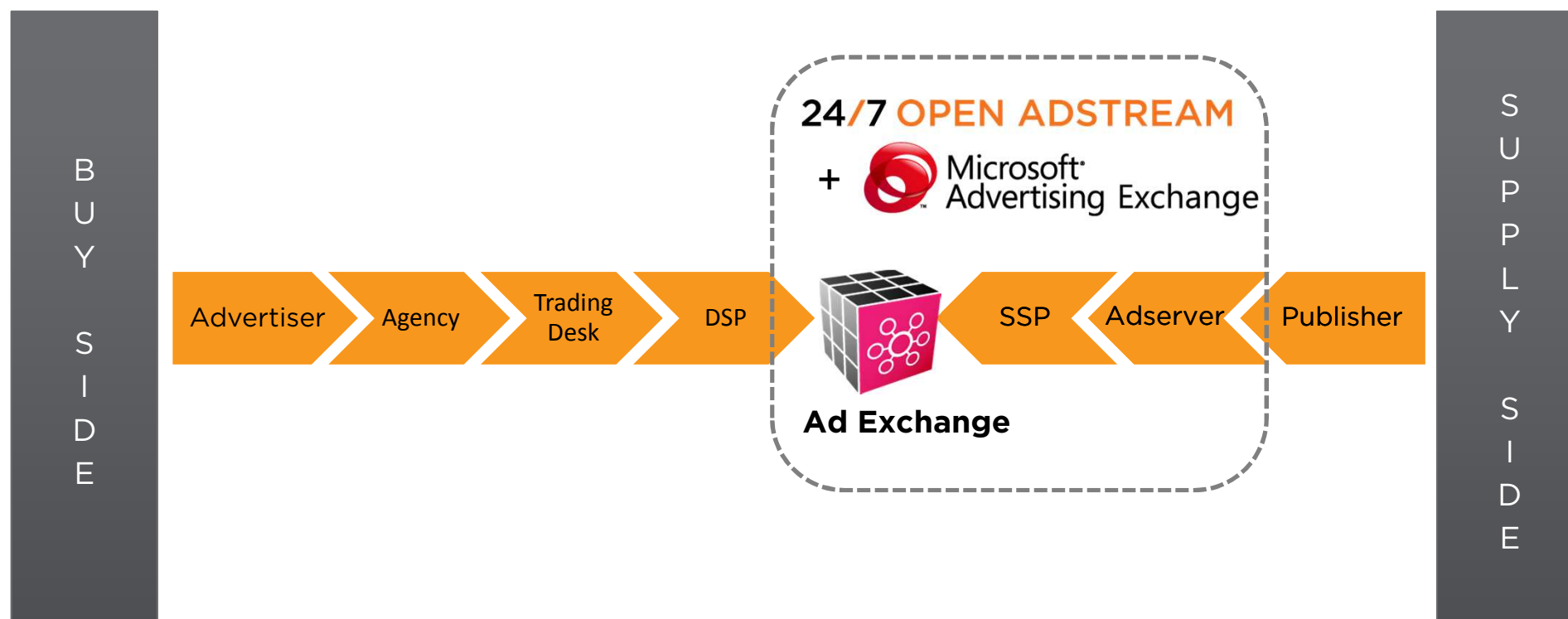
Introduction to

Exchanges and RTB

Exchanges Are Growing Rapidly
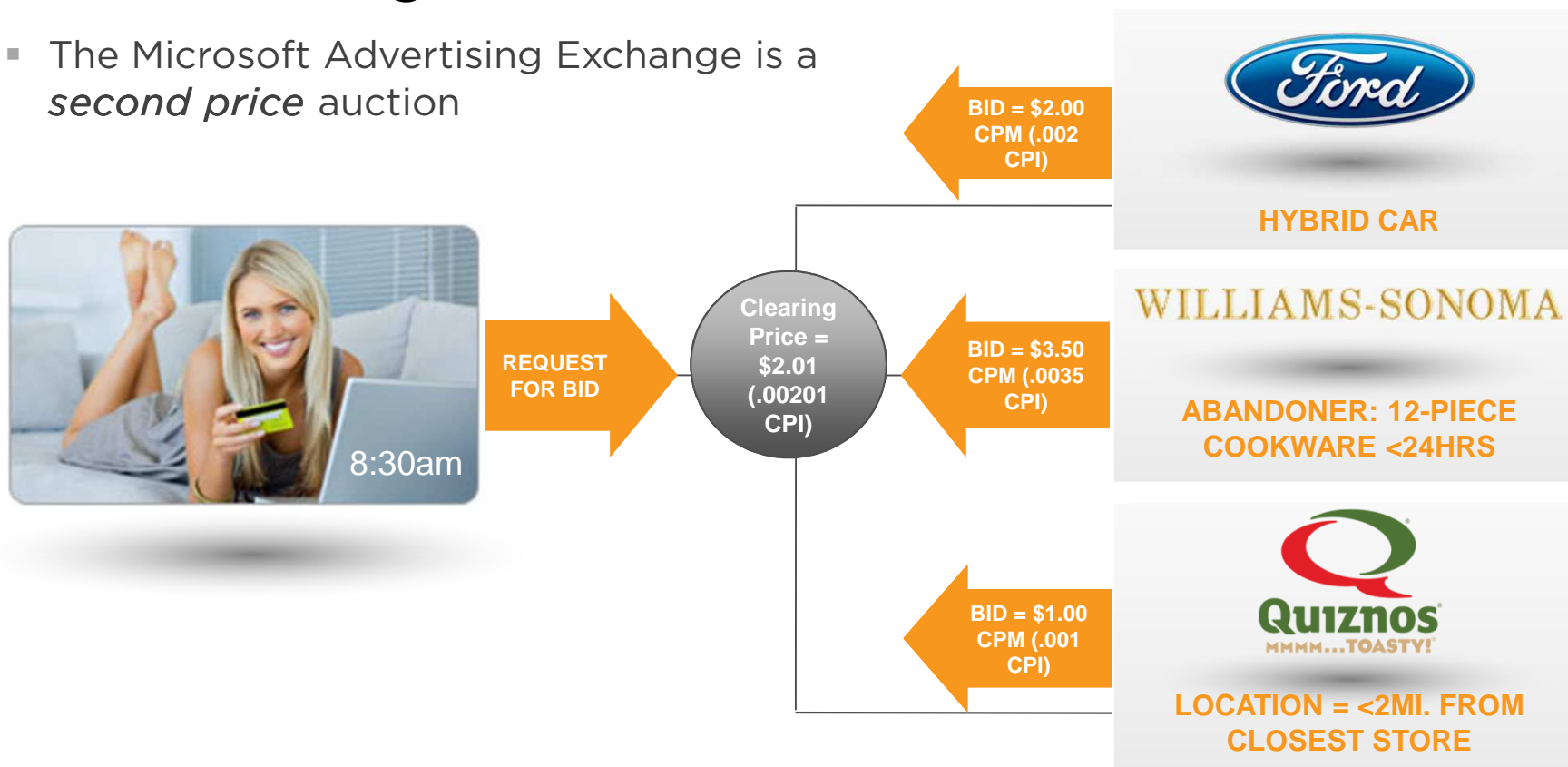
27% of worldwide online display spend

to be via RTB by 2016*

41% of publishers

put inventory on RTB in Europe**

Worldwide RTB spend to

grow 59% annually through 2016 *

*IDC October 2012 **eConsultancy Online Publishers Survey Report 2011

Why Microsoft Advertising Exchange

A Publisher's Perspective

We Understand	Protecting direct sales premium revenue streams	Protecting publisher brand & environment	The need to get better yield
Our Focus	The need to manage direct & indirect sales channels	Quality demand and advertisers	Sophisticated controls on pricing, demand efficiencies

msn   VIACOM.   Windows Live™

Drive Higher Yield On Your Inventory

Increase Yield for Publishers

- An exchange by a premium publisher
- Quality demand at scale
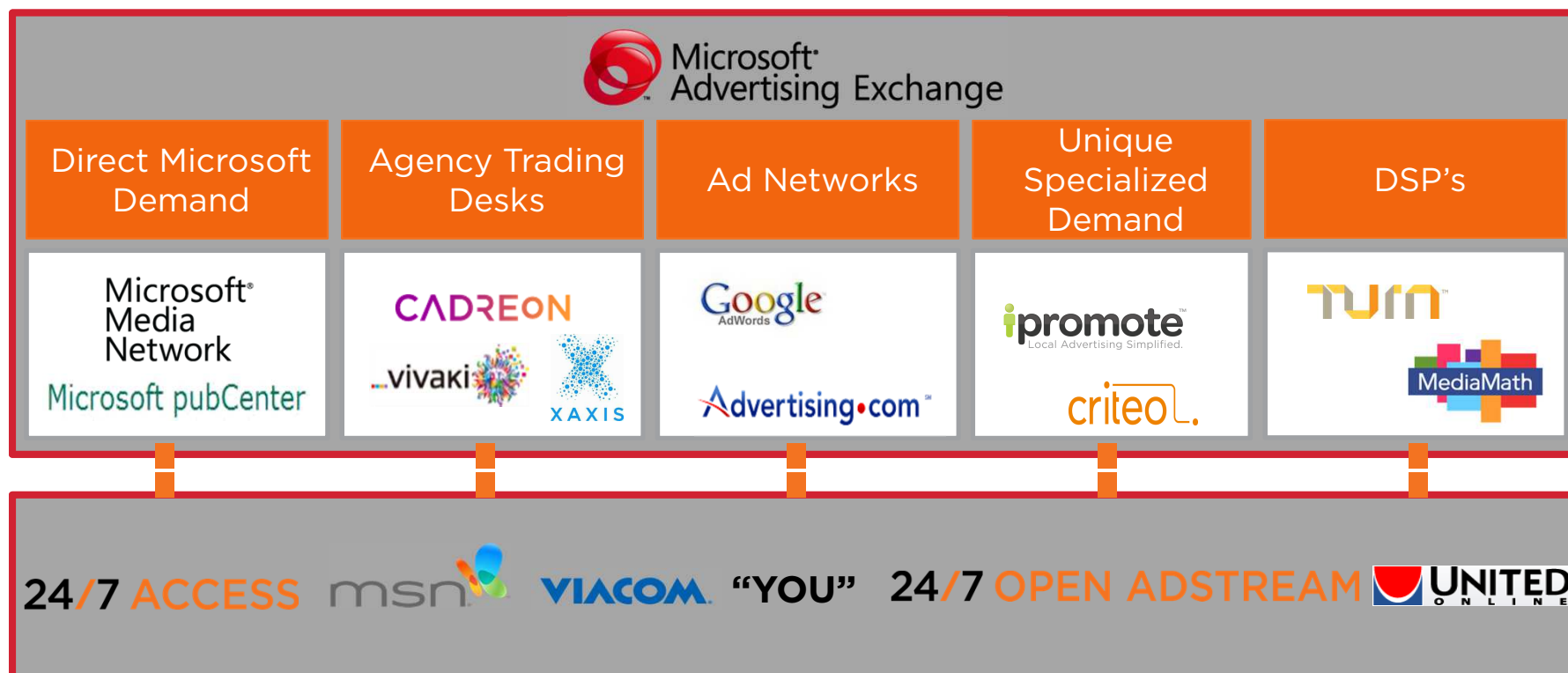- Reasonable economics

Smart Exchange through Advanced Controls

- Direct integration within 24/7 Open AdStream
- Detailed inventory segmentation
- Buyer blocking
- Floor price management
- Ad quality profiles

Managed Services with Yield Expertise

- Marketplace management by yield experts
- Dedicated account management team
- Buyer marketing

Quality Demand Controls

Benefit from Microsoft and WPP high ad quality policies

- Compliant with both corporate advertising policies

- Full compliance with e-Privacy policy

Stringent creative standards and editorial controls

- Each ad is audited against policy to ensure quality of creative to safe-guard your publishing environment

- Editorial controls enable manual review of impressions

- Sherlock Tools automatically scan each creative for malware to make sure your publishing environment quality is not compromised

Advanced Controls To Protect Your Publishing Environment

Superior Yield On The Microsoft Ad Exchange

Average eCPMs

- Historical publisher eCPMs on the Microsoft Ad Exchange range from $0.50 - $2.75

- Major drivers of eRPMs are floor prices and bid density

Average Strip / Fill Rate

- Historical strip rates on the Microsoft Ad Exchange range from 5% to 48%

- Major drivers of strip rate are floor prices, bid density, average user frequency, and cookie coverage

Revenue lift

- Total remnant / discretionary revenue lift on Windows Live in first 5 months on the Exchange was 13% - 16%

- Total remnant / discretionary revenue lift on MSN in the first 8 months on the Exchange was 26%

Drivers of yield

- Floor prices
- Bid density (Competition for inventory, Number of buyer / brand blocks)
- Average user frequency
- Cookie coverage - % of impressions with a cookie
- Inventory Categorization

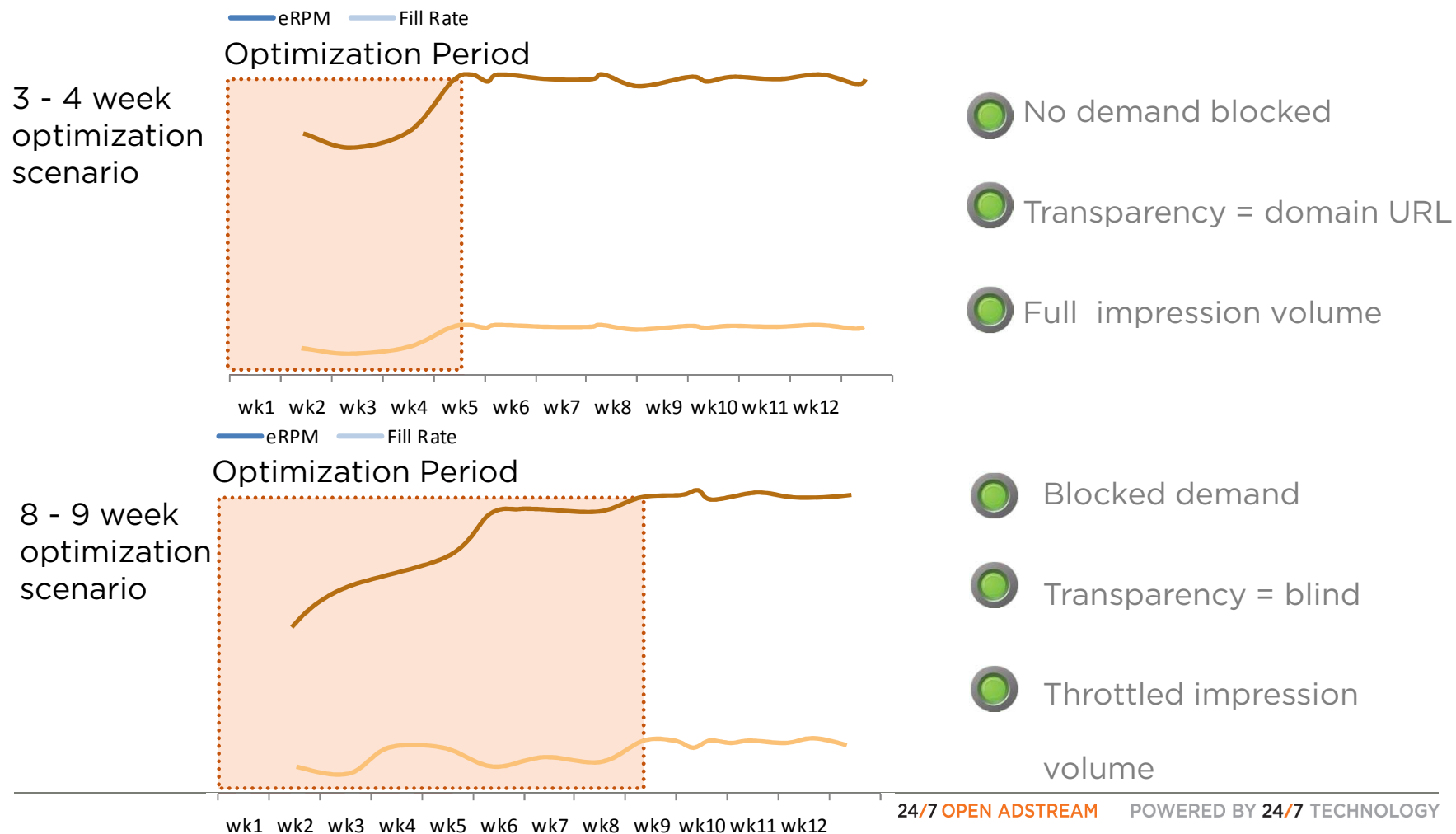# Managed Services With Yield Expertise

Unparalleled Yield Expertise

- Ongoing contact with your existing Real Media Group Account Manager

- Plus dedicated set of experts from Microsoft's yield team and Microsoft Advertising Institute

- Centralized Technical support for all digital advertising solutions

Buyer Marketing

- Pre launch buyer notification

- Unique collateral

- Ongoing buyer communication

Learning and Optimization Period for New Inventory in the Microsoft Ad Exchange

eRPM   Fill Rate

Optimization Period

3 - 4 week optimization scenario

wk1 wk2 wk3 wk4 wk5 wk6 wk7 wk8 wk9 wk10 wk11 wk12

- No demand blocked
- Transparency = domain URL
- Full impression volume

eRPM   Fill Rate

Optimization Period

8 - 9 week optimization scenario

wk1 wk2 wk3 wk4 wk5 wk6 wk7 wk8 wk9 wk10 wk11 wk12

- Blocked demand
- Transparency = blind
- Throttled impression volume

How to Join the Microsoft Ad Exchange

Next Steps for Participating

1	• Contact Your Real Media Account Manager
2	• Demo and Review Microsoft Ad Exchange
3	• Contract and onboard documentation by 15th of each month
4	• Pre launch testing
5	• Launch Inventory
6	• Ongoing Yield Optimization

Thank you for your attention
Q&A