

DEMAND SIDE

AGENCY TRADE DESKS



INDEPENDENT TRADE DESKS



DMPS/ DATA SUPPLIERS



DSPS



RESEARCH



SEARCH



AD VERIFICATION



SUPPLY SIDE

AD NETWORKS



EXCHANGES

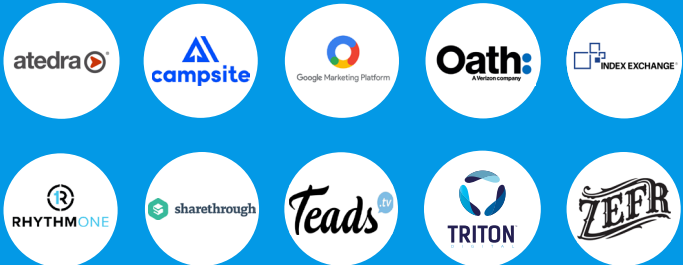


AD SERVERS

SELL SIDE — BUY SIDE



SSPS

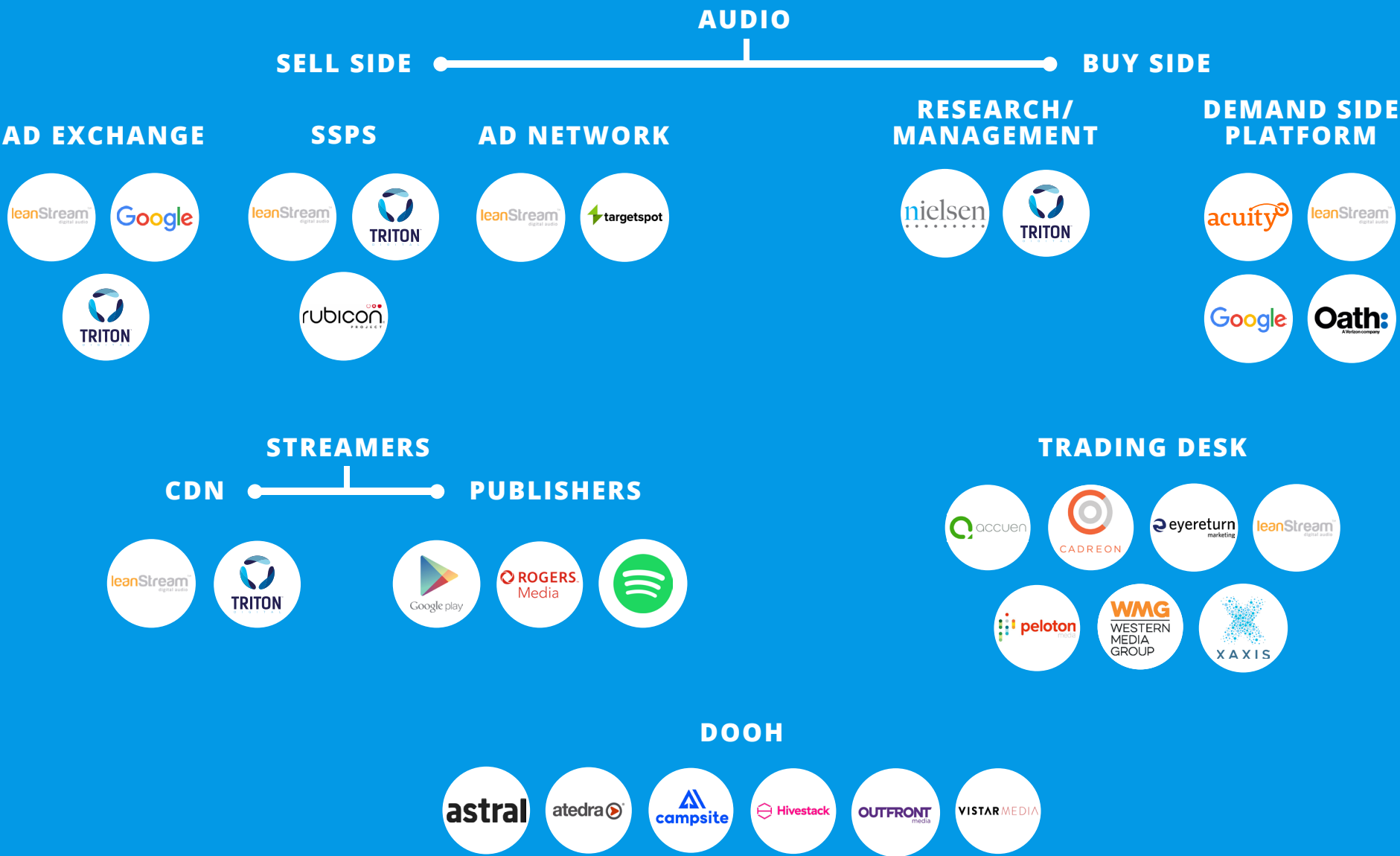


MEMBER PROGRAMMATIC LANDSCAPE \*updated throughout the year

PUBLISHERS



NEW FRONTIERS



A SPECIAL THANKS TO THE FOLLOWING MEMBERS OF THE PROGRAMMATIC LANDSCAPE COMMITTEE

- |                              |                                     |                               |
|------------------------------|-------------------------------------|-------------------------------|
| Dave Pauk - Tremor Video DSP | Laura Ferron - IAB Canada           | Patrick Toppan - Post Media   |
| Emil Torma - District M      | Leanne Wong - IAB Canada (designer) | Victor Genova - BlueAnt Media |
| Jeff Galad - Triton          | Marc Brasset - Western Media Group  |                               |
| Katie Wolf - Peloton Media   | Mike Reeves - OATH                  |                               |

## GLOSSARY

**Ad Exchanges:** is a sales channel between publishers and ad networks, that can provide aggregated inventory to advertisers and is powered by proprietary technology. This platform facilitates automated auctions based on pricing and buying in real-time.

**Ad Network:** companies that offer direct (to ad server) integration with specific publishers. They provide an outsourced sales capability for publishers, and a means to aggregate inventory and audiences from numerous sources in a single buying opportunity for media buyers. Ad networks may provide specific technologies to enhance value to both publishers and advertisers, including unique targeting capabilities, creative generation, and optimization. Ad networks' business models and practices may include features that are similar to those offered by ad exchanges.

**Ad Servers:** is a web server dedicated to the delivery of an ad. It stores digital advertisements and delivers them to website visitors, monitors campaigns and creates reports on advertising related metrics. There are two types of ad servers: Buy Side and Sell Side.

**Ad Verification:** service that offers technology to ensure that ads appear on intended sites and reach the targeted audience as defined by the advertiser.

**Agency Trade Desks:** department or arm of an agency, that oversees programmatic buying. Many agency holding companies have a trading desk.

**Buy Side:** used by advertisers to track and monitor campaigns.

**Content Delivery Network (CDN):** Owned and operated infrastructure that provides feeds and data services from computer to end consumer.

**DMPs (Data Management Platforms) /Data Suppliers:** centralized computing system that allows the collection of audience intelligence by advertisers and agencies, thereby allowing better ad targeting. Advanced DMPs offer users the ability to create custom segments, forecast segment volumes, sync segments with other sources, overlay advanced analytics and are often integrated with, or part of, a DSP platform(s).

**DSPs (Demand Side Platforms):** technology platform through which buyers (advertisers or agencies) can plan, target, execute, optimize, and analyze digital media buying programs across 100% of the media plan. Through a DSP, the buyer can set targeting criteria, pricing, frequency, and other criteria governing the purchase of digital ad units across multiple sources including: ad exchanges, ad networks and sell side platforms. Advanced DSPs will provide additional capabilities to the buyer, including: integration of various online and offline data sources and the ability to provision direct media buys, and are also called: buy side optimizer or buy side platform.

**Independent Trade Desks:** a company that transacts programmatically using DSP technology on behalf of advertisers and agencies, that is media agnostic (i.e.: where inventory is not owned and operated by a publisher network).

**Research:** recognized third party data provider, that offers data or information about audiences in an aggregate form be it: trends, publisher or advertiser insights, pre/post campaign analysis and more, as a nonbiased source.

**Search:** provides SEM services.

**Sell Side:** used by publishers to maximize revenue.

**SSPs (Sell Side Platforms):** technology platform that enables publishers of web content to manage their advertising inventory, and resembles that of an ad network by aggregating inventory for revenue optimization. Impression inventory managed by SSPs are often purchased by DSPs or ad networks.

**Streamers - CDN:** Suppliers or vendors who own and operate infrastructure to enable audio streaming.

**Steamers - Publishers:** A Publisher who has audio content available and allows for audio formats to be available programmatically.