

# Ultra Light Startups

April 2010

*Ad Networks and Exchanges for Startups*

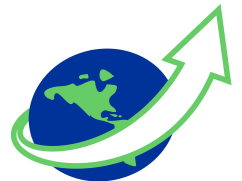
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# Announcements

- Next ULS Entrepreneur's Forum is Thursday, May 6 on:  
*Mobile Startups* – **at Microsoft**
- Ultra Light Q&A – Legal
- Drinks after today's panel at **City Winery**  
(Varick & Van Dam)

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# Sponsors

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# New York's Top Startup Exits

1. DoubleClick	\$3.1B	Google
2. Ask.com	\$1.85B	IAC
3. Virgin Mobile USA	\$843M	Sprint Nextel
4. Right Media	\$800M	Yahoo
5. iVillage	\$657M	NBC Universal
6. 24/7 Real Media	\$649M	WPP
7. About.com	\$410M	NY Times
8. TACODA	\$275M	AOL

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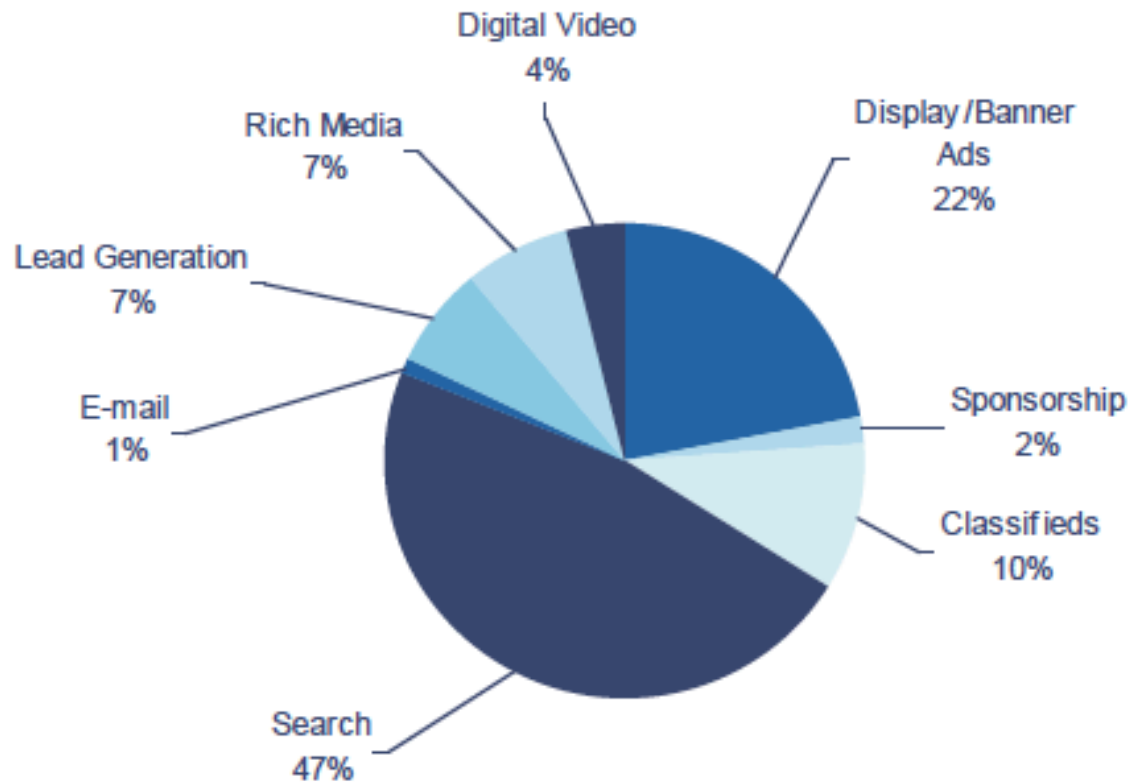
# Terms - Inventory

- Inventory
  - CPM/CPA/CPC & eCPM
- Media/Format
  - Display, search, text, video, mobile, multimedia
- Direct response vs. brand advertising
- Fill / Fill Rate
- Targeting
  - Behavioral, Contextual, Geographical
- Placement



# Internet Ad Revenues by Advertising Format – 2009 First Six Months Results

**% of 2009 First Six Months Revenues**



**Total – \$10.9 Billion**

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# Ad Industry Trends

- Real-time bidding (RTB)
- Data / analytics
- Transparency
- Accountability
- Fraud / waste reduction
- “Battle of the giants”
  - Google, Microsoft, WPP, Omnicom, Comcast...
- Multimedia
  - Video, mobile, social, email, text links, DOOH...



# The Online Ad Ecosystem

- Publisher
  - NYTimes, TechCrunch, blogs, etc...
- Advertiser
  - Brands (Apple, Pepsi, Ford)
  - SMB's
- Ad Agency
- Ad Network
  - Representative Networks/Firms (Gorilla Nation, Burst, ValueClick)
  - Blind Networks (24/7 Real Media, Google Content Network)
  - Targeted Networks (Travel Media Network, Glam, Sportgenic)

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# The Online Ad Ecosystem – Contd.

- Ad Exchange
  - ContextWeb, AdECN, Right Media
- Ad Server
  - DoubleClick, Atlas, OpenX
- Demand-Side Platform (DSP)
  - AppNexus, MediaMath, x+1
- Publisher-Side Platform
  - PubMatic, YieldBuild, Rubicon Project
- Data Provider/Aggregator
  - BlueKai, eXelate, TARGUSInfo

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# Publisher Best Practices

## Objectives

- Usability
- Yield optimization

## Factors

- Performance
  - Daisy chaining
- Placement
  - Number / size of ads per page

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# Publisher Best Practices

## Monetization Platforms

- Direct sales (sponsorships) vs. ad networks / exchanges
- Minimum traffic policies
- Rates / prices
- Engaging ad networks / exchanges
- Self-service networks/exchanges
  - AdSense, AdBrite, LinkShare, ContextWeb Selling Desk
  - Publisher-side platforms (?)

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# Advertiser Best Practices

- Minimum buy policies
- Self-service networks/exchanges
  - Google AdWords, AOL BidPlace, ContextWeb Buying Desk, AdBrite
  - Demand-side platforms (?)
- Define objectives
- Use data / analytics
- Non-display ad formats
  - Search, lead gen, classified



# Resources

- IAB / Long Tail Alliance
  - <http://www.iab.net/longtailalliance>
- ClickZ
  - <http://www.clickz.com/>
- AdExchanger
  - <http://www.adexchanger.com/>

