## Quo Vadis Supply and Demand **Camp Fire:** Where do publisher floors fit in the grand scheme of things?



quo vadis

**September 28, 2023** 

2. What is **true** about open web programmatic? **3.**Practice what is **true** to get what you **want**.



#### **1.**What do "you" **want?** Who is you? Advertiser, Agency, AdTech, etc.



### What is **true** about open web programmatic? It's hard to assess value and make an accurate bid

#### **EXAMPLE:**

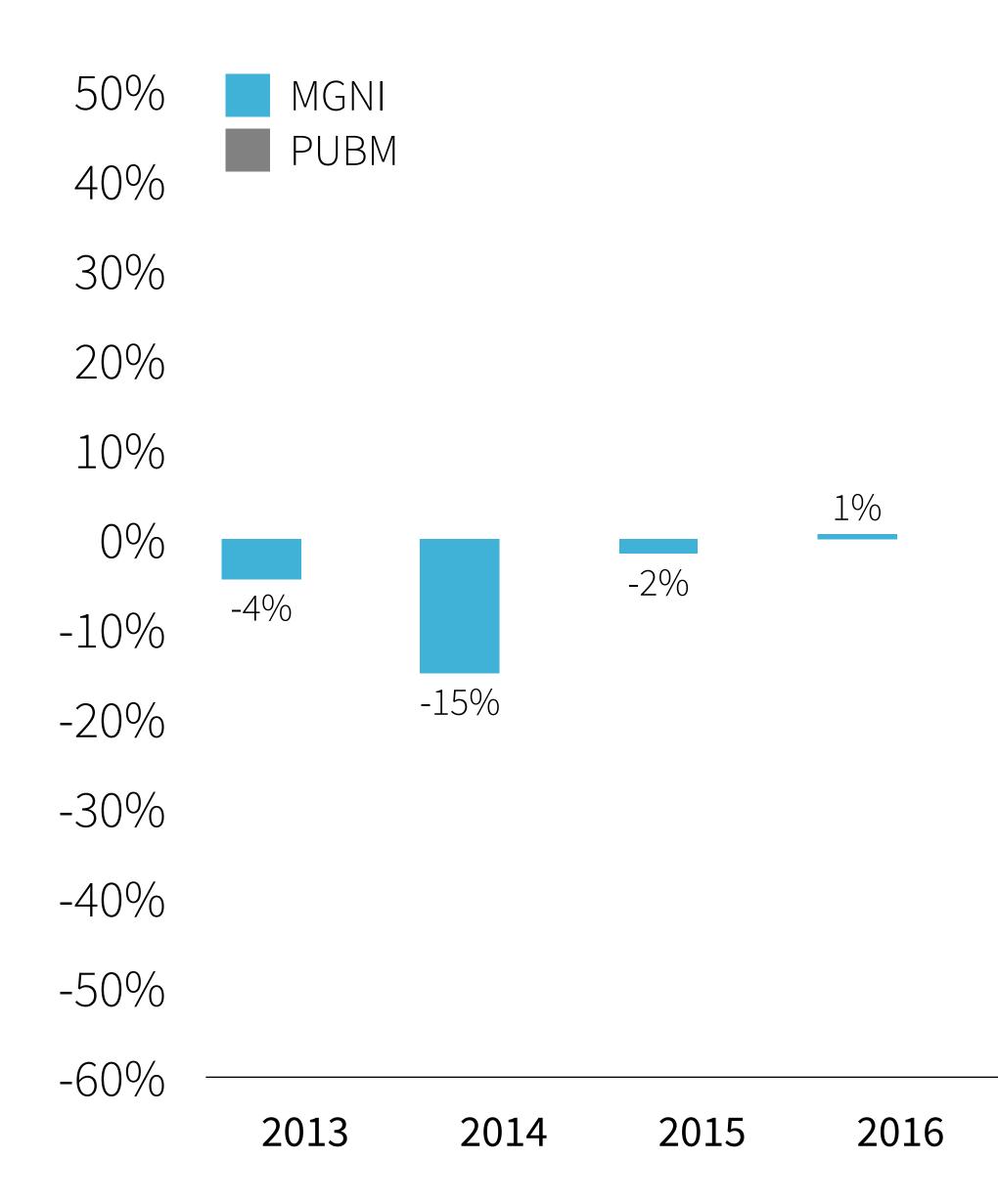
Prices that advertisers pay are observable in DSP data, Ad quality or **true** ad quality is much less observable.



# but what about the **ad quality** you get after you buy an impression?

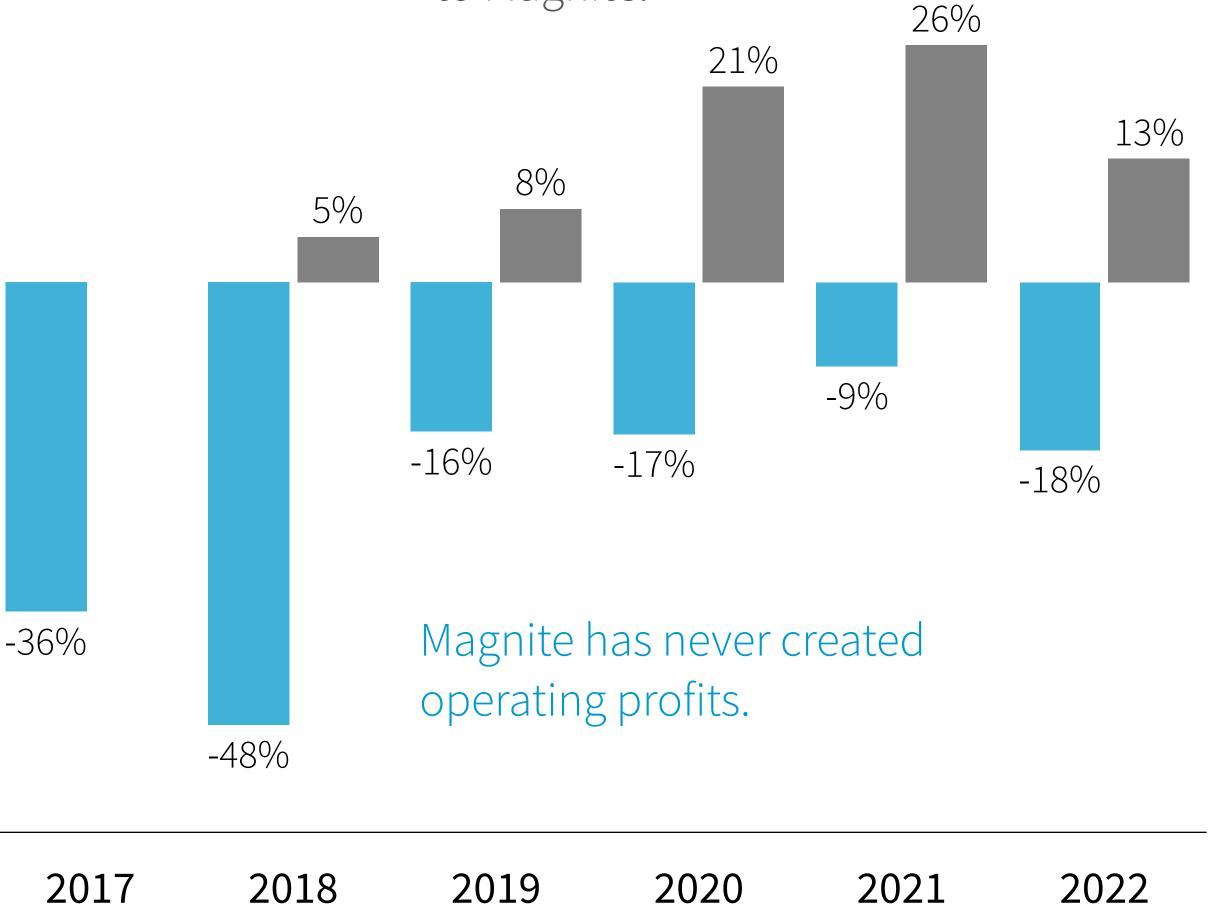
3

#### SSP's Under Pressure





PubMatic generates an operating profit, likely from higher take-rates compared to Magnite.

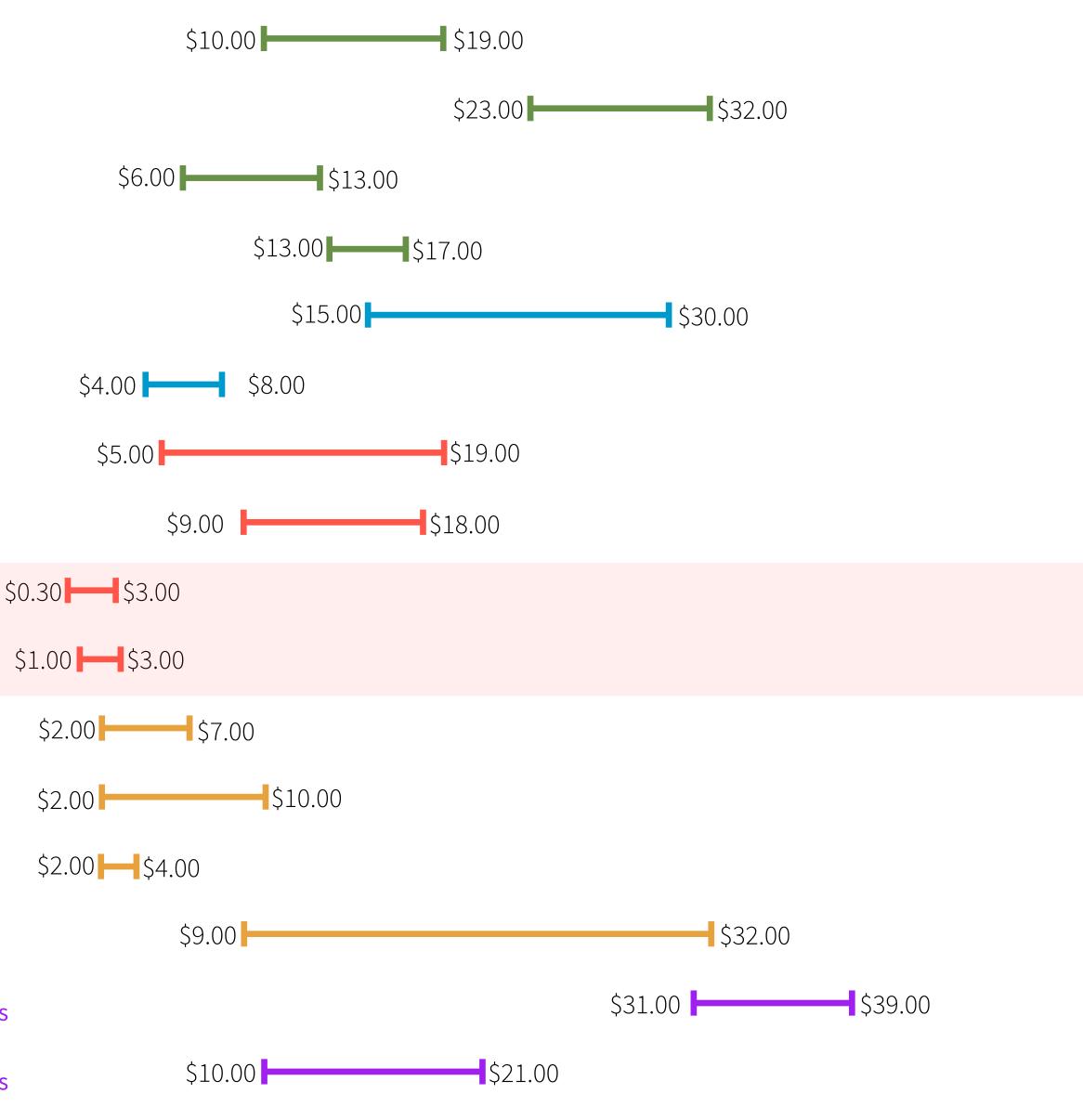




### Relativity

#### "cheap reach"

Television	Broadcast TV (Excl. Primetime) Broadcast TV (Primetime) Cable TV (Excl. Primetime) Cable TV (Primetime)
Radio	Podcasts Radio
Online	Mobile Video Desktop Video Mobile Banner \$ General Banner
HOO	Bulletins Posters Transit Shelters Digital Place-Based / Airports
Print	Newspapers Magazines
Sou	rce: <u>Billboard Insider</u>



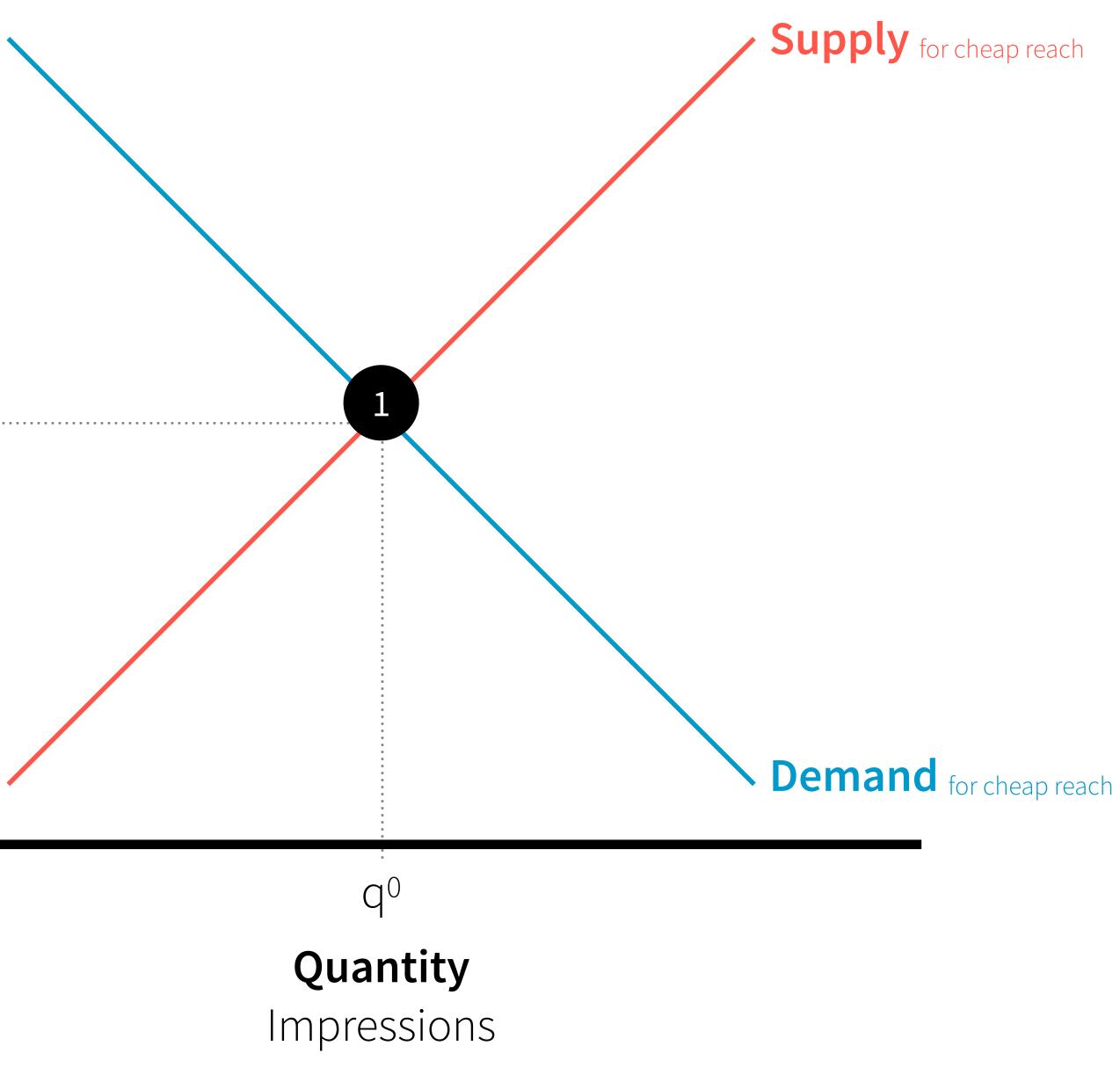


### Equilibrium

Describing "cheap reach" with supply and demand

<b>Price</b> CPM	p <sup>0</sup>

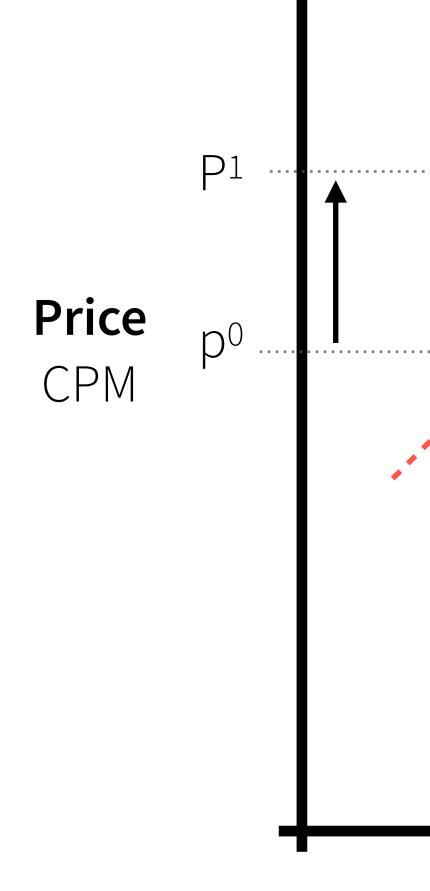
#### State of Initial Equilibrium



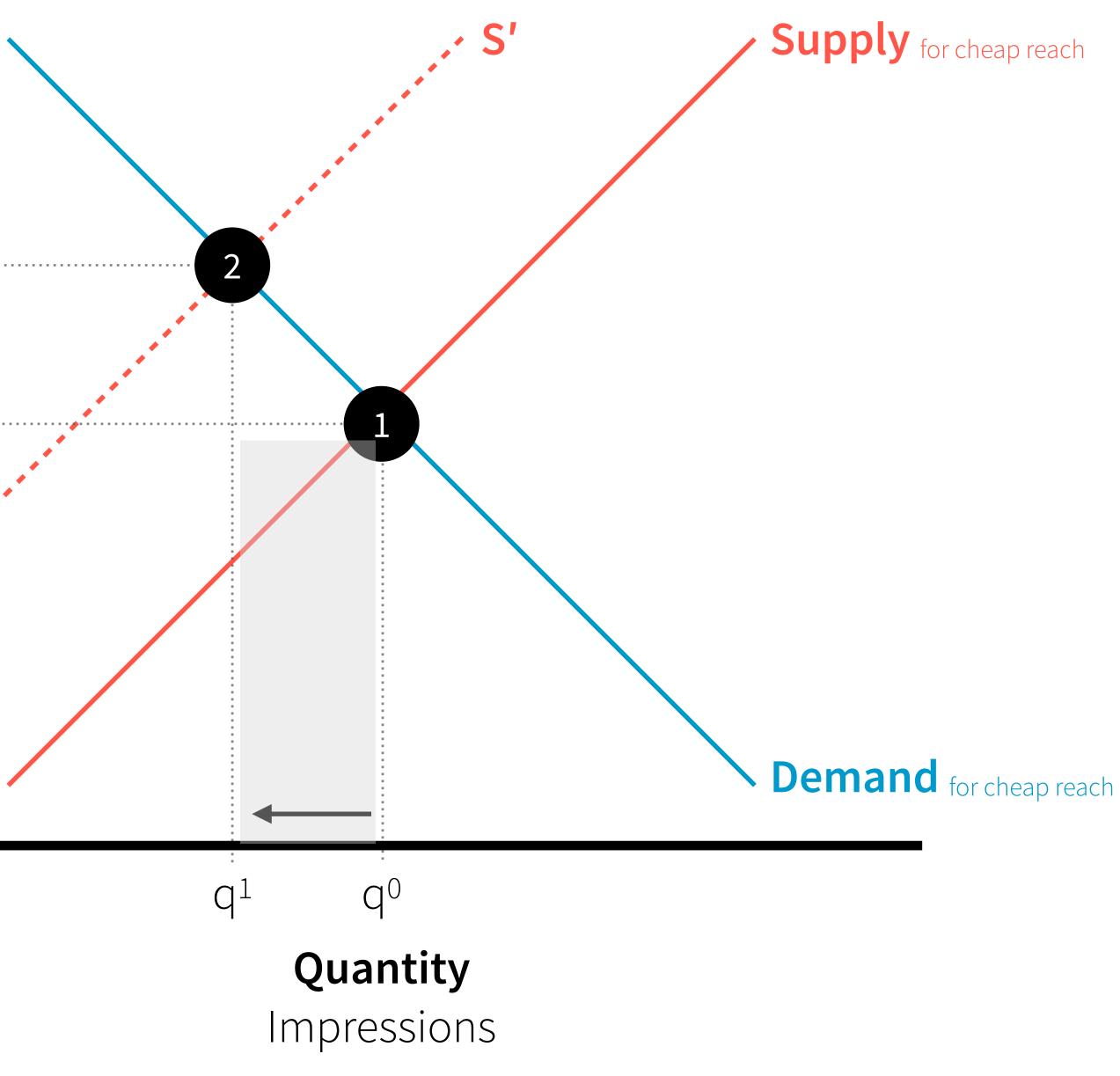




## Shock Flight to Quality



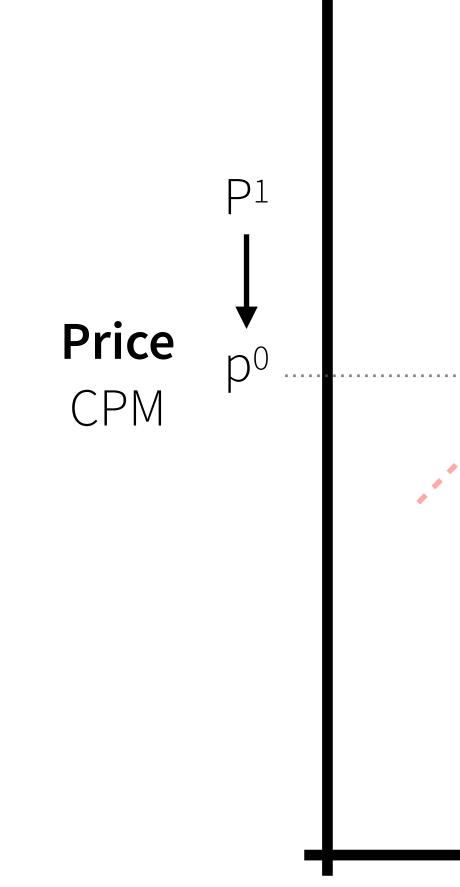
#### "Shock" and Disequilibrium

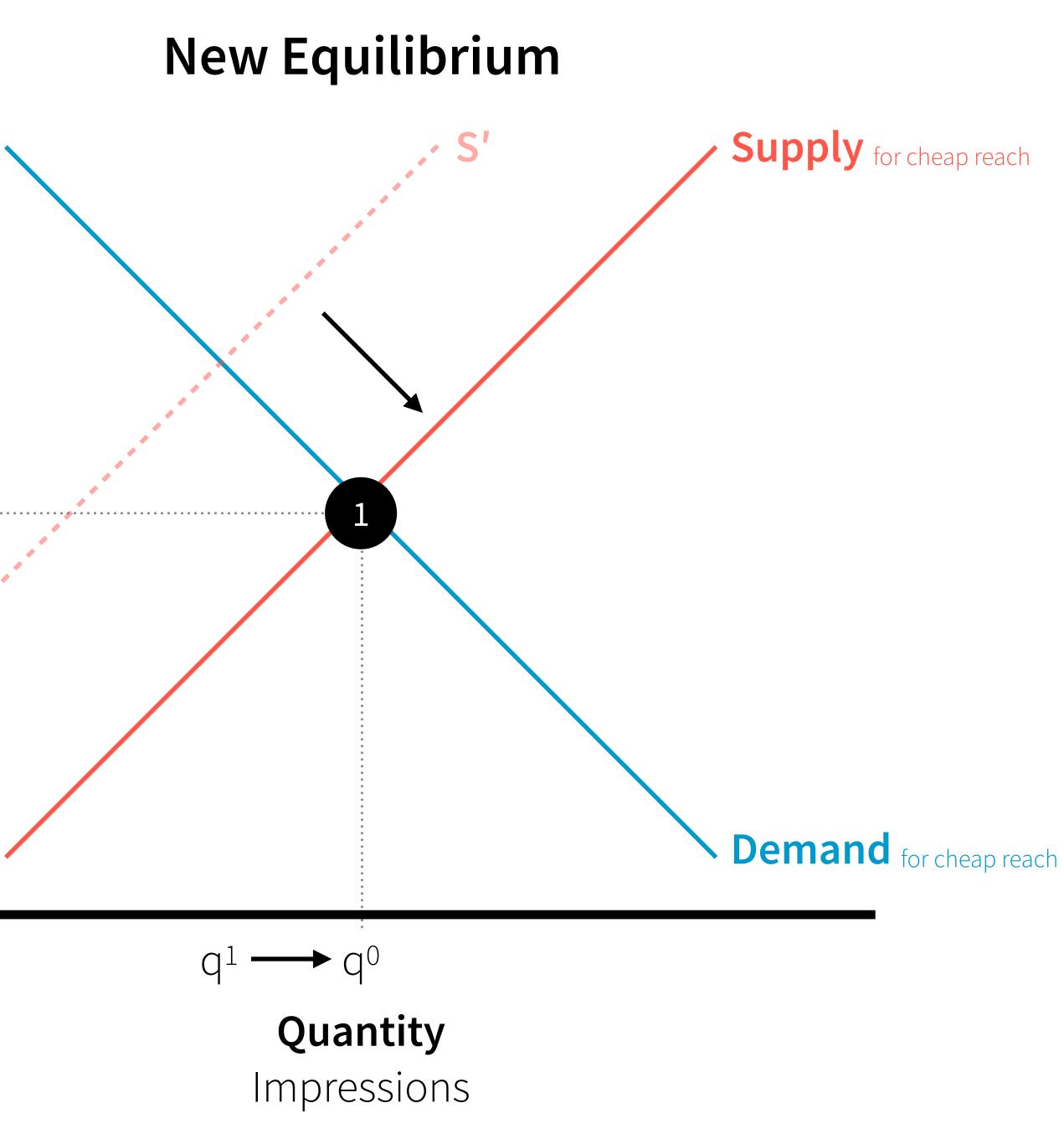




#### Reaction

## Bidding below floor prices





# Quo Vadis: DE&I Supply and Demand





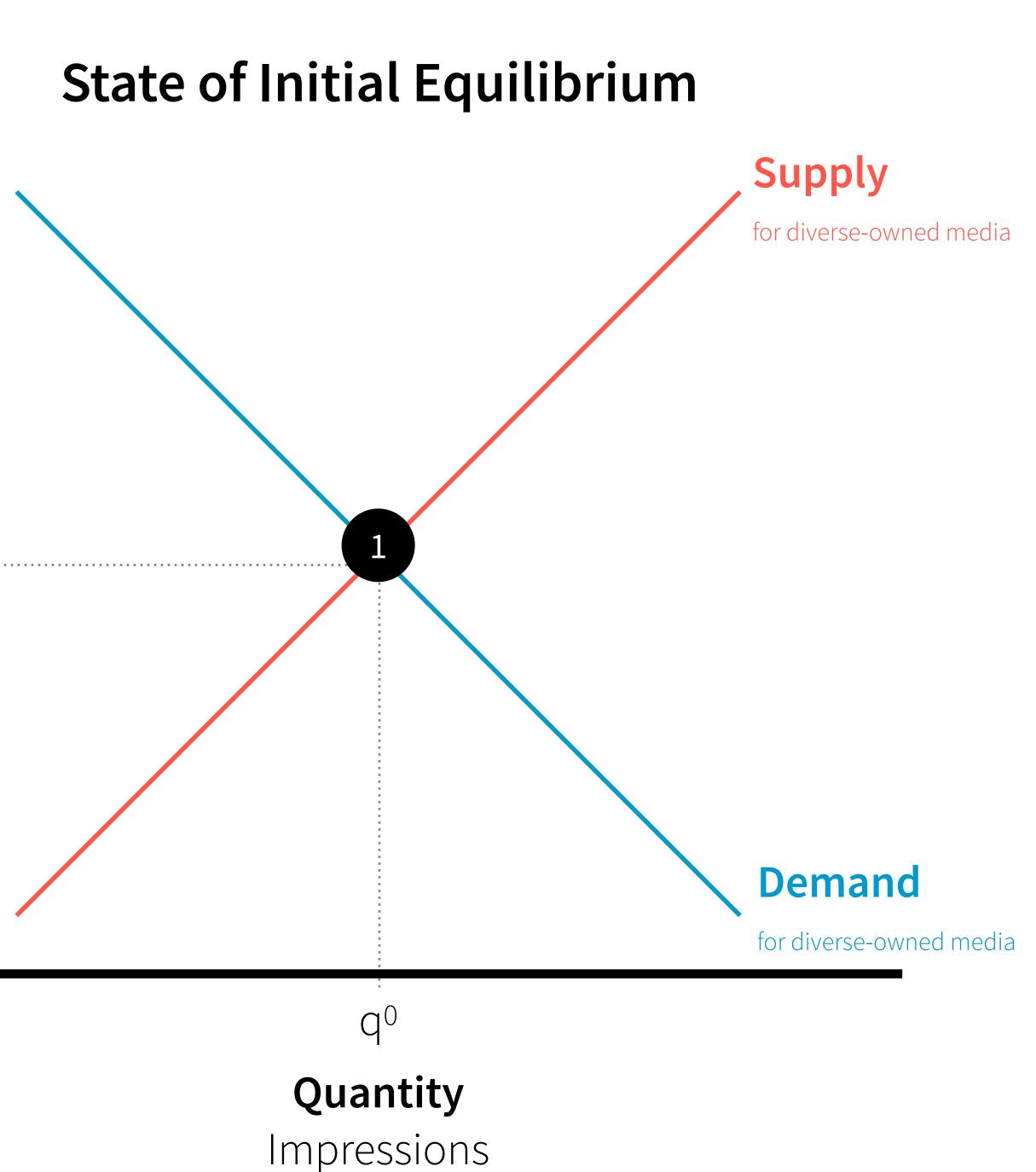


### Equilibrium

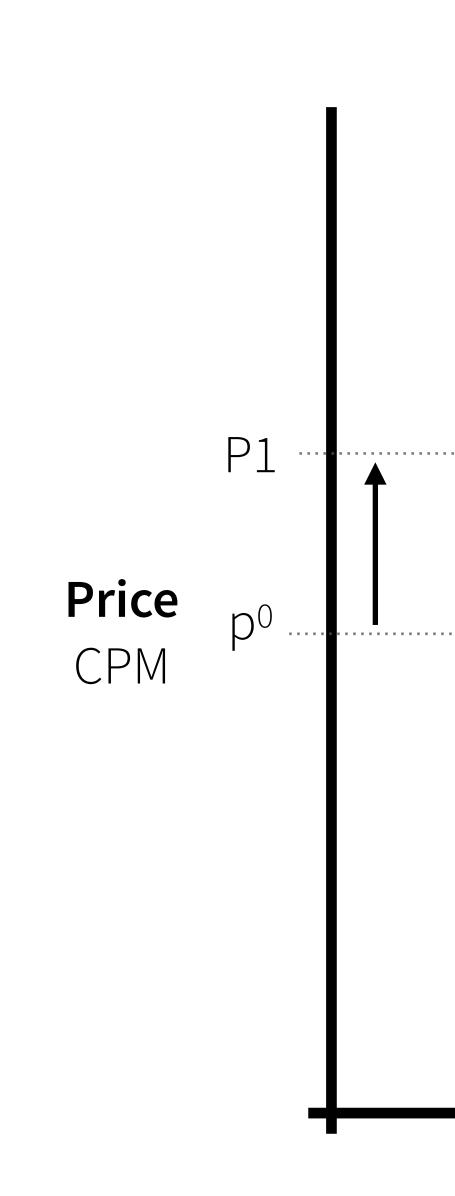
Everything has a starting point.

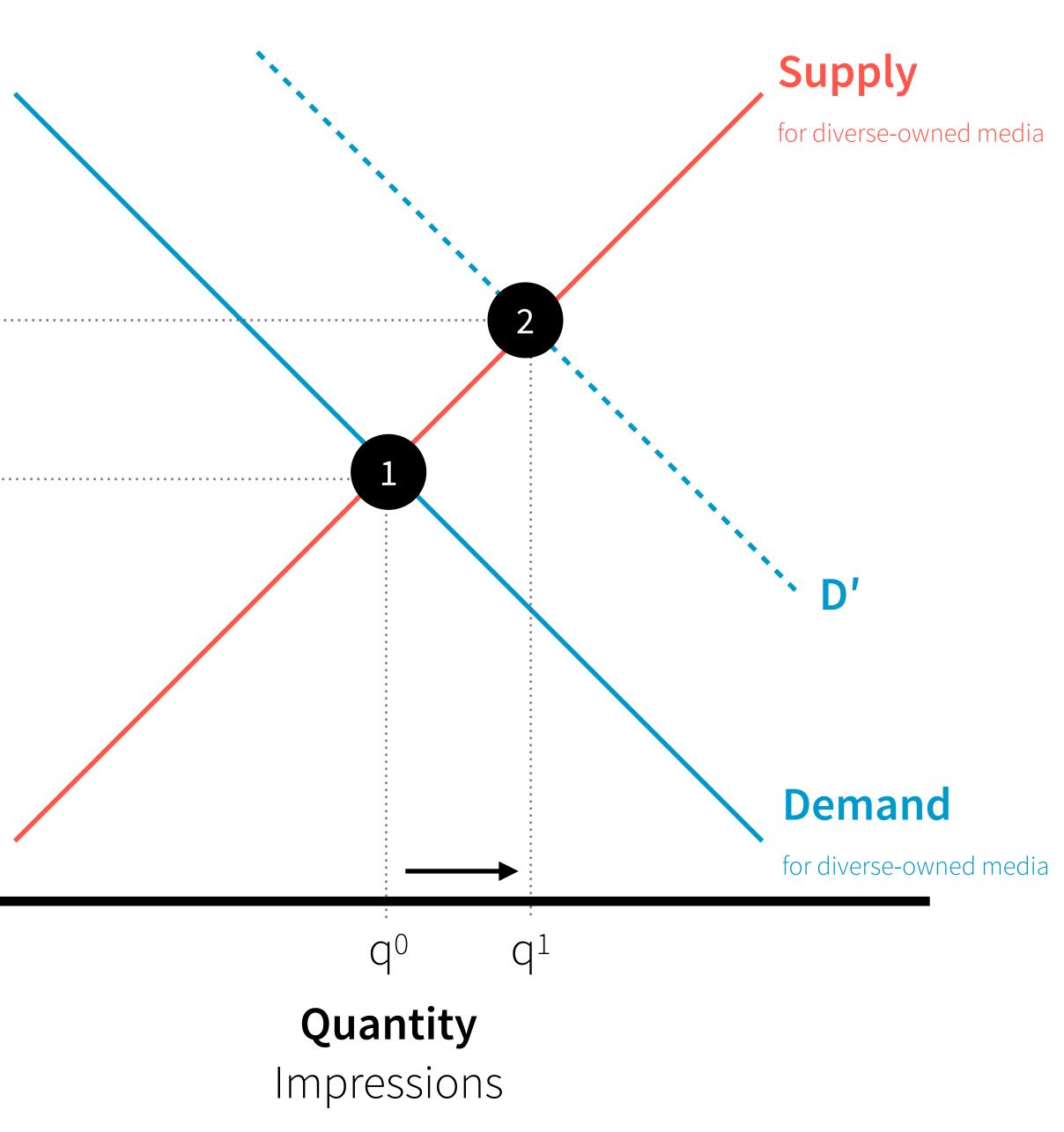
Everything is a series of steps.

<b>Price</b> CPM	р <sup>0</sup>



Shock Demand is 10x more than supply (Jounce Media)





#### Reaction

## Cheap reach extension

