
Programmatic and the New Automation of Media

New York, NY, USA – May 11, 2015

For Context, A Little About Prohaska Consulting

- **“Programmatic Help For All”**
 - Publishers, Ad Tech, Agencies, Brands, Industry, Investors
 - 60+ clients in 8 countries over the last year+
 - 30+ different ad tech vendor reviews last 3 years
- **Active freelance team of 28 in 7 cities globally**
 - Sales, Marketing, Operations, Biz Dev, Analytics, Tech Dev
- **Matt Prohaska, CEO & Principal**
 - In digital advertising since 1994
 - Former Programmatic Advertising Director @ New York Times

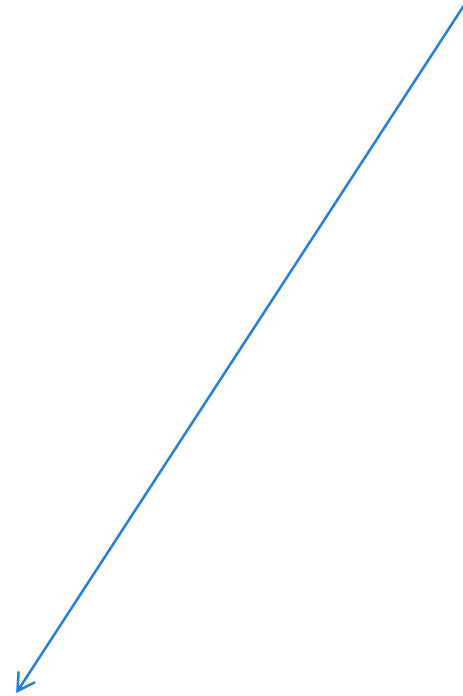
Programmatic Defined

Programmatic buying is the process of executing media buys in an automated fashion through digital platforms such as: exchanges, trading desks, and demand-side platforms (DSPs). This method replaces the traditional use of manual RFPs, negotiations and insertion orders to purchase digital media.

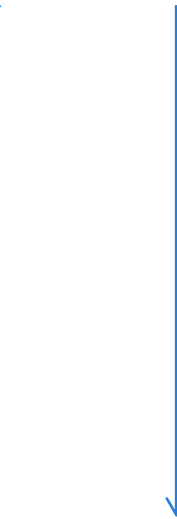
Or...using computer programs (algorithms) to buy and sell more automatically

What Benefits Come From Programmatic?

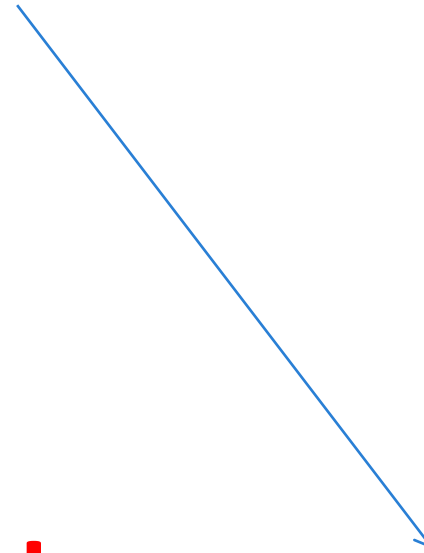
Efficiency



Lower CPMs



Speed



**Audience
Targeting**

Open vs. Private Marketplaces: A Retail Analogy

Open



Private



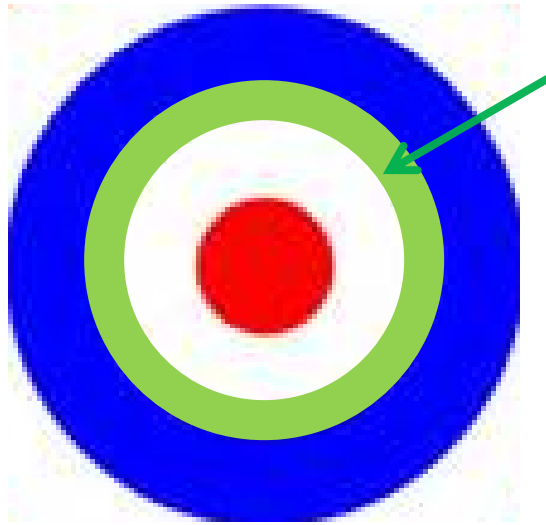
Global Differences in Programmatic Evolution

- **EU in front on Private Exchanges**



- Tighter industry and community
 - Opportunity for additional smaller regions to expand quickly
 - But challenged by User ID/cookie usage for mobile (regulation)
- **Regions less developed with Digital vs. Print/TV/Radio are more behind in programmatic...today**
 - **Regions more developed in Mobile & Video vs. Display are more behind in programmatic...today**

A Data Management Platform = The Publisher Co-Op



Inside the new Guardian-led programmatic ad sales network

DIGIDAY

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Advertising is clearly heading in a programmatic direction. By o
Global, the worldwide pr
niche publishers face the
display advertising.

How French Publishers Reclaimed Programmatic By Creating La Place Media

DANISH PUBLISHER NETWORK LAUNCHED, POWERED BY RUBICON PROJECT

million und
Guardian, CN
st.

Power in Numbers: AOP Chooses AppNexus to Power Co-Op

paper to a

admired for its journalism and use of data to inform the publisher, but the ultimate speed to the limits of its growth, said Tim Gentry, the global revenue director at Guardian News & Media, who is taking the lead on the Pangaea project.