

The Verizon Media SSP

Partner Webinar

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Speakers



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Publisher Solutions

<https://www.verizonmedia.com/advertising/publishers/solutions#/platforms>

Built for a publisher, by a publisher

People come
with intention

#1, #2

in News, Finance
In Mail, Sports¹

Ready to engage

1.2B

User interactions every day²

Every day across
85+ countries

60%

of users return on a daily basis²

Powering monetization for our brands

yahoo!

BUILD
O A O B

yahoo!
sports

engadget

yahoo!
news

yahoo!
finance

yahoo!
entertainment

IHUFFPOSTI

Aol.

yahoo!
fantasy

TC TechCrunch

MAKERS

autoblog

verizon
media

Source: 1 - comScore US August 2019, 2 - Verizon Media Internal Data, 2019

The right stack

**Connections that fuel
the ecosystem**

Omnichannel SSP

Video
Syndication
Platform

verizon[✓]
media

Video SSP

Omnichannel
DSP

verizon[✓]
media

Why Verizon Media?

Tap into a steady stream of quality demand that evolves with your strategy

Own the ecosystem

As an SSP, Exchange and DSP we work to match the needs of advertisers and publishers for more efficient transactions, and more successful partnerships.

Verizon Media sales

A 4000+ person, global sales team with access to direct advertiser and agency media dollars.

Publisher advantage

We help you maximize yield by proactively packaging & marketing your inventory and surfacing it alongside Verizon Media O&O supply.

How we win together

Understanding what makes you unique is what make us different.



Partnership

We take the time to understand your needs, create operational efficiencies and customize your demand stream.

Support

A comprehensive suite of publisher solutions backed by a devoted team to help you find the right way to make more.

Product

Diversify your monetization strategy across every channel including CTV, DOOH, and native.

Yield

Maximize yield with our dedicated analyst and optimization teams combined with holistic monetization and reporting tools.

Trust for your buyers, consumers, and your brand



MOAT

Integral
Ad Science

DoubleVerify
Trust in Advertising

whiteops

grapeshot

proximic

verizon
media

Brand safety & fraud protection

Creative Tester

Automated and manual review process for creative delivery

Blocklist/Whitelist

Total control over who, what can serve. At advertiser, domain, creative ID level

3rd party partnerships

Integrate your preferred anti-fraud vendor to choose the solution that meets your needs

Proprietary technology

Exclusive traffic protection solution blocks fraud both pre-bid & post-serve

Consumer Data and Privacy

GDPR compliance and CMP

Fully commercialized Consent Manager Platform deployed for Verizon Media brands and offered to publishers free of charge.

California Consumer Privacy Agreement (CCPA)

Work is under way to be fully compliant at the national level for CCPA, leveraging much of the technology and processes built for GDPR.

Consumer preferences stored in Verizon's Privacy Dashboard.



Connections that matter

Create experiences people (and advertisers) love



Engaging video

Create quality video experiences with a comprehensive suite of video solutions

Video Player • SDK • Content library and syndication tools



Immersive native

Create a better user experience with Native formats. People exposed to native ads interact 63% more with content on a page.



Emerging channels

We give you the tools and formats to optimize revenue and maximize the user experience across CTV and DOOH.



Consumer data protection

Cultivate customer trust with our Turnkey Consent Management Provider platform



A customer-first approach to platforms



Omnichannel publishers



Video-first publishers



App developers & mobile-first publishers

Omnichannel publishers

Solutions for the Omnichannel publisher

SSP

Omnichannel inventory management

Harness your cross-device portfolio inclusive of native, display, mobile and limited video (incl rewarded). Support for all transaction models with a focus on deal management.

Premium, exclusive demand

Create stronger revenue opportunities through our DSP integration, proprietary demand, and unified auction.

Trusted performance and data activation

From brand safety to data privacy, SSP offers integrations with every major vendor, Verizon Media proprietary technology, and boasts one of the industry's most trusted SDKs.

Native and emerging channels

Leverage every new format and inventory opportunity in the unified platform, inclusive of innovative native formats , DOOH, and dynamic ad placements.



Flexible Integrations

Increase fill rates and revenue by integrating SSP with your implementation of choice.

Header bidding integrations for web



Parallel auction support for app developers



Increased revenue and fill



First look access for buyers, including VZM proprietary demand



Easy setup



Improved transparency

Verizon Media Ads SDK direct integration



100+

Third party DSP
integrations

30B

Impressions
transacted each
month

700

Advertisers and
agencies have seats
on our DSP

Exclusive Native

Exclusive access to the largest non-social native marketplace with unique formats on O&O, MSFT, and Samsung.

Verizon Media sales team

4000+ Verizon Media sellers with direct relationships with premium advertisers and their agencies around the globe.

Our advertisers



App Developers and App-First Publishers

App developer solutions



App analytics

Measure, track and analyze app performance, user acquisition and activity with Flurry Analytics

- Insights
- Robust tools
- Free

App monetization

Leverage Verizon Media's largest supply of demand with our unified Verizon Ads SDK.

- Unified ads SDK
- Maximize Yield
- Control

Drive app revenue with Verizon Ads SDK

The Verizon Ads SDK helps app developers increase revenue by supporting better ad experiences, IAB open measurement support, and featuring connections to our unique demand, including our native marketplace



Do more with a single SDK

Our modular SDK makes it simple for app developers to incorporate new, engaging ad experiences with minimal effort, while optimizing for the smallest SDK footprint



IAB open measurement

Integrated with the IAB Open Measurement SDK, to allow for seamless viewability measurement by the industry's leading third-party providers.



Powerful app monetization

The SDK is certified with leading third-party monetization partners like MoPub, AdMob, and Google, and supports unified auction solutions like MoPub Advanced bidding and Google's Open Bidding



Video-First Publishers

The Verizon Media Video Platform



Video Syndication

- Content library
- FROS & programmatic demand
- Flexible integrations



Verizon Digital Media Services

- Live streaming
- Fast content delivery network
- Multi-layer cloud security



Video SSP

- Holistic Yield
- Monetization
- Web & OTT

Why Verizon Media Video SSP?



Premium, exclusive demand

Connect with hundreds of advertisers, including the Verizon Media DSP, through one of the industry's largest dedicated video ad exchange.

Full header bidding support

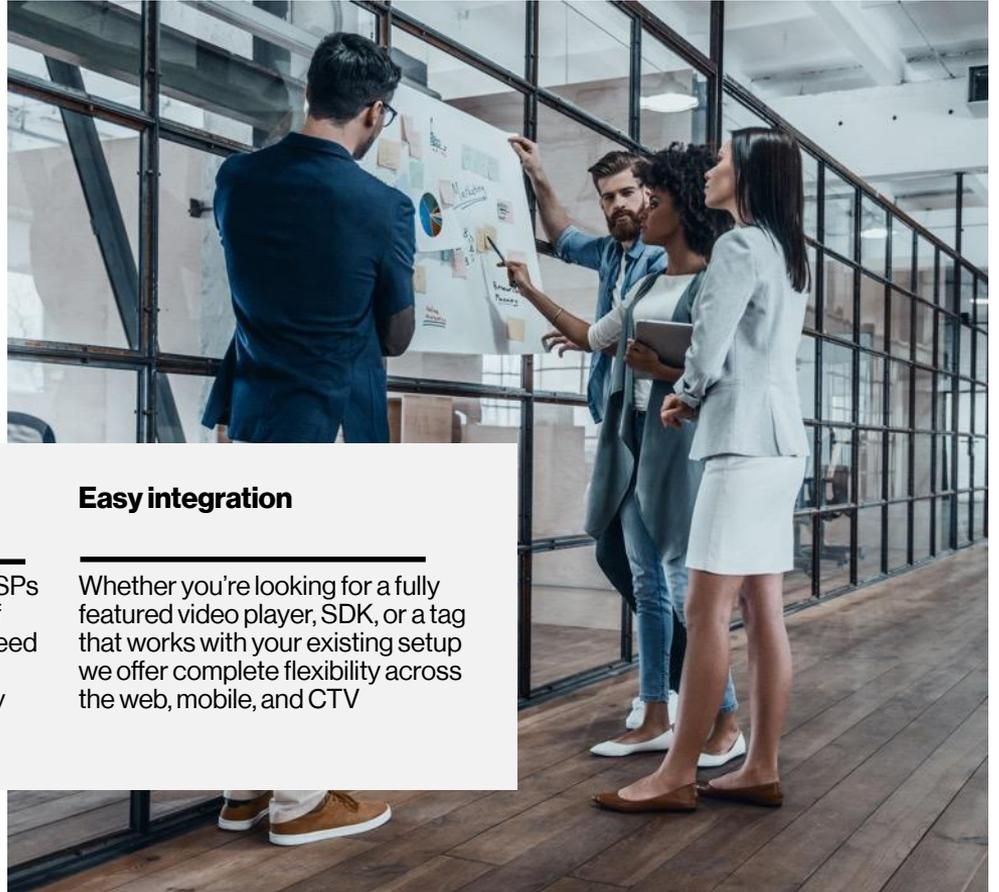
In addition to our standard tag-based integrations, the Video SSP can bid directly into your Prebid and EBDA containers to maximize your revenue.

Advanced publisher features

Features like insightful analytics, smart yield management, easy onboarding for syndication, help you maximize revenue with minimum effort.

Video Syndication

The #1 premium, brand safe solution for off-property video distribution



Premium content library

Keep your audience engaged with our content library of 10M+ videos from over 600 premium content partners, and earn incremental revenue with every view

Seamless monetization

Integrations with over 50+ DSPs through the Video SSP, out of the box playlists and guaranteed CPM-based campaigns help you generate revenue quickly

Easy integration

Whether you're looking for a fully featured video player, SDK, or a tag that works with your existing setup we offer complete flexibility across the web, mobile, and CTV

Getting Started

Verizon Media Makes it Easy



Send a note to your Verizon Media contact.

- Specify all domains, apps, etc
- Specify area of interest (display, native, video, syndication)

We'll review the opportunity and connect over email to agree upon the best approach forward

Agree to Terms/Conditions

Set-up and Launch

Q&A

