

Transcript for Partner Webinar: Intro to Ad Partnerships – September 30, 2019

>> HI, EVERYBODY. THANK YOU FOR ATTENDING OUR WEBINAR TODAY. WE STILL HAVE A FEW MORE ATTENDEES TRICKLING IN NOW, SO WE'RE GOING TO GIVE THEM A FEW MORE MONTHS AND WE'LL BEGIN SHORTLY.

>> OKAY. LOOKS LIKE A LOT OF PEOPLE ARE HERE NOW. PLEASE NOTE THAT ALL OF OUR WEBINARS ARE CLOSED CAPTIONED. YOU MAY NOTICE MY WORDS APPEARING IN REALTIME OVER THE RIGHT. YOU CAN TOGGLE THAT OPEN AND CLOSED IF YOU SEE FIT, USING THE ARROW AT THE TOP LEFT OF THE POD. AND NOT ONLY DOES THIS ENSURE THE WEBINAR IS ACCESSIBLE TO THE HEARING IMPAIRED BUT PROVIDES A FULL WRITTEN TRANSCRIPT OF THE SESSION. WE WOULD LIKE TO GIVE A HUGE THANK YOU TO THE VERIZON MEDIA TEAM FOR THIS. I AM MICHELLE GERZON. PERFECT WE GET INTO THE CONTENT OF THE WEBINAR, I WANT TO GO OVER A COUPLE OF HOUSEKEEPING ITEMS. PARTICIPANTS ARE AUTOMATICALLY MUTED BECAUSE WE'RE RECORDING. YOU CAN SUBMIT QUESTIONS TO THE CHATBOX, AND WINEX. YOU SHOULD SEE A CHAT BOOK ON THE BOTTOM RIGHT AND A CHAT ICON ON THE TOP RIGHT. USE A FEATURE TO ASK QUESTIONS AND SELECT ALL PANELISTS FROM THE DROPDOWN MACHINE USE AS AN OPTION. ASK QUESTIONS AT ANY TIME DURING THE WEBINAR AND WE'LL TRY TO ADDRESS THEM IN REAL TIME OR AT THE END DURING Q&A. THERE ARE MANY PARTNERS ON THE CALL. KEEP QUESTIONS GENERAL AND NOT TOO SPECIFIC FOR YOUR PARTNER OR IMPLICATING A. IF WE RUN OUT OF TIME, OR THERE ARE QUESTIONS WE CAN'T GET TO, WE'LL FOLLOW UP WITH THE PARTNERS SEPARATELY AFTER THE WEBINAR. AND LASTLY, SINCE IT'S BEING RECORDED, YOU WE WE WILL SEND YOU A COPY. AND WE HAVE PREVIOUS WEBINARS ON THE WEBSITE AT VERIZONMEDIA.COM/PARTNERS UNDER INSIGHTS. TO LEARN MORE ABOUT OTHER TOPICS LIKE EXPANDING INTO A MIA OR LAUNCHING IN AUSTRALIA AND NEW ZEALAND, CHECK THEM OUT. AND LET'S GET STARTED NOW TODAY, WE HAVE WILL McMASTER AND JOE STEVENS HERE FROM OUR VERIZON NEED WHERE TEAM. WILL IS A DIRECTOR OF SALES OPERATIONS AND STRATEGY HERE AND HE WILL GIVE AN OVERVIEW OF THE DSP. AFTER THAT, WE WILL HAVE IO HERE TO PRESENT OUR INATE OF PLATFORM TO YOU. THEY'RE THE EXPERTS ON THIS PLATFORM, SO PLEASE TAKE ADVANTAGE OF THEIR TIME AND ASK US ANY QUESTIONS YOU MAY MAY HAVE. THE ARC JOINED IS SHORT AND SWEET AS YOU CAN SEE HERE. WE WILL COVER THE DSP'S, THE NATIVE PLATFORM AND DIVE INTO Q&A. LET'S START AND I WILL HAND IT OFF TO WILL FIRST TO TALK ABOUT THE DSP.

>> THANKS, MICHELLE. THANKS AGAIN, EVERYBODY, FOR JOINING. AND LET'S DIVE IN AND TALK ABOUT THE DSP. WE GO TO THE NEXT SLIDE. ABOUT EVER WE GET INTO THE MEAT OF THE PRESENTING A, I WANTED TO SET THE STAGE WITH A COMMENT THAT SURPRISED A LOT OF PEOPLE. AND IT'S ACROSS VERIZON BRAND LIKE THE HUFFINGTON POST, HUE SPORTS AND FINANCE, NEWS AND ET CETERA. WE'RE THE THIRD LARGEST PUBLISHER BY REACH IN THE U.S., ACCORDING TO CONCOURSE AND THAT PUTS US BEHIND GOOGLE ON FACEBOOK AND AHEAD OF PEOPLE ON AMAZON AND MICROSOFT. AND THAT IS NOT INCLUDING OUR PARTNER WITH MICROSOFT. RIGHT. SO, IT'S -- WHERE WE CAN SELL THEIR RESERVE INVENTORY. WE ARE THE LARGEST PUBLISHER OF PROFESSIONALLY GENERATED CONTENT. THINK TRUST AND BRAND SAFETY THERE. AS OF JULY, WE'RE LET REALLY NUMBER ONE TO FINANCE'S NEWS CATEGORIES. WE'RE NUMBER TWO IN MAIL, SPORTS AND STYLE AND NUMBER THREE IN SO MUCH AND ENTERTAINMENT NEWS. THOSE METRICS ARE CONSIST ACROSS AGE STRIPS, INCLUDING MILLENNIALS. I LITTLE HERE TO TALK ABOUT TRY.

>>> THE DSP. WHY DOES THAT MATTER. KEEP THAT IN THE BACK OF YOUR MONDAYAS WE TALK TO THE IDENTITY, EXCLUSIVE INVENTORY AND SAFETY AND FEATURE PROOFING OF PLATFORMING AGAIN OVER THE DEMISE OF COOKIE-BASED TARGETING AND ADVERTISING IN THOSE CASES. WE MOVE TO THE NEXT SLIDE HERE. SO MUCH LIKE THE POLITICAL ENVIRONMENT TODAY, THE DID, SPLANDO SCAPE IS BIFURCATED INTO TWO SEEMINGLY POLAR OPPOSITES. SO, ON ONE HAND, YOU HAVE A MASSIVE SCALE AND A MECHANICKED ESTIMATE, YOUR OWN DATA AND A CONCEPT OFFER DENSITY, BUT YOU TEND TO PLAY BY

YOUR OWN RULES, YOU WILL GRADE YOUR OWN HOMEWORK WITH MEASUREMENT AND PERFORMANCE AND CLOSE OUT YOUR ECOSYSTEM AND THIRD-PARTY ATTRIBUTION AND DON'T LET DATA USE OF YOUR WALL. OR ON THE OTHER HAND, YOU'RE AN INDEPENDENT PURE PLAY DSP AND YOU DON'T HAVE THE PROPRIETARY ASSETS WALL GARDEN HAS OTHER THAN THE PLATFORM TECHNOLOGY AND YOU MASK THAT BY FOCUSING ON FUTURABILITY, AND YOU PREACH ABOUT BEING AGNOSTIC FROM A DATA AND INVENTORY PERSPECTIVE. OUR POSITION IS THAT YOU DON'T NECESSARILY HAVE TO CHOOSE ONE OR THE OTHER OF THOSE ENDS OF THE SPECTRUM. VERIZON MEDIA DSP CAN GIVE YOU THE ADVANTAGE OF A WALL GARDEN WITH OUR OPEN SCALE AND CONSUMER SHIPS AND INSIGHTS BY GIVING YOU THE CUSTOMER FIRST MODEL OF INDEPENDENCE. THINGS LIKE PERSONALIZED AND RESPONSIVE CUSTOMER SERVICE, AGILE ROAD MAPS DRIVEN BY CUSTOMER FEEDBACK WE'RE GIVEN. BEING AGNOSTIC ON THE INVENTORY AND INTEGRATION PERSPECTIVE, AND HAVING A COMMITMENT TO TRANSPARENCY AND OPENNESS. AS WE MOVE ON, WE'LL TAKE YOU TO OUR FOUR KEY COLORS OF THE DSP. THE FIRST OF WHICH IS OUR FIRST PART DATA AND THE BEST IN CLASS WITH RELATIONSHIP. THE SECOND IS THE PREMIUM OPPORTUNITIES AVAILABLE THROUGH OUR DSP. THIRD IS OUTCOMES OUR DSP DRIVES UP AND DOWN THE FINAL AS A RESULT OF THE COMBINATION OF OUR OWN MACHINE LEARNING AND PRICING EFFICIENCIES. LASTLY, EFFICIENCIES AND LASTLY IS OUR SUPPORT PART OPTIONS AND OUR OWN PROPRIETARY SOLUTIONS, ONE OF WHICH WE WILL TOUCH ON TODAY. AND THAT IS JUST AN INTERESTING FORECASTING TOOL. SO, LET'S DIVE IN AND GO INTO THE FIRST COLOR AND TALK ABOUT OUR DATA AND IDENTITY. SO, MOVING ON TO THE NEXT SLIDE, ANY DSP CAN TALK ABOUT QUOTE, UNQUOTE, IDENTITY. BUT IT'S IMPORTANT TO CONSIDER THE SOURCES OF THE DATA POINTS THAT FEED INTO AND HELP BUILD THAT, DIDN'T IT? SO IF YOU'RE AN INDEPENDENT DSP, YOU SOURCE YOUR DATA EXCLUSIVELY, ALMOST EXCLUSIVELY FROM PUBLICLY AVAILABLE INFORMATION SUCH AS THE STREAM OR LICENSE FROM THIRD-PARTY VENDORS IN THE FORM OF COOKIES, ADDRESS ESP AND METRICS. WHILE THOSE ARE IMPORTANT DATA SIGNALS, THE LIMITATION IS THAT THEY'RE FLEETING OFFERS. THEY CAN BE USED WHEN CONSIDERED AN ISOLATION AND THE FUTURE OF SOME OF THOSE, PARTICULARLY COOKIES, IS AT RISK. VERIZON MEDIA, WE HAVE OUR OWN EXCLUSIVE ACCESS TO DATA ACROSS OUR BILLION CONSUMERS AND 200 BILLION DAILY SIGNALS THAT AN INDEPENDENT DSP WOULD NEVER SEE. THEY REPRESENT CUSTOMER ACTIVITIES, AUTHENTICATED LOG-IN, SEARCHES, PURPOSES, EMAILS, PURPOSE AND REAL MAIL LIKE. THE DATA SIGNALS ARE ANCHORED IN REALITY AND THEY'RE TRUE BEHIND-THE-SCENES REFLECTIONS AND NOTHING LIKE SOCIAL MEDIA LIFE. WE COMBINE ALL OF OUR DATA WITH THE DATA AND PLATFORM DATA THAT POWERS THE VERIZON MEDIA, DIDN'T IT? GRAPHICS WHICH IS 142 MILLION STRONG AS OF TODAY IN THE U.S. AND IT ALLOWS YOU TO TARGET INDIVIDUALS AND NOT JUST COOKIES AND DEVICES ACROSS ALL CHANNELS AND FORMATS. THE KEY BENEFIT HERE BEING YOU DON'T HAVE TO MIX AND MATCH ACROSS THE DEVICE BUNDLES. FOR EXAMPLE HAVING TO USE TRUE OPTIC TO REACH USERS IN A CORRECTED TV ENVIRONMENT. VERIZON MEDIA'S IDENTITY GRAPH SOLUTION IS AVAILABLE ALL OF OUR BUYERS FOR FREE. NO ADDITIONAL CHARGES TO THIS ASIDE FROM -- A PERSPECTIVE. LOOK AT HOW OUR IDENTITY GOES AWAY JUST COOKIES. PROBABLY A LOT OF YOU ARE FAMILIAR WITH THIS. CONSUMERS ARE INCREASINGLY AWARE OF HOW THEIR DATA IS COLLECTED AND USED FOR COMPANIES FOR TARGETING AND ADVERTISING. KEY HAVE SEEN THINGS LIKE GDPR, CCPA POP UP AND OTHER UPCOMING STATE-LEVEL REGULATIONS THAT ARE COMING INTO PLAY AS WELL. NOW, IN ADDITION, BROWSERS ARE MAKING CHANGES THAT ELIMINATE OR GREATLY REDUCE THE AVAILABILITY AND CASE OF THIRD-PARTY COOKIES, PUTTING THE ENTIRE COOKIE SYSTEM AT RISK. COOKIES ALONE WILL NO LONGER SURVIVE FOR THE ADVERTISING AND RELY ON THE FUTURE OF RISK. HOW CAN OUR IDENTITY SOLUTION HELP THERE? GIVEN OUR DIRECT CONSUMER TOUCH POINTS THAT EXTEND ACROSS THE DEVICES AND ENVIRONMENTS AND DATA SIGNALS, WE'RE ABLE TO GET DIRECT CONSENT FROM OUR CONSUMERS FOR THE ADVERTISING IN THOSE CASES. THE DID, IS, P IS RELATIVELY LOW POSITIONED AND THE IMPACTS OF THIS EVOLVING REGULATORY AND COOKIE-BASED LANDSCAPES. WITH A FUTURE PROOF AND UNIQUE IDENTITY SOLUTION, WHICH HELPS US DELIVER A BETTER CUSTOMER EXPERIENCE. MOVE TO THE NEXT SLIDE. WITH DIRECT CONSENT FROM

OUR CONSUMER BASE, WE'RE ABLE TO CONTINUE TO PROVIDE A FULL SWEEP OF DATA-DRIVEN MARKETING SOLUTIONS. THINGS LIKE THE ABILITY TO FREQUENCY AND NOT ONLY BASED ON THE COOKIES, BUT A DEVICE OR HOUSEHOLD LEVEL. ALSO AS A PUBLISHER, WE HAVE THE ABILITY TO PUT FIRST-PARTY COOKIES OR COOKIES CONSIDERED TO BE FIRST PARTY IN ALL BROWSERS. TARGETING WITHIN OUR OWN, OWN OPERATING WILL CONDITION CO CONTINUE TO SCALE. WE HAVE LOG AND MUSIC DATA, ALLOWS US TO DO MEASUREMENT STATES ON NAP COOKIE PSI SIGNALS AND THINGS SUCH AS E-MAIL ADDRESSES, PHONE NUMBERS, ET CETERA. AND OUR IDENTITY EXPANDS INTO THE EMERGING CHANNELS, SO, BY LINKING PROFILES TO A HOUSEHOLD, WE'RE ABLE TO CONTROL FOR FREQUENCY IN A WAY THAT MAKES SENSE AND WE HAVE LOGGED IN USER DATA ALLOWING FOR CONTROL AT ANOTHER LEVEL OF GRANULARITY, IF NECESSARY. MOVING ON FROM DATA, WE GET INTO THE EXCLUSIVE INVENTORY. ONE OF THE BIGGEST DIFFERENTIATORS IN OUR DSP IS THAT IT'S THE ONLY DSP WITH ACCESS TO VERIZON MEDIA NATIVE MARKETPLACE. JOE'S GOING TO GO INTO MORE DETAIL HERE, BUT THIS IS THE LARGE OF THE PREMIUM NON-SOCIAL MARKETPLACE OUT THERE AND INCLUDES EXCLUSIVE PLACEMENTS ACROSS MICROSOFT AND SAMSUNG. WE HAVE THE ABILITY TO RUNNATE OF DISPLAY AND VIDEO, THE CAROUSEL ADS AND MOM FORMAT, POWERED BY THE SAME PROPRIETARY DATA ADVERTISERS USE IN THE DSP AND WHEN ACCESSING, THERE IS NO PLATFORM FEE. THERE ARE NO DATA FEES OR ADDITIONAL HIDDEN EXCHANGES WE'RE GETTING INTO. AND NO THIRD PARTY VARIABLE COSTS TO YOU. THE SECOND POINT IS OUR DSP IS THE ONLY DSP WITH PROGRAM AT EDUCATION GUARANTEED OR RESERVED TO OWNED AND OPERATED INVENTORY, INCLUDING MICROSOFT. THIS INCLUDES PARTNERS WITH THE NFL FOR LIVE STREAM VIDEO AND WITH THE NBA. WE ALLOW VERIZON MEDIA TARGETING AS WELL HERE AND TAKEOVERS FOR 100% SHARE VOICE. AND THE OTHER COOL THING ABOUT THIS IS THERE ARE ZERO PERCENT PLATEAU FORM FEE APPLIED WHEN ACCESSING OUR OWN INTO THE PLATFORM AND OFFER THE LOWEST THIRD PARTY PROBLEMATIC WHICH IS 3%. LOWER THAN GDP 60 AND LOWER THAN INVENTORY DASH. THE LAST POINT HERE IS WE ARE AND DIFFERENTIATORS. WE DO HAVE AN AGREEMENT THAT THERE WERE 40 EXCHANGES WITH THE CHANNEL CAPABILITIES. SO, THE WAY USERS CONSUME -- AND CHANGED OVER THE PAST TWO YEARS, THE ADVERTISING WE NEED IS AUGMENTED THERE AND FOP STRATEGIES TO REACH THE AUDIENCES REGARDLESS OF CHANNEL, FORMAT OR SCREEN. A LOT OF HOMES AND PROVIDE AUDIO, CONNECTED TV AND ADVANCED TV, ET CETERA. AND MEDIA THROUGH THE POWER OF OUR BEST IN CLASS. YOU CAN DELIVER THE AUDIENCES SCALE IN A PRIVACY COMPLIANT WAY ACROSS ALL OF THE CHANNELS. MOVING ON TO THE THIRD PILLAR, WHICH IS WHERE WE'RE TALKING ABOUT OUTCOMES THAT WE'RE CONSISTENTLY ABLE TO DRIVE FOR BRAND AND DIRECT RESPONSE KPIS. SO, IT'S PRETTY SIMPLE WHEN YOU COMBINE POWERFUL DATA, POWERFUL MACHINE LEARNING AND AN EFFICIENT PRICING STRUCTURE. YOU JUST GET BETTER RESULTS. WHAT DOES THAT MEAN? OUR MACHINE LEARNING STARTS ON THE SUPPLY SIDE, SUPPLIES HAVE OPTIMIZATIONS THAT INCLUDE THE UNDERSTANDING OF OPTION DYNAMICS. OUR MACHINE LEARNING CALLED CINEMA MARKET FOR AWHILE NOW WITH BUILT-IN BASE TECHNOLOGY TO PREVENT OVERBIDDING AND A PROLIFERATION IN THE SYSTEM. AND ON AVERAGE, ABOUT 40 ALSO UNLIKE SOME OF THE OTHER PLATFORMS LIKE THE TRADE DESK, WE DON'T KEEP MANY AND ALL OF THAT GOES BACK INTO YOUR BUDGET. WE HAVE SEEN SIGNIFICANT PERFORMANCE IN THE OTHER DSP IN UPPER FUNNEL AND LOWER FUNNELS DC,S. WERE THEY LOOKING TO DRIVE A LOW CPA OR PROSPECT FOR NEW CUSTOMER ACQUISITION AS THEY ARE ABLE TO ADOPT THE CPI RESPONSE AND PERFORM TOWARDS THOSE GOALS. ANOTHER KEY DIFFERENTIATOR THAT LEVERAGES THE WEIGHT IN PROPRIETARY DATA IS WHAT WE CALL PRODUCTIVE AUDIENCES. THEY ARE SCORED AND UPDATED IN RADIO WILLTIME WITH A RANDOM FORCE MODEL TO TRACE BACK A SERIES OF EVENTS LEADING TO A PARTICULAR ATTENTION. THE MODEL IS GOING TO OUTPUT TIERS GIVING YOU CONTROL OVER PRECISION AND SCALE. WE HAVE SEEN THE AUDIENCES TEND TO JEP RATE OVER EIGHT TIMES BETTER PERFORMANCE THAN GENERIC LOOK-ALIKE MODELS AND WE HAVE SEEN UP TO FOUR TIMES BETTER. THIS IS AVAILABLE TO ALL OF OUR PLATEAU FORM BUYERS NFL SERVICE CAPACITIES. ALL RIGHT. SO, NOT ONLY DO WE HAVE EXTREMELY EFFECTIVE TECHNOLOGY AND MACHINERY, BUT WE'RE IN THE POSITION OF BEING OWNED BY

VERIZON, WHICH IS MONETIZING OUR ASSETS. NOT ALL OF OUR REVENUE COMES FROM OUR FEEDS. WE USE THAT TO CREATE A MORE FAVORABLE PRICING STRUCTURE FOR OUR BUYERS. YOU SHOULD TAKE ADVANTAGE OF THAT AND SO, WE DON'T CHARGE FOR THINGS LIKE USING OUR DEVICE GAP OR ON BOARDING FIRST-PARTY DATA FROM DOING THINGS LIKE OPTIMIZATION AND WE OFFER VALUE AS ON VIEWABILITY AND FRAUD PREVENTION AS WELL. LESS MONEY TO ON FOES MEANS LESS WORKING MEDIA DOLLARS AND THAT CAN HAVE A HUGE IMPACT ON ROI OVER TIME. THIS IS A HYPOTHETICAL EXAMPLE. RIGHT, ALL THINGS ARE EQUAL WITH THE SAME TECH FEE AND PLATFORMS. WE STAND OUT AS PROVIDING A LOT OF SAVINGS. SO, AN EXAMPLE WITH THE \$5 MILLION ANNUAL CAMPAIGN SPEND, YOU ARE SAVING 600 K BECAUSE THEY DON'T HAVE THE ADDITIONAL FEES FOR ADD-ON PRICING. NOT TO SHAPEY. MOVING ON TO THE FOURTH AND FINAL PILLAR. IS THE VERIZON MEDIA DSP STANDS OUT BY NOT HAVING ANYTHING TO HIDE. THE D IS, P GIVES THE PROPRIETARY IDENTITY DRIVEN MEASUREMENT SAID IN THE GARDEN AND DOESN'T COMPROMISE ON THE ABILITY TO INDEPENDENTLY VERIFY ANALYSIS. CAN WE GO TO THE NEXT SLIDE. YOU CAN SEE OUR DSP PROVIDES SEVERAL TOOLS AND INSIDE POWER BY OUR UNIQUE IDENTITY GRAPH. A COUPLE OF EXAMS OF THOSE WOULD BE DEMO REACH AND FREQUENCY, WHICH IS VALIDATED THROUGH OUR SIGNED IN USER BASE OF 110 MILLION ACROSS ALL OF OUR PROPERTIES AND PRODUCTS. -- DERIVED FROM THE MAIL AND SEARCH DATA. WE HAVE LOCATION AND VISITATION ANALYSIS WHICH IS ISSUE ESSENTIALLY TIEING THE STORE VISITS AND POWERED BY OUR UNIQUE SDK DATA AND SOON, WE'LL BE SUPPORTING INCREMENTALLITY ASSESSMENT WITHIN THE PLATEAU FORM, KNOWN AS GHOST BIDDING AND ENABLES BUYERS A WAY TO EFFICIENTLY LIFT ANP CRYSTALT BY CREATING CONTROL GROUPS BASED ON VERIZON MEDIA'S IDENTITY DATA. IN ADDITION, WE WORK WITH MOST OF THE MAJOR INDEPENDENT THIRD PARTY MEASUREMENTS AND ANALYTICS COMPANIES IN THE MARKET TODAY. WE REALIZE IT'S IMPORTANT WE DON'T JUST CREATE OUR OWN HOMEWORK AND WE'RE CONFIDENT THE RESULTS WILL SPEAK FOR THEMSELVES REGARDLESS OF ANALYSIS OR WHO PERFORMS THE ANALYSIS. TO THAT END, WE HAVING VENT LOG FILES THAT CAN BE SHARED ON A CASE-BY-CASE BASIS TO SHARE DATA OF INDEPENDENT ANALYSIS AND ATTRIBUTION. THE LAST POINT I WOULD MAKE IS WE'RE A LARGE GLOBAL PUBLISHER AND ONLINE SERVICE PROVIDER, AND WE DO HAVE DIRECT CUSTOMER RELATIONSHIPS, WHICH MEANS WE HAVE A RESPONSIBILITY TO PROTECT OUR CUSTOMERS DATA AND PRIVACY. SO, WE UNDERSTAND HOW CRITICAL DATA SHARING CAN BE TO ACCOMMODATE MEASUREMENTS. YET, THERE WILL BE CASES WHERE CERTAIN DATA POINTS ARE NOT GOING TO BE SHARED ECTERMINAL E. TO SOLVE FOR THOSE COMPLEX CASES, WE HAVE DEVELOPED A CLEAN ROOM SOLUTION TO COMINGLE VERIZON MEDIA'S DATA WITH WHERE YOU ARE OWN DATA IN A PRIVATE WAY AND PRIVACY COMPLIANT ENVIRONMENT. MOVING ON, WE TALKED ABOUT THIS IN THE BEGINNING, BUT LET'S TALK ABOUT ONE OF THE EXCITING NEW PROPRIETARY INSIDE TOOLS WE BUILT INTO THE DSP, CALLED OMNISCOPE. OMNISCOPE IS A FORECASTING AND EXPLORATION TOOL WITHIN THE DID, SP. THE PRIMARY FOCUS IS ON THE INVENTORY LANDSCAPE. WHAT IS HAPPENING ON THE SUPPLY SIDE. THE TOOL LOOKS ACROSS THE SUPPLY ECOSYSTEM AND GIVES A DETAILED LOOK INTO EXCHANGINGED DATA, AUCTION TYPES, SUPPLY DEPORTING A ACROSS FORMAT OF CHANNELS AND OMNISCOPE PROVIDES A FAN BOX ENVIRONMENT. YOU CAN DISCOVER NEW INSIGHTS. THE INSIGHTS AND DASHBOARD MADE AVAILABLE BEEN THE TOOL OFFER A TON OF FLEXIBILITY. WHETHER YOU'RE LOOKING FOR A PLAN FOR AN UPCOMING CAMPAIGN OR COMPLEX SCENARIO OR OPT PLEASE YOUR SUPPLY PASS OR GET INSIGHTS INTO WHERE TO FIND AN AUDIENCE, OMNISCOPE CAN HELP FLESH A LOT OF THAT. NO OTHER DSP OFFERS THIS LEVEL OF GRANULARITY INTO THE ECOSYSTEM. AND THIS IS SOMETHING THAT WE PROVIDED OF VALUE INTO THE PLATFORM. ALL RIGHT. SO, OUR DSP PROVIDES YOU WITH THE BEST OF BOTH WORLDS. WE GO TO THE LAST SLIDE. WHEN WE COMPARE THE BENEFITS OF OUR DSP TO THE OPPOSITE ENDS OF THE SPECTRUM, WE OFFER A UNIQUE VALUE ON THE THINGS THAT MATTER MOST TO A LOT OF BUYERS. WE HAVE UNIQUE IDENTITY RESOLUTIONS, PREPARED TO CHANGE ENVIRONMENT REGARDING DATA AND PRIVACY ACCESS. WE HAVE EXCLUSIVE ACCESS TO PREMIUM SUPPLY BRAND SUPPLY AND REACH ACROSS MUCH OF THE OPEN WEB. WE HAVE MARINE LEARNING THAT INFORMS ALL ASPECTS OF THE PLATFORM'S BUYING INFRASTRUCTURE AND WITH A SUPEREFFICIENT

PRICE STRUCTURE AND PROPRIETARY INSIGHTS TOOLS AND PROVIDING UNIQUE TATA POINTS, COMPLIMENTING YOUR THIRD PARTY SOLUTIONS. THAT IS ALL FOR THE DSP. AND NOW I WOULD TURN IT OVER TO JOE TO TALK ABOUT NATIVE.

>> AWESOME. THANK YOU, WILL. OKAY, LET'S TALK ABOUT THE NATIVE PLATFORM. WILL MENTIONED A LITTLE BIT ABOUT THE THINGS GOING ON WITH OUR NATIVE MARKETPLACE. WE'RE GOING TO TAKE THAT A LITTLE BIT FURTHER TO GIVE YOU GUYS A DEEPER DIVE INTO WHAT IS HAPPENING WITH WITH VERIZON MEDIA AND NATIVE. WE LIKE TO DESCRIBE THIS AS TRANSFORMING THE JOURNEY. YOU THINK OF THE JOURNEY AS NOT ONLY A JOURNEY FOR OUR USERS AND CONSUMING CONTENT AND ADVERTISING BUT ACROSS ALL OF OUR PROPERTY AND FOR OUR ADVERTISEMENT. RIGHT, HOW DO WE, YOU KNOW, BUILD AND CONTINUE TO, VALUE ON AN AD, TO EVOLVE ON AN AD FOREIGN AT THAT COULD WOKE FOR ADVERTISERS AND IT'S ACCEPTABLE ARE YOU THIS RESPONSE OF? THIS IS THE CHALLENGE AND THIS IS HOW WE HAVE VIEWED NATIVE AS PART OF THE ANSWERS. SO, FIRST OF ALL, WE'RE NOT MAKING THIS UP. SO, YOU KNOW, WE SURVEY USERS AND LOTS OF RESEARCH. USERS SAY THAT THEY WANT, YOU KNOW, AN EXPERIENCE WITH THE AD. IF IT'S BAD OR A GREAT ONE, IT HAS A VERY, OBVIOUSLY, A NEGATIVE IMPACT ON THE USER'S PERCEPTION OF THAT BRAND'S PRODUCTS OR SERVICE. THIS IS CLEARLY AN ISSUE AND A BIG OPPORTUNITY FOR, YOU KNOW, OUR ADVERTISERS AND FOR US TO REALLY FOCUS IN ON THIS EXPERIENCE. THE VAST PLACE OF USERS FIND DIGITAL ADVERTISING TO BE TRUCE OF. THAT KEY WORD THEREP TRUCIVE AND THAT IS ONE OF THE, THERE, INTRUSIVE, ONE OF THE AREAS WE'RE TRYING TO BATTLE. THE ANSWER WE DISCOVERED IS MAKING THE ADS MORE NATIVE. RIGHT, LEASE INTRUCIVE. WHAT DO I SAY WHEN I SAY THE WORD NATIVE WHEN DESCRIBING AN AD, THIS IS ANYTHING, ANY AD THAT LOOKS, FEELS, AND FUNCTIONS LIKE THE CONTENT AROUND IT. RIGHT, IT'S CLEARLY LABELED AN AD SO USERS KNOW IT'S AN AD, BUT IT'S NOT INTRUCIVE. IT'S SEAMLESS WITHIN THE EXPERIENCE. AND IT'S REALLY THE EXPERIENCE. THIS IS WHAT USERS WANT. PHONE IS% OF CONSUMERS SAY THAT THEY LIKE TO SEE THE ADS IF THEY ARE, YOU KNOW IN LINE WITH THE CONTENT SEAMLESS AROUND. PLANE, FOUR OUT OF FIVE USERS ALSO VIEW. THEY KNOW THAT NATIVE AD IS AN APP AND THEY ALSO VIEW IT AS IMPORTANT AND VALUABLE CONTENT. AND THEY HAVE HIGHER EXPECTATIONS FOR THE NATIVE ADS ALSO, WHICH IS WHY IT'S SO IMPORTANT FOR ADVERTISERS IT PUT AND NOT THINK ABOUT THE ADS AND THE TYPICAL ADVICE. THOSE ARE YOUR TYPICAL UNITS AND SOMETHING A LITTLE DIFFERENT THAN THAT. THEN, THE QUESTION, I UNDERSTAND, WE UNDERSTAND WE'RE TRUE TALKING ABOUT THE NATIVE ADS. GETTING MORE INTO THE MARKETPLACE AND KIND OF, HOW DO WE THINK ABOUT THIS IN TERMS OF ADVERTISER OBJECTIVE. SO, IS NATIVE, OUR NATIVE ADS, IS IT A BRAND SITE, A PERFORMANCE PLAY, THE ANSWER IS ALL OF THE ABOVE AND MORE. WE HAVE ADVERTISERS USING NATIVE TO DRIVE AWARDS ABOUT THEIR BRAND TO DRIVE CONSIDERATION OF THEIR PRODUCTS AND TO DROVE SALES. IN IS AN EXAMPLE OF HOW ONE OF OUR ADVERTISERS IS USING THIS AS KIND OF LIKE THE WHOLE FRONTAL OPPORTUNITY HERE. AND THEN SO NOW LET'S THINK ABOUT OUR USERS AND HOW THEY'RE CONSUMING NATIVE ADS. THE BEAUTY OF VERIZON MEDIA OR ONE OF THE CLEAR ADVANTAGES IS DIVERSITY OF THE PROPERTY. RIGHT. USERS GO TO THE HOME PAGE. THEY GO TO YAHOO! FINANCE AND CONSUME NEWS ABOUT SPECIFIC THINGS LIKE FINANCE OR SPORTS RELATED OR ENTERTAINMENT. THERE ARE ALSO BEING PRODUCTIVE. THEY'RE GOING TO YAHOO! E-MAIL AND WE SERVE NATIVE ADS ACROSS THE ENTIRE DAILY JOURNEY, RIGHT, AS USERS WAKE UP AND THEY BECOME PRODUCTIVE. Y THAT STARTING TO MESSAGE THE E-MAIL AND THEY'RE DOWN AND FUN TIME CHECKING OUT THE SCORES AND ENTERTAINMENT WHAT IS GOING ON IN MOVIES. WE HAVE THE -- TO CONTINUE TO REACH THE USER THROUGHOUT THE DAY AND THE EXPERIENCE. SO NOW, I MENTIONED THE RISING MEDIA ADVANTAGE. NATIVE ADVANTAGE. YOU KNOW, ONE IS A DIVERSITY PROPERTY. AND THE OTHER IS, JUST TO KIND OF LIKE BRING THE WHOLE STORY OR START TO PIECE IT TOGETHER. RIGHT? WHEN WE THINK ABOUT NATIVE, I DESCRIBED IT EARLIER. IT'S INTERESTING THAT LOOKS, FEELS AND FUNCTIONS LIKE THE CONTENT AROUND IT. MEANING IT'S ALWAYS EVOLVING. RIGHT. OUR CONCEPT IS NOT ECSTATIC. THE PROPERTIES ARE ALWAYS EVOLVING AND ALWAYS LOOKING TO IMPROVE, YOU KNOW, NOT ONLY THE USER'S

EXPERIENCE ON THOSE BY MAKING THESE ENGAGING EXPERIENCES, SO NATIVE ADS CAN CONSTANTLY EVOLVE WITH THAT CONSTANT EXPERIENCE. AND THEN, WHY IT REALLY MATTERS, THE BILLION USERS, YES, WE HAVE A LOT OF USERS WHO ACCESS THE PROPERTIES AND THAT CAN TRANSLATE TO 60 BOTTOM A MONTH THAT WE SERVE ACROSS THE PROPERTIES. AND THEN, WILL HAD MENTIONED THE SIGNIFICANT AMOUNT OF DATA THAT WE HAVE, WHICH ULTIMATELY, WHICH WE USE TO REALLY INCREASE THE RELEVANCE OF OUR ADVERTISING AND TO DRIVE THAT BITTER EXPERIENCE NOT ONLY FOR USERS BUT FOR OUR ADVERTISERS ADVERTISER WHERE ARE THE ADS SERVING? WE MENTIONED THE VERIZON ADS. WE TALK ABOUT INVENTORY AND \$2 WHEN IT COMES TO THE NATIVE MARKETPLACE. FIRST OF ALL, IT'S THE VERIZON MEDIA 0 AND 0. THE CLASSIC PROPERTY THAT YOU KNOW AND HOPEFULLY LOVE. YAHOO! SPORT, FINANCE AND HUFFINGTON POST AND AOL. WE HAVE AMAZING AOL PROPERTIES AND GADGETS. AOL AND ALL OF THESE THINGS. THAT IS OUR O&O AND THEN WE THINK ABOUT HOW TO EXTEND THAT, RIGHT. ADVERTISERS, YOU KNOW, THEY LOVE OUR O&O INVENTORY AND THEY LOVE HOW NATIVE PERFORMS AS AN AD REMEMBER TOAT AND THEY LOVE OUR DATA. HERE'S SOME OF THE THINGS WE'RE DOING. WE ARE DEVELOPING A PARTNER. SAMSUNG, CBS INTERACTIVE. THAT IS TO NAM A FEW AND WE HAVE MANY MORE, YOU KNOW WE'RE EXCITED ABOUT THAT AND WE THAN SCALE IS SOMETHING THAT IS CRUCIAL FOR ADVERTISERS. Y THAT NOT GOING TO SPEND ANOTHER PLATEAU FORM AND HERE ARE THE WAYS WE'RE DOING THAT. AND SO THIS IS BRINGING IT TOGETHER WITH A VIEW. WE WANT TO BRING A BETTER EXPERIENCE FOR OUR USER AND HOW ARE WE DOING THAT, WE'RE DOING THAT WITH NATIVE ADS. THE USER IS NON-INTRUCIVE, THE ADS ARE NON-INTRUSIVE AND WE'RE DOING SO MUCH WHEN IT COMES TO INNOVATING THE ADS. THERE IS SO MUCH OPPORTUNITY WE HAVE. KIND OF ANOTHER ADVANTAGE WE HAVE SINCE WE OWN THE NATIVE PLATFORM AND NATIVE MARKETPLACE. WE OWN, YOU KNOW, THE MAJORITY OF THE INVENTORY THE NATIVE ADS ARE ON AND GIVES US A FLEXIBILITY TO INNOVATE. SO, WE'RE ALWAYS ITERATING, I MEAN INNOVATING ON THIS NATIVE AD UNIT. LET ME SHOW YOU A COUPLE OF EXAMPLES OF HOW WE'RE DOING THAT. ON SO, HERE ON THE LEFT HERE IS OUR YAHOO! MAIL. OKAY. AND WE SERVE A PENCIL. BELOW IT AND CLEARLY INDICATED AS AN AD. WHAT WE HAVE DONE IS TAKEN IT TO THE NEXT LEVEL. WE CAN TAKE THAT UNIT AND IF THE USER WANTS TO ENGAGE WITH THAT AD, THEY CAN GO INTO AN AR EXPERIENCE. AN AUGMENTED REALITY EXPERIENCE THERE THAT DID IS FROM OR TRIGGERED BY JUST CLICKING ON THISINATE OF AD IN MAIL AND, YOU KNOW, IN FULL CONTROL OF THE USER. AND THE BEAUTY OF THIS. THE USERS NEVER LEAVE THE APP THAT EXPERIENCE THE AUGMENTED REALITY. THAT IS ONE EXAMPLE OF US INNOVATING AND THINGS THAT MAKE HIM MORE PRACTICAL AND SAFE FORWARD, MAKING OUR ADS PRACTICAL. USERS CAN HAVE, SERVE THE HOTSPOTS THAT WE CAN IMPROVE BED IN THEM IN THE AD AND GO DIRECTLY TO THE SHOP AND BUY THAT PRODUCT. WE HAVE PLAYABLE AD UNITS. THE GAMING ADVERTISER. WE'RE SEARCHING A GAMING AD. THE USER CHOSE SAYS TO ENGAGE WITH THATINATE OF AD AND THEY CAN PRAY THE DEMO OF THE GAMES. AGAIN, IN THE APP WITHOUT LEAVING THE APP EXPERIENCE, YOU KNOW. AND IT'S ALL IN THE CONTROL OF THE USERS. WELL, AND THEN OTHER THINGS LIKE 360 AD. THAT IS A NEW INDUSTRY AND WE'RE STARTING TO DEAL WITH THOSE TYPES OF EXPERIENCES WITHIN NATIVE. THE KEY HERE, IT USES THE APP AND MAKES THE EXPERIENCE MORE SEAMLESS. THEY HAVE A BETTER PERCEPTION OF THE BRAND. WHO THEY ENGAGED WITH AND IT'S A BENEFIT TO EVERYBODY. 99 WE HAVE A SAMPLE OF, YOU KNOW, A HANDFUL OF THE CASE STUDIES WE HAD. WE LITERALLY HAVE COULDN'TLESS CASE STUDS FROM ALL DIFFERENT TYPES OF ADVERTISERS. BOTH BIG BRAND ADVERTISERS, YOU KNOW, ALL THE WAY TO MID-FUNNEL AND THE HARD-CORE PERFORMANCE ADVERTISERS. EVERYTHING IN BETWEEN, YOU KNOW. IT'S NOT JUST US TELLING YOU. WE HAVE ADVERTISERS PARTNERS WITH US, GOING GOOD WITH HOW THE ADS ARE PARTNERING WITH THEM FOR A PERFORMANCE PERSPECTIVE. EVERYTHING IN BETWEEN. SO, WE HAVE, MIGHT HAVE ONE MORE. OKAY. A COUPLE MORE SLIDES HERE. LIGHT TALK ABOUT WHAT IT TAKES TO, YOU KNOW, HANK A NATIVE CAMPAIGN. WE WANT TO MAKE THIS AS SIMPLE AS POSSIBLE FOR ADVERTISING. YOU KNOW, SIMPLICITY IS KEY TO MAKING THE EXPERIENCE, YOU KNOW, THE ADVERTISER EXPERIENCE IN TERMS OF LAUNCHING'S CAMPAIGN WITHIN THE LATEST MARKETPLACE. IT'S SIMPLE. WE NEED ONE SET

OF ASSETS, LITERALLY A HANDFUL OF IMAGES. WE CAN TURN THOSE AND WE IT WERE THEM INTO, YOU KNOW, COUNTLESS, NOT COUNTLESS BUT, YOU KNOW, SEVERAL DIFFERENT KIND OF ITERATIONS OF A NATIVE AD UNIT ACROSS OUR ENTIRE NETWORK. SO, THAT IS, AND THE REASON THESE ARE IMPORTANT, LET ME GO BACK. SO, A LITTLE BIT MORE SPECIFIC HERE ON HOW IT TAKES TO GET STARTED. WE JUST NEED A HANDFUL OF IMAGES AND A TITLE AND DESCRIPTION. YOU CAN LITERALLY BE LIVE WITHIN MINUTES. SO, YOU KNOW, WE WANT TO MAKE THIS AS EASY AS POSSIBLE. BUT, ALSO, WE BUILT A PLATFORM FOR, YOU KNOW, TO GIVE ADVERTISERS THE ABILITY TO CREATE, YOU KNOW, I DON'T WANT THE IMAGE. THE CAROUSEL OR IF I WANT TO USE A VIDEO IN NATIVE OR GIF, YOU KNOW. CREATE A SLIDE SHOW EXPERIENCE. ALL OF THESE WE CAN TAKE AND DYNAMICAL TURN THEM INTO NATIVE ADVERTISING NETWORKS. THE GOAL THERE IS SIMPLE AS POSSIBLE. WE ALSO WANT TO GIVE YOU GUYS THE FLEXIBILITY TO OPTIMIZE AND TUNE IN AND DIAL IN PERFORMANCE. WHATEVER YOUR GOALS MIGHT BE OKAY. I THINK MICHELLE, IT'S NEW TIME FOR Q&A. I WILL KICK IT BACK OVER TO YOU.

>> IT IS. THANK YOU, JOE AND THANK YOU, WILL. IT'S TIME FOR Q&A. WE HAVE A FEW QUESTIONS SUBMITTED AHEAD OF TIME. WE'LL TACKLE THOSE FIRST. IN THE MEANTIME, IF YOU HAVE ADDITIONAL QUESTIONS, PLEASE TYPE THEM INTO THE CHAT BOX ON THE BOTTOM RIGHT-SIDE OF YOUR SCREEN AND SELECT ALL PANELISTS FROM THE DROPDOWN MACHINE USE. THE FIRST QUESTION, YOU TOUCHED ON THIS A LITTLE BIT. WHEN PARTNERS ARE THINKING OF SPENDING ON DSP OR THE NATIVE PLATFORM, WHAT ARE THE KEY DIFFERENCES THAT SHOULD THINK ABOUT. IS THE BIDDING DIFFERENT? IS THE INVENTORY DIFFERENT. JUDGE RIGHT. SO, I CAN START AND WILL, I WOULD LOVE FOR YOU TO ADD ON. RIGHT NOW, THINK OF OUR DSP, YOU KNOW, WORLD-CLASS DSP IS PROBLEMATIC ADVERTISERS AS WELL AS DESCRIBED; OURINATE OF PLATFORM, THAT WAS BUILT SEPARATELY. WE WANTED, YOU KNOW, WE LAUNCHED THE PLATFORM ABOUT FIVE YEARS AGO. IT'S MORE CONSIST PLATEAU FORM THAN ALL OF THE BELLS AND WHISTLES YOU WILL GET WITH THE DSP. THERE ARE DIFFERENT MARKETPLACE LEVEL RULES THAT WE HAVE IN PLACE. SO, WE DON'T ALLOW SOME OF THE BASICS HERE. WE DON'T ALLOW PURE -- IN OUR NATIVE MARKETPLACE, BUT WE ALLOW BID MODIFIERS, RIGHT. IF THERE IS A PARTICULAR PROPERTY THAT YOU WOULD LIKE TO BED UP ON OR OTHER PROPERYS YOU WOULD LIKE TO BED DOWN ON, WOULD YOU ALLOW THAT AND WHEN IT COMES TO THE THIRD PARTYINATE OF SUPPLY, WE ALLOW THE BLACK LISTING SO WE HAVE SOME FLECKABILITY THERE BUT NOT AS MUCH AS WE DID IN A DSP. THAT IS ONE OF THE BIG DIFFERENCES. THE OTHER BIG DIFFERENCE, WHEN YOU ARE NATIVE MARKETPLACE AND OUR NATIVE PLATFORM AS ONE OF THE AREAS, OBVIOUSLY, AS I MENTIONED, LIKE INNOVATING ON NEW NATIVE AD FORMAT. FEATURES THE FUNCTIONALITY. YOU CAN DO IT MORE QUICKLY IN AN ENVIRONMENT WHERE WE OWN THE INVENTORY AND PLATFORM. THOSE ARE SOME OF THE HIGH-LEVEL DIFFERENCES. YOU MAY WANT TO CALL IT ANYTHING ELSE.

>> THINK THOSE ARE THE MAIN ONES. I WANTED TO -- IT WAS. THE TWO PLATFORMS, ALTHOUGH THEY'RE COMING CLOSER TOGETHER, THE DSP OFFERS ACCESS INTO NATIVE MARKETPLACE. THEY CUPID OF ARE FOR DIFFERENT MARKET SETS. THE DID, SP IS PROBABLY BIT, DSP IS PROBABLY SUITED FOR THE ENTERPRISE LEVEL, TYPES OF ADVERTISERS OR AN ADVERTISER THAT WANTS TO HAVE FULL CONTROL OVER THEIR OMNICHANNELS SIGN STRATEGY OR IF IT'S MORE OF A, IF YOU NEED MORE SIMPLISTIC WAY TO GET ACCESS TO NATIVE INVENTORY LIKE THE NATIVE PLATFORM. IT'S GOING TO BE THE BITTER PLACE TO GO.

>> OKAY, THE BETTER PLACE TO GO.

>> OKAY. IS THE SETUP PROCESS DIFFERENT FOR EACH? OUR PARTNERS ARE USED TO A LENGTHY PAPERWORK PROCESS ON OUR SITE. IS IT THE SAME WITH YOU GUYS? DO THEY HAVE ACCOUNT MANAGEMENT, HOW DOES THAT WORK?

>> WHEN IT COMES TO THE LATEST PARTNER MACE, THE NATIVE PLATFORM, IT CAN BE LAUNCHED WITH A CREDIT CARD. ZERO SIMPLE OR YOU CAN, VERY SIMPLE OR AN, O. A CREDIT CARD OR IO. AS YOU CAN IMAGINE, THE CREDIT CARDS, AN, O AND DIFFERENT THAN LAUNCHING WITH A IO. THE OTHER WAY, I WILL LET YOU HANDLE THE DSP SIDE. ON THE NATIVE SIDE, AS I MENTIONED, WE GET A HANDFUL OF THIS AND A HANDFUL OF IMAGES AND VIDEO IDEALLY. BY TITLE AND DESCRIPTION AND LOGO AND YOU'RE GOOD TO GO. THE BID, THE BUYING OPTIONS IN TERMS OF PRICING MODELS. WE HAVE THEINATE OF MARKETPLACE, DCCS AND THEY'RE KIND OF THE CORE AND WE HAVE AN OCBC PRICING MODEL. THAT LIKE THE CORE PRICING MODELS.

>> AND ON THE DSP SIDE, WE HAVE TWO WAYS TO BUY FOR THE DSP. THE FIRST IS ON AN IO BASIS. THE CAVEAT THERE IS THAT WHEN YOU SIGN AN IO, YOU GET TO RUN. AND PROVIDING THE DSP LOG-IN. YOU DON'T GET THE SAME LEVEL OF REPORTING TRANSPARENCY OR THE ENTIRE MANAGED SERVICE. BUT WE ALSO, AND THE MAJORITY OF OUR BUSINESS RUNS THROUGH MSA AND MASSIVE SERVICE AGREEMENTS. I WON'T SAY THERE IS A TON OF PAPERWORKING BUT THERE IS A PROCESS TO GO THROUGH THE NEGOTIATION AND LEGAL PROCESS TO GET ON BOARD THROUGH AN MSA. A LITTLE BIT MORE THAN AN IO AND LOOKS LIKE A CREDIT CARD FOR THE NATIVE SIDE. THAT DOES GIVE YOU EYE LOG-IN TO THE DSP. YOU GET FULL ACCESS TO EVERYTHING YOU CAN MANAGE ENTIRELY AND.

>> ONE CALLOUT AND THIS IS ANOTHER IMPORTANT DISFUNCTION. WITHIN OUR NATIVE PLATFORM AND I AM GOING TO CALL THIS TO MAKE SURE WE'RE CLEAR. OUR NATIVE PLATFORM IS PREVIOUSLY KNOWN AS GEMINI AND THAT IS WHAT I AM TALKING ABOUT. THE SAME THING AND WE GOT RID OF THE NAME GEMINI. JUST TO CLARIFY. IN THE NATIVE PLATFORM AND MARKETPLACE, AN IO DOES GIVE YOU ACCESS TO THE PLATFORM. EITHER A CREDIT CARD OR IO GIVES YOU FULL ACCESS TO THE PLATFORM AND WHEREAS ON THE DSP SIDE, THAT GIVES ACCESS TO THE PLATFORM THAT REQUIRES -- .

>> OKAY, GREAT.

>> A LOT OF EXAMPLES YOU SHOWED WERE MOBILE. ARE YOU SEEING A LOT OF TRAFFIC OR PARTNERS TO BOTH?

>> OUR NATIVE MARKETPLACE RIGHT NOW IS ABOUT 55% MOBILE AND THE REST IS DESKTOP. WE KIND OF LIKE TO USE THE MOBILE EXAMPLES. THAT IS THE DIRECTION WHERE EVERYTHING IS GOING IN TERMS OF THE VOLUME. THE VOLUME IS GROWING ON MOBILE AND IT'S KIND OF REMAINING FLAT ON DESKTOP. AND SO, YOU WILL GET BOTH. INVENTORY PLATFORM.

>> OKAY, IS THAT SIMILAR WITH THE DSP, TOO, WILL?

>> ONE00%. I THINK THEY'RE RELATIVE TO THE NATIVE. BUT JOE'S POINT, RIGHT, WE TALKED ABOUT MOBILE BECAUSE THAT IS WHERE THE TRAFFIC IS HEADED SO THAT IS WHERE -- MOST OF THE VOLUME. THAT SAID, LIKE ONE OF THE THINGS NEXT IN THE, ADVANCED TV, AUDIO, DIGITAL AND HOME, BUT IN PRINCIPLE, LIKE THE WAY THOSE THINGS ARE KIND OF TRANSACTED AGAINST OR ACTIVATE SIDE MORE CLOSELY ALIGNED TO THE MOBILE WORLD THAN THE DESKTOP WORLD. BECAUSE THEY TEND TO BE MORE APP HEAVY.

>> GOT IT. OKAY, NEXT QUESTION. A LOT OF OUR PARTNERS SPEND IN THE U.S. SOME SPEND OUTSIDE OF THE U.S. ARE BOTH OF THE PLATFORMS FOR U.S. OR NON-U.S.

>> BOTH ARE GLOBAL.

>> OKAY. FANTASTIC. AND THEN OKAY. WE HAVE PARTNERS THAT ARE E-MAIL PARTNERS. IT'S THE E-MAIL-SPONSORED AD PLACEMENT. AVAILABLE WITHIN THE VERIZON PLATFORM OR THE ONLY SELECTABLE AS PART OF THE NATIVE PIECE.

>> WE HAVE A MALE SPECIFIC CAMPAIGN OBJECTIVE.

>> OKAY.

>> IF YOU WANT TO TARGET MAIL. YOU CAN DO THAT. IN OUR NATIVE.

>> OKAY. GREAT. I THINK THAT IS OUR LAST QUESTION THEN. THIS CONCLUDES OUR WEBINAR. THANK YOU, EVERYBODY, FOR JOINING US TODAY. A SPECIAL THANK YOU TO WILL AND JOE FOR GIVING US THEIR TIME. IF YOU HAVE ANY ADDITIONAL QUESTIONS, PLEASE REACH OUT TO YOUR PARTNER MANAGER. DANE AND ALLEN ON OUR TEAM ARE LEADING THIS PROJECT FOR YOU AND MICHAEL COGAN, WHO WORKS CLOSELY WITH WILL AND JOE, YOU WILL LIKELY WORK WITH HIS TEAM AS WELL FOR FOLLOWUPS. YOU WILL RECEIVE AN E-MAIL AFTER TODAY'S WEBINAR CONTAINING A LINK TO THE RECORDING AND A COPY OF THE SLIDE TO VIEW THEM AGAIN. TO LEARN MORE, PLEASE VISIT OUR WEBSITE AT VERIZONMEDIA.COM/PARTNERS. THANK YOU FOR YOUR TIME AND FOR JOINING US. WE HOPE TO SEE YOU AGAIN NEXT QUARTER. THANKS.

>> THANKS, GUYS.