

# THE POWER OF PUBLISHER PARTNERSHIPS



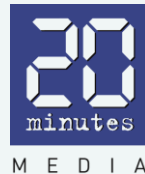


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Twitter : [@laplacemedia](https://twitter.com/laplacemedia)

# A PREMIUM PUBLISHER COOP

+20 WELL KNOWN MEDIA GROUPS

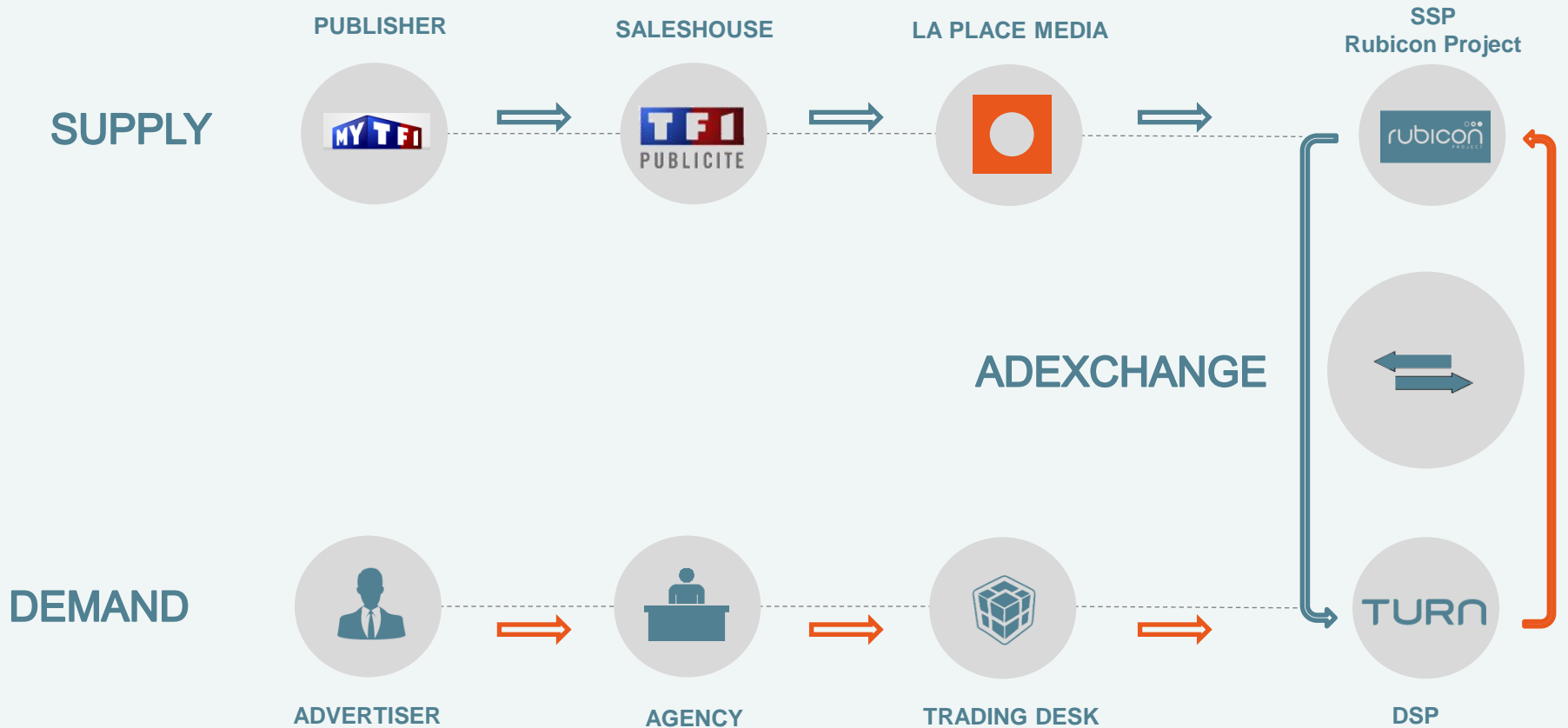


# A PREMIUM PUBLISHER COOP

## REPPING MORE THAN 200 MEDIA BRANDS

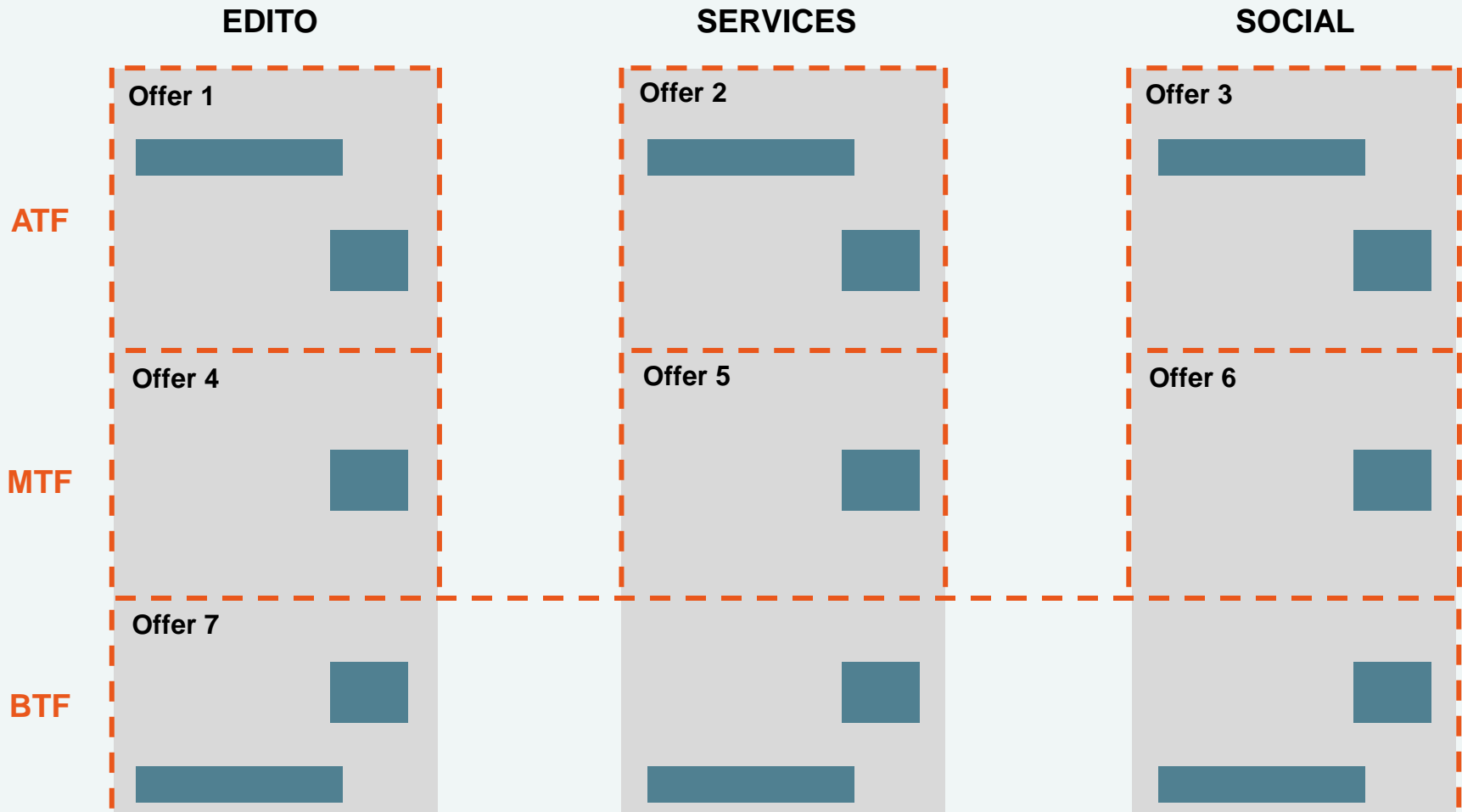


# STAKEHOLDERS OF A RTB MARKETPLACE



# STRUCTURE OF THE OFFER

## DISTINCTION BETWEEN POSITION AND CONTENT



# STRUCTURE OF THE OFFER

## MASKED URLs

### EDITO

### SERVICES

### SOCIAL

ATF

<http://01-edito-atf-laplacemedia-1.fr>  
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MTF

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BTF

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<http://07-ros-btf-laplacemedia-7.fr>

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# COLLABORATION

**COMING TOGETHER IN TIMES OF CHANGE**



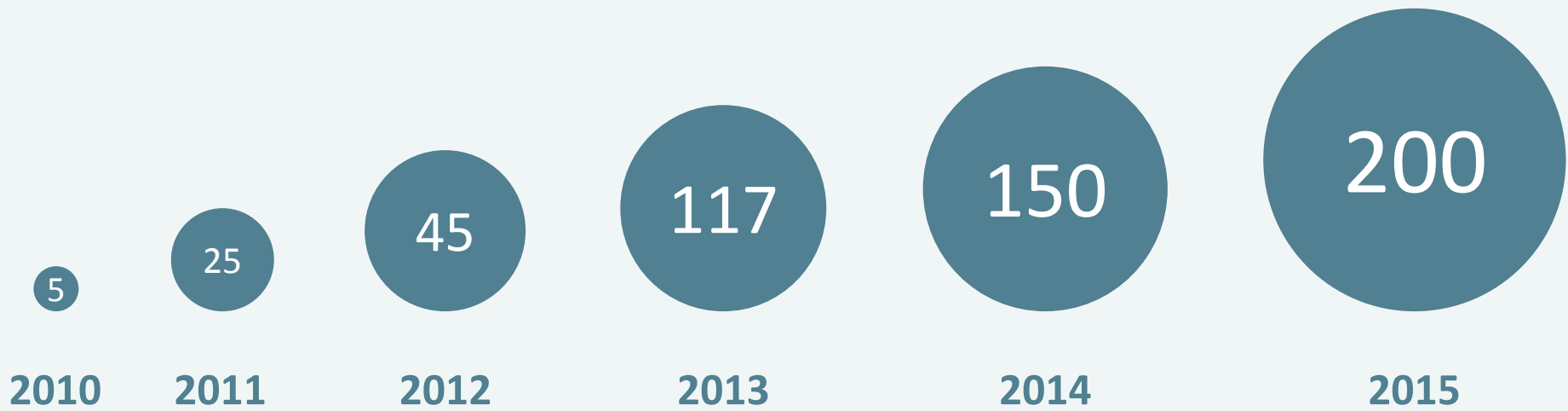
# ACCELERATION

## REAL-TIME SELLING & BUYING



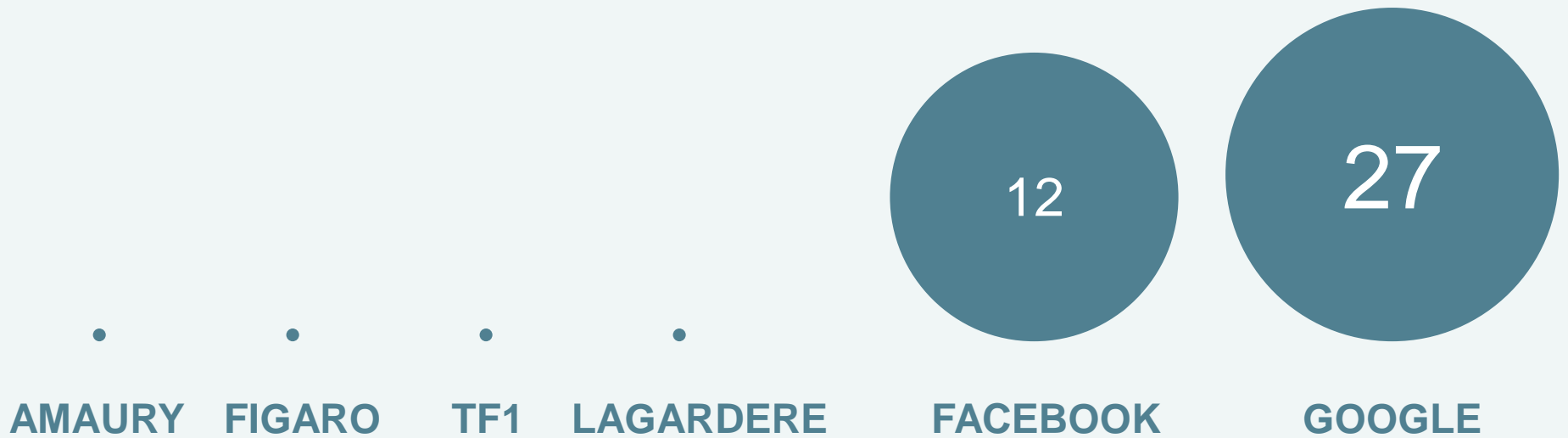
# RTB SALES

FRANCE, MILLIONS OF EUROS



# FR RTB MONTHLY VOLUMES (BN)

## MARKET SHARE BEFORE LA PLACE MEDIA



# PREMIUM CONTEXT MATTERS EVEN IN A DATA DRIVEN ENVIRONMENT



# FR RTB MONTHLY VOLUMES (BN)

## MARKET SHARE AFTER LA PLACE MEDIA



# LA PLACE MEDIA

A UNIQUE PROPOSITION: PREMIUM AT SCALE



## REACH

Large # Unique Users



**+30 MILLIONS**

Unique users



## PREMIUM BRANDS

Strong differentiator



**MEDIA ONLY**

Brand Safe Context  
Rewarding Content



## FREQUENCY

Large volumes



**4.5 BILLIONS**

impressions per month



FILLING A GAP  
GOOD TIME TO MARKET

# BENEFITS OF SCALE

## 1st PARTY DATA AT SCALE



1st PARTY  
PUBLISHER DATA



GENDER



EDUCATION



AGE



CHILDREN IN  
HOUSEHOLD



HOBBIES



OTHER  
INFORMATIONS



2

ALLIANCE

**KEY FACTORS OF SUCCESS**



COOPETITION  
WIN TOGETHER OR LOSE OUT

# KEY FACTORS OF SUCCESS

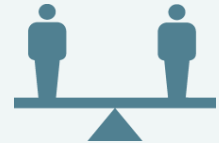
## OVERCOMING NEGATIVE MINDSET



HOMOGENEITY



EXCLUSIVITY



ISO-CONDITIONS



AGILE  
GOVERNANCE



SALES CHANNEL  
CONTROL



FAST  
REVENUE

3

NEXT STEPS

**VIDEO - MOBILE - YIELD**

# NEXT STEPS

## 2014 INITIATIVES



MOBILE



Extension of the product to **Mobile devices**:  
Adexchange Mobile Premium



VIDEO



Extension of the product to **Video format**:  
Adexchange Video Premium



HOLISTIC YIELD



**Holistic competition** between direct sales & non-guaranteed sales



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Chief Revenue Officer

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