



The Global Media Platform

Teads for Publishers

Helping Publishers meet the needs
of the most demanding Advertisers

Federico Benincasa

SVP Product - Supply

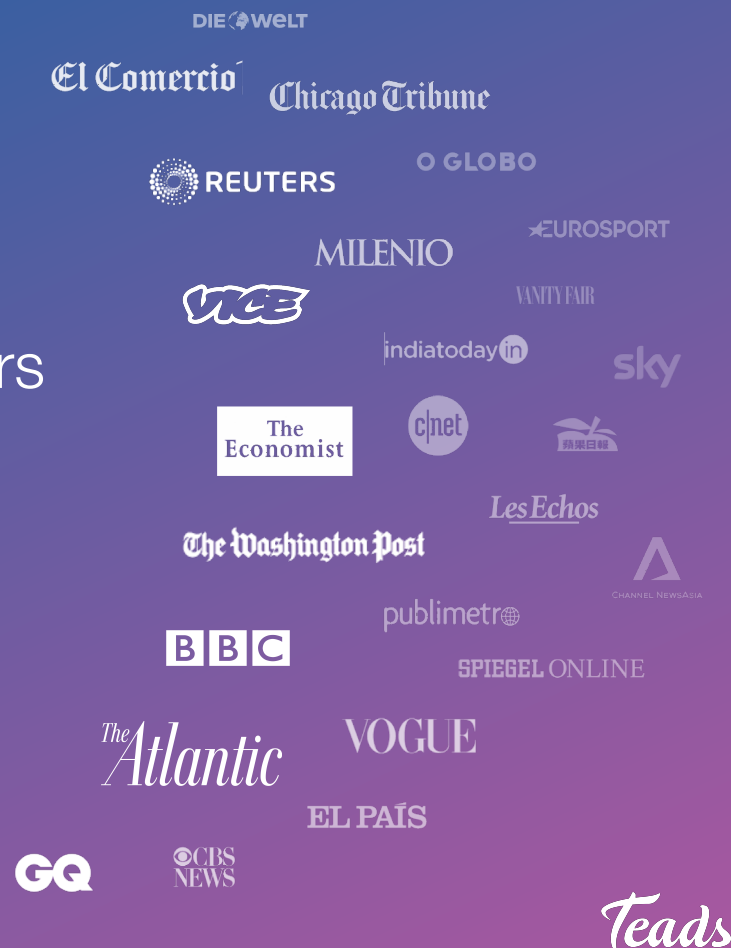
The Global Media Platform

Opening premium, professional content to marketers worldwide



35 Offices
900+ Professionals
70% ww Tier-1 Publishers

150+ FTE Innovators
4 Innovation hubs
15 Feature teams



What we are trying to achieve :
Get a consumer **to buy something**

WHAT?

What will make them buy?

WHO?

Who is most likely to buy?

WHERE?

Where are the best users?

Optimization across supply & demand

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The best of **Publisher's inventory** is at the core of **The Global Media Platform**

Premium Publishers

Teads for Publishers

inRead

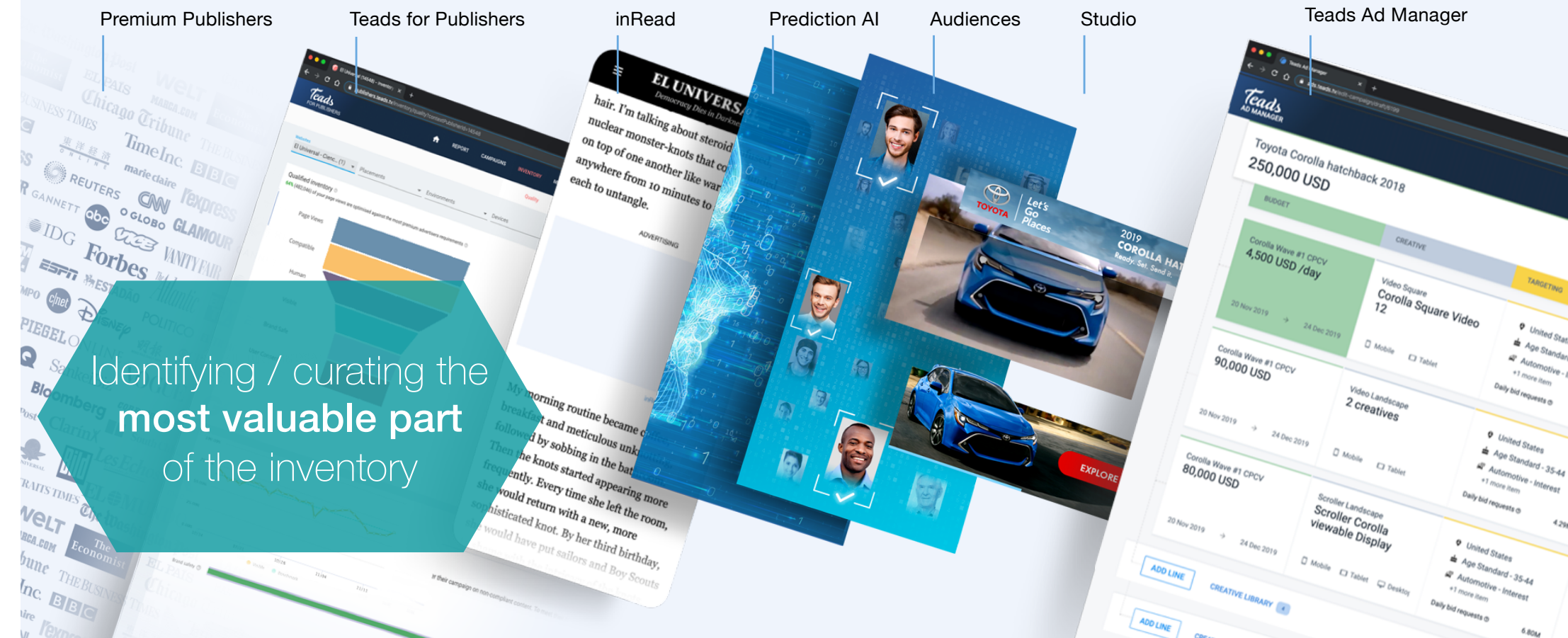
Prediction AI

Audiences

Studio

Teads Ad Manager

Identifying / curating the
most valuable part
of the inventory



Supply-side, we guarantee brands expectations by:

1

Select
Premium
Inventory

2

Enforce
Strict
Policies

3

Leverage
Our
Technology

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The quality of **attention** is higher with **premium editorial** than within social feeds

1.7
seconds

**Average View Time
for a Social Feed**
(according to P&G)

Users scroll
50%
Faster on
social feeds

7.6
seconds

**Average View Time
for Teads Social Ads**
(according to Moat)

Source: Teads proprietary study fielded by eye square,
"The Comparative Impact of Mobile Video Ad Formats," March 2016

Teads

Teads has **Direct** Relationship with Publishers



We manually
on-board
publishers



Tags directly integrated
on publishers' page



We do not buy
from exchanges



We know where we
are running our ads

Teads

All-device support

Homogenous across **all devices** and **integrations**

Web / Mobile web

- Direct javascript integration
- AMP compliance
- Safeframe support
- Header Bidding
 - Prebid.js
 - Index Exchange (beta)

Mobile Applications

- Native SDKs
 - iOS
 - Android
- Mediation adapters
 - Mopub (Twitter)
 - AdMob (dfp)

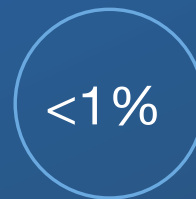
IVT blocking and fraud-free guarantee



Fraud is identified
by DoubleVerify



Fraudulent traffic is
blocked pre-bid



Teads out-performs
industry benchmarks

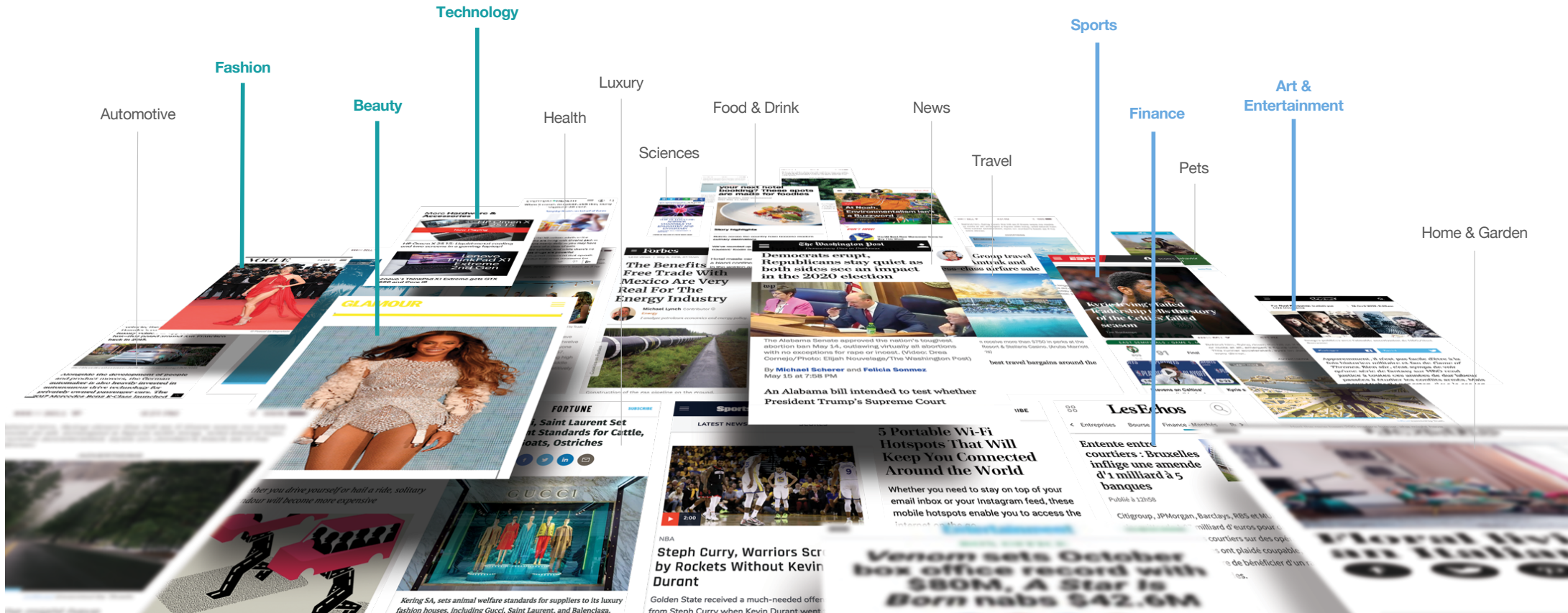


Guaranteed fraud-free
with 1:1 make-goods*

* As measured by DoubleVerify's Pinnacle reporting interface

Teads^{tv}

Semantic page scan & classification



How do we ensure **BRAND SAFETY** for our clients?

11 universal brand safety channels:

- Death / Injury
- Crime
- Adult
- Arms
- Military
- Hate Speech
- Terrorism
- Drugs
- Obscenity
- Tobacco
- Download

<https://www.teads.com/brand-safety-policy/>

We decided to rely on 3rd party
Brand Safety definitions

MOAT

grapeshot

IAS Integral
Ad Science

IDV
DoubleVerify

iab.
TECH LAB

A-s

Teads

Layers of Brand Safety at Teads



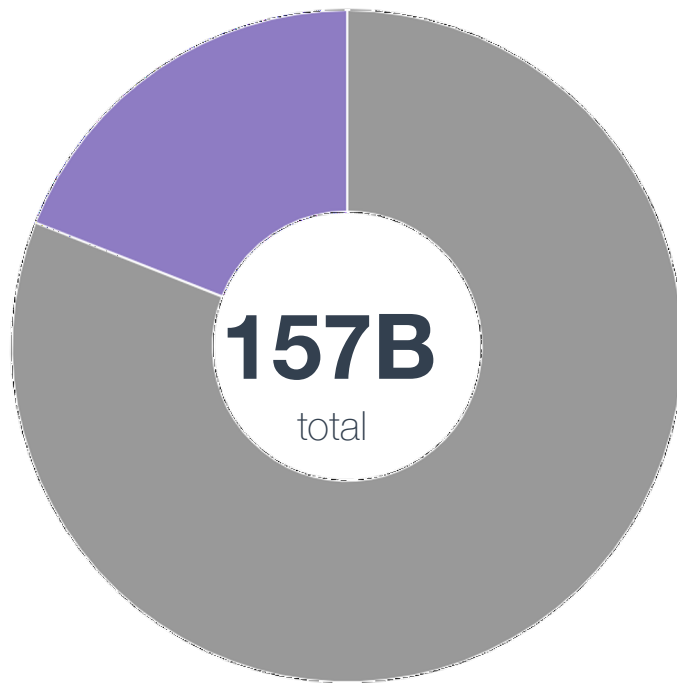


Do you know how many pages Teads analyzed in Q4 last year to decide when to serve an ad?

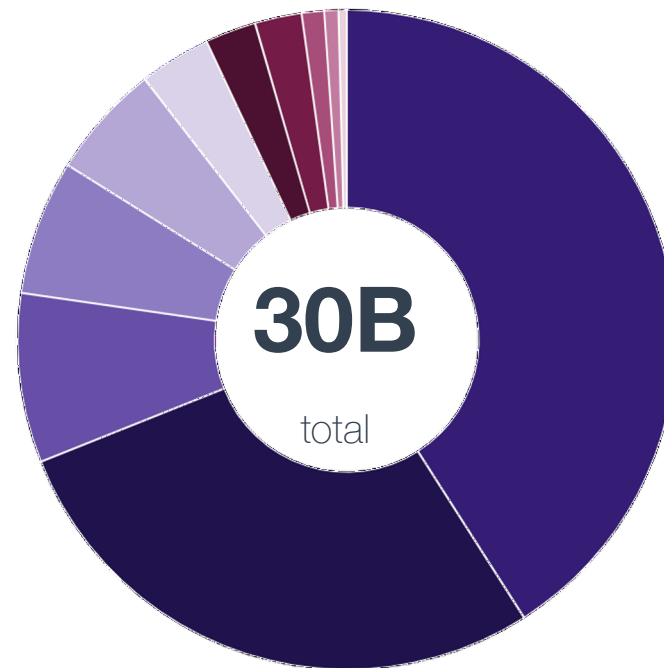
- A. 250M pages of content
- B. 157Bn pages of content
- C. 5Bn pages of content

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Do you know how many pages Teads analyzed in Q4 last year to decide when to serve an ad?



● Safe 81% ● Unsafe 19%



11 universally unsafe content categories: blocked by default

- death / injury 40.9%
- crime 28%
- adult 8.3%
- arms 6.6%
- military 5.6%
- hatespeech 3.5%
- terrorism 2.5%
- drugs 2.3%
- obscenity 1.1%
- tobacco 0.7%
- download 0.4%

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Identify the most efficient opportunities
for every buying mode : **viewable by design**



15s-30s

Cost per
Completed View



2s

vCPM*



start

CPM

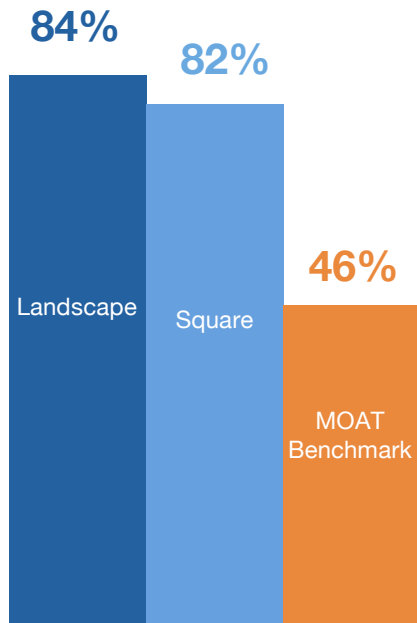
* MRC standard, 50% of pixels in-view for 2 continuous seconds

Teads^{tv}

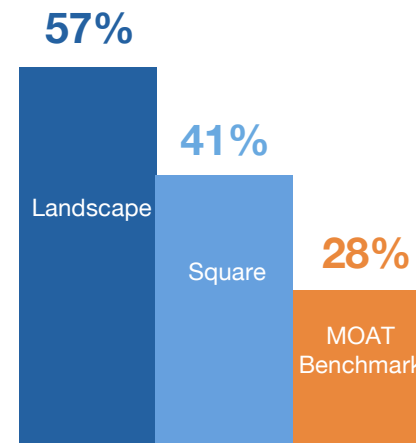
Viewability benchmark

Teads vs Market

MOAT



MRC Standard
1-sec inView

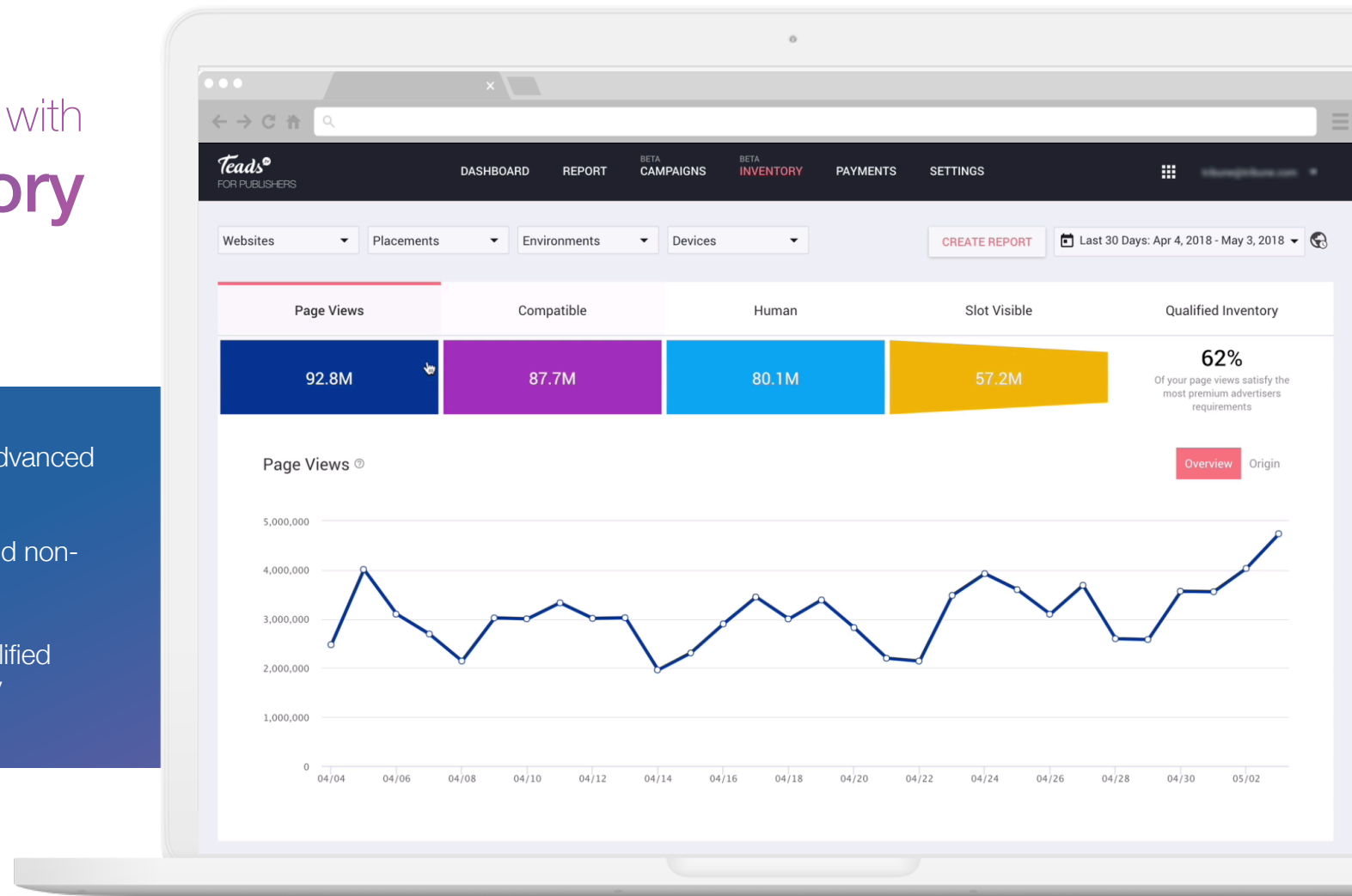


vCPM
5-sec inView

Manage and optimize
revenue opportunities with

Teads Inventory Quality

- ✓ Simplify troubleshooting with advanced visibility for discrepancies
- ✓ Monitor invalid human traffic and non-brand safe inventory
- ✓ Gain further intelligence on qualified impressions to improve delivery



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ANY QUESTIONS?

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Thank you.