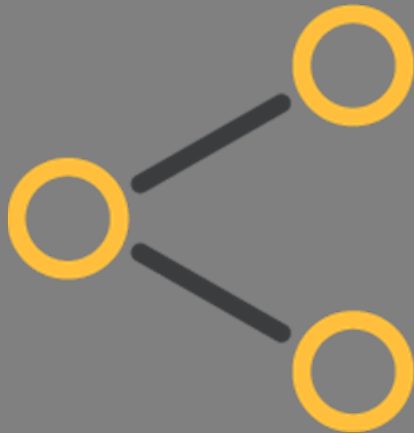


# WHAT IS PROGRAMMATIC?



Programmatic means **automated media buying** through technology.

Programmatic groups use technology to buy media across thousands of sites to **optimize performance**.

# HOW IS PROGRAMMATIC BUYING ACCOMPLISHED?

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## DEMAND-SIDE PLATFORM

A demand-side platform (DSP) is a technology that facilitates the buying of media and data across multiple sites and exchanges.



## AD EXCHANGES

Available inventory sits in ad exchanges and is accessed via a demand-side platform.



## REAL-TIME BIDDING

Real-Time-Bidding (RTB) is an auction-based method of buying a single impression.