

MEDIA TRANSPARENCY IS AN INCREASING CONCERN.



HAVE LEVEL OF
TRANSPARENCY CONCERNS:

46% YES

36% NO

18% NOT SURE

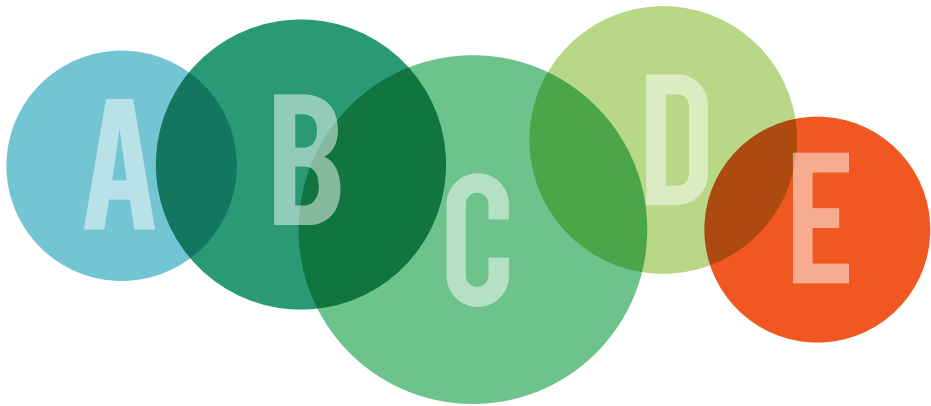
CHANGE IN LEVEL OF
CONCERN OVER PAST YEAR:

42% INCREASE

45% STAYED THE SAME

13% DECREASED

TRANSPARENCY ISSUES VARY WIDELY.



LEVEL OF CONCERN REGARDING MEDIA TRANSPARENCY ISSUES:

- 54% **Reliance on served digital impressions**
- 51% **Uncertainty if agency profits from my media buy**
- 50% **How/where digital ads get placed**
- 50% **Lack of visibility into audience targeting**
- 42% **Agencies arbitraging inventory purchase/sale**
- 42% **Complicated media marketplace**
- 41% **Click fraud overstating media delivery**

AWARENESS AND USE OF PROGRAMMATIC BUYING IS GROWING.



UN-AIDED AWARENESS OF PROGRAMMATIC BUYING:



**41% Don't understand/
unaware**



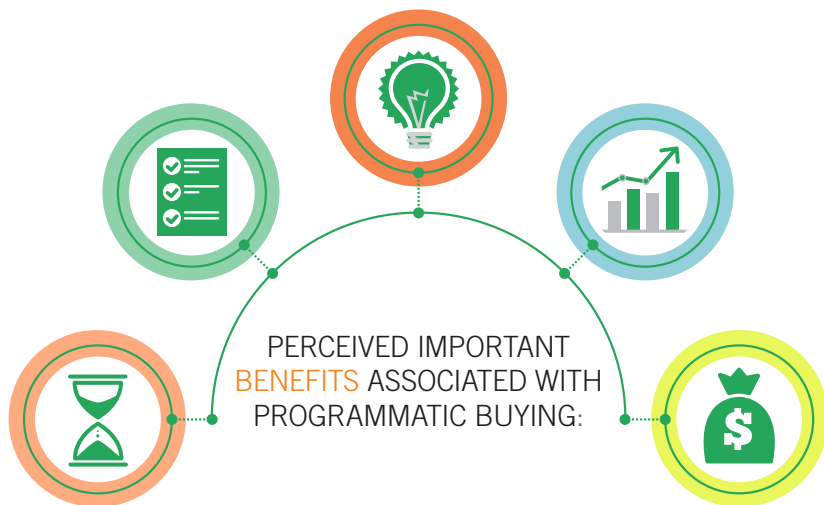
59% Understand

23% Have used

10% Haven't used

26% Understand concept/
need to learn how

USERS OF PROGRAMMATIC BUYING ARE CLEAR ON ITS MANY BENEFITS.



76% Real-time optimization

76% Better targeting

68% Decreased media cost

59% Managing channel buys

58% Dynamic ad placement

51% Access to broader options

50% Faster execution

QUANTITATIVE MEASURES SURPASS TRADITIONAL METRICS.

IMPORTANCE OF TOOLS IN MEASURING MEDIA PLAN IMPACT (TOP 3 BOX)

