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**From:** Eisar Lipkovitz [eisar@google.com]  
**Sent:** 1/4/2017 4:42:07 PM  
**To:** Jonathan Bellack [jbellack@google.com]  
**CC:** Aparna Pappu [apappu@google.com]; Vivek Rao [vivekrao@google.com]; muret-senior-staff [muret-senior-staff@google.com]  
**Subject:** [muret-senior-staff] Re: AppNexus founder latest op-ed on ad tech

I think we need to be crisp about our position around DRX, i.e. the combination of AdServer (DFP) and GoogleDemand (GDN+DBM).

Clearly it's strategic for us to have the AdServer being the decision maker to ensure GDN and DBM has first look access but in cases where someone clearly prefers another product we need to decide what to do.

It would be ideal to have a clear playbook to the pub sales team.

We (or will) have 4 distinct sources of demand AKA "networks"

- 1) DBM - needs to be supply source agnostic, platform play for buyers BUT we should bake protections against auction shenanigans and/or abusive pub policies, mostly weak spam/click protections.
- 2) GDN - retain status quo, we only buy inventory we fully understand, i.e. AdX.
- 3) AwBid - continue to be limited to RMKT, to be expanded for AppInstall, we should improve buyer protections using the same tech as discussed at (1).
- 4) RMKT tag on the page - new thing I rather push as a way to replace (3) in the long run. Basically a way to retain the need for first look access to all inventory but avoid going through a different Exchange.

On Wed, Jan 4, 2017 at 5:41 PM, Jonathan Bellack <jbellack@google.com> wrote:  
FYI for the team, we had some punch/counter-punch with AppNexus over a few large publishers right before the holidays.

1. Loss: Axel Springer (DE) -- was on Smart AdServer and a prominent public critic of Google, but had a quiet deal to work with AdX on the side anyway. Went through a long RFP where we thought we convinced them on product, but their board decided to go with AppNexus as a counter-weight to Google (similar to Schibsted's decision).
2. Win: Orange (FR) -- long-time DFP publisher but did almost all programmatic with AppNexus, agreed to move over to AdX. We need to deliver some bid data for third-party buyers and DBM (\*not\* GDN) to fulfill their needs for a bid insights report they can use in QBRs with their major agencies & advertisers. (AppNexus shared all this data already, so we're just trying to get to parity with them.) Team is working now to figure it out.
3. Loss? Fairfax (AU) -- has been on DFP for a long time, we thought we won the DFP+AdX renewal over AppNexus, but AppNexus did not take no for an answer, and convinced them to switch to AppNexus after all, maybe in part because the Fairfax exec in charge had applied to Google twice and been rejected each time. There are supposedly political machinations by other factions inside Fairfax to re-reverse the decision.

**PTX0443**

**1:23-cv-00108**

-- Jonathan Bellack / [jbellack@google.com](mailto:jbellack@google.com)  
Director, Product Management / Publisher Ad Platforms

On Wed, Jan 4, 2017 at 10:13 AM, Eisar Lipkovitz <[eisar@google.com](mailto:eisar@google.com)> wrote:  
Yep, he is certainly talking his book.

On Wed, Jan 4, 2017 at 2:12 PM, Jonathan Bellack <[jbellack@google.com](mailto:jbellack@google.com)> wrote:  
He is talking up his own book to try to support AppNexus' attempt to get to an IPO or maybe an acquisition. (There was a rumor before the holidays that Oracle was taking a look at them.)

On Jan 4, 2017 12:01 AM, "Eisar Lipkovitz" <[eisar@google.com](mailto:eisar@google.com)> wrote:  
The benefits of AFS as a declining business masking our massive growth in Programmatic.

We should certainly make no attempts to refute his claims, I highly doubt it will move the needle on VC funding for AdTech in 2017.

What am I missing?

Eisar

On Jan 3, 2017 8:08 PM, "Jonathan Bellack" <[jbellack@google.com](mailto:jbellack@google.com)> wrote:  
Brian O'Kelley's latest: <http://bokonads.com/the-ad-tech-renaissance/>

<https://memegen.googleplex.com/5246758434635776>

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Eisar

"Interested in opportunities in Display Ads? : [go/dvaa-mobility](https://dva-mobility.com)"

<https://memegen.googleplex.com/5246758434635776>