

AN Bidding FYI

Asaf Hochman on April 4, 2017 at 10:00 AM

Google's response to our mWeb\HB launch + messaging Hi mWebers! Following our [mWeb\header bidding launch](https://fb.facebook.com/groups/534810726567547/permalink/1372048209510457/), the folks over at Google have moved to defence mode, as you may have noticed [here](http://adage.com/article/digital/google-ramps-header-bidding-alternative-ebda/308434/) and [here](https://adexchanger.com/platforms/google-removes-last-look-auction-advantage/). Here's a quick overview of the situation. ****Why is Google concerned?**** * Header bidding benefits everyone but Google. It takes away the unfair advantage which granted only AdX full viewability of publishers' entire inventory and the opportunity to cherry pick the impressions it wanted. Header bidding therefore threatens Google's monopoly which ensured AdX always won the great majority of impressions, generating \$15.6 billion in annual gross revenue. Google is concerned about both revenue and reputation - ****Revenue**** - AdX share of impressions was cut by half with publishers that moved to header bidding, and overall GDN revenue has stagnated. ****Reputation**** - Header bidding uncovered Google's misconduct for the past two decades. Google is now being criticized over its unfair and non-transparent practices that harm the industry. At the same time Google is also being criticized over subpar brand safety on GDN and YouTube, leading to advertisers pulling budgets in droves. ****How is Google responding to our launch?**** * Google will try to expedite the release of its header bidding alternative bearing the catchy name EBDA (exchange bidding dynamic allocation), that has been in beta for over a year. EBDA gives all demand sources the same advantage that up until now was reserved to AdX - the opportunity to view publishers' entire inventory and bid on each impression. * [Google's EBDA support document] (https://support.google.com/dfp_premium/answer/7128958) - "All participants in the unified auction, including Ad Exchange and third-party exchanges, compete equally for each impression. Each exchange runs its own auction independently and then submits its bid into the unified auction. Third-party exchange bids do not set the floor price in Ad Exchange's auction." * However, it's definitely not accurate to say that - "[Google Removes Its 'Last-Look' Auction Advantage](https://adexchanger.com/platforms/google-removes-last-look-auction-advantage/)" like Adexchanger says. This only applies to the EBDA beta. The 99% of publishers that are not part of that beta will continue suffer from Google's unfair advantage for the foreseeable future. * In addition, EBDA only offers limited and commoditized demand from traditional SSPs - Index Exchange, Rubicon Project, PubMatic, Sovrn, Smaato and Gamut. EBDA doesn't offer demand from the big three - Audience Network, Amazon and Appnexus. ****What is our position?**** * Reactive messaging - "So are you going to support Google EBDA now?" * Audience Network is open to working with any partner that adheres to [our best practices] (https://www.facebook.com/audiencenetwork/overview/partner-program). When Google introduces its new solution we'll be able to evaluate it and further comment.* cc: David Francesca John

David Jakubowski on April 4, 2017 at 12:30 PM

Well done Asaf Hochman. Thank u!

Rahul Singhal on April 4, 2017 at 1:49 PM

This is AMAZING!! Great update Asaf 😊

Ashwin Puri on April 5, 2017 at 7:15 AM

Nice work! I made a note to always have you on my side :-)

Heath Schindler on June 27, 2017 at 1:16 PM

Hey Asaf Henry Erskine Francesca John, do we have any updated news on whether or not we will integrate with EBDA?

Heath Schindler on October 4, 2017 at 10:54 AM

Hey all, I wanted to follow up here - do we have any updates regarding an EBDA partnership? David John

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