

Message

---

**From:** Neal Mohan [nmohan@google.com]  
**Sent:** 4/21/2009 5:15:32 AM  
**To:** Scott Spencer [scottspencer@google.com]  
**CC:** Joerg Heilig [jh@google.com]; Jeff Huber [jhuber@google.com]; Susan Wojcicki [susan@google.com]  
**Subject:** Re: OpenX Market Launches!

Two meta-comments to add to joerg's and scott's great summaries...

OpenX is the only relatively smaller player to offer the same three-pillared approach to the display market as us, Yahoo, MSFT and AOL - platform, exchange and network. Therefore I think we need to take them even more seriously than the other exchanges / yield managers that are gaining traction out there (Rubicon, etc.).

For what its worth, I think Tim (their CEO) is really good, understands exchanges, and is on top of all the various data derivative options they can plug in or build. And they are focused on signing a big brand name publisher on their ad server to start gaining more credibility among the premium pubs.

----- Forwarded message -----

**From:** **Scott Spencer** <scottspencer@google.com>  
**Date:** Thu, Apr 16, 2009 at 3:55 PM  
**Subject:** Re: OpenX Market Launches!  
**To:** Joerg Heilig <jh@google.com>, Jeff Huber <jhuber@google.com>  
**Cc:** Neal Mohan <nmohan@google.com>, Susan Wojcicki <susan@google.com>

Overall, we are seeing OpenX, AdMeld, Rubicon and Pubmatic all moving towards the exchange model. This validates the market need but creates a more competitive environment.

The key differentiators will be the liquidity available (buyers and sellers) as well as the robustness of the system for 3rd parties.

Additional thoughts:

- No true dynamic allocation – just the ability to set a min CPM.
- No integration with buy-side platform – we have integration with Advertisers and their Boom lists
- No Real-time Bidder
- No Ad Quality controls
- No Inventory Quality controls

Regards,  
-scott

On 4/16/09 Apr 16, 09:47 PM, "Joerg Heilig" <jh@google.com> wrote:

From what I can see it is very close to what we have. Some differences:

1. They don't differentiate between the exchange (AdX) and the network (AdWords) as we do  
They offer KW targeting, IBA, etc all in one market. I think that our approach works better as we allow networks to compete on equal footing providing their own secret sauce. We'll see.
2. They don't mention any form of Real Time Bidder or cookie matching technology  
Scott: We should file more patents in that space.
3. Traffic levels: supply and demand  
Supply: We'll have 370B impr. a month, they will have 1B.

**PTX0044**

**1:23-cv-00108**



Demand: We have 1m buyers in Adwords and 150 networks in AdX, they probably have very few.  
4. They have a technology partner program, e.g. to add in data providers, we don't have that yet  
5. Rev share for them is 15% or 2ct, what ever is more, for us it is 20% flat

- Joerg

On Thu, Apr 16, 2009 at 3:28 PM, Jeff Huber <jhuber@google.com> wrote:

Any sense on how it compares?

-Jeff

----- Forwarded message -----

From: **OpenX** <hello@openx.org>  
Date: Thu, Apr 16, 2009 at 5:36 AM  
Subject: OpenX Market Launches!  
To: jhuber@gmail.com

Hello,

This is a special update for the OpenX community. We wanted you to be among the first to know about an announcement that we are making today. OpenX is officially launching OpenX Market, which is a groundbreaking online advertising exchange where buyers and sellers, both big and small, can find maximum value from their advertising.

The OpenX community is one of the most important (and cherished!) parts of OpenX. We built OpenX Market for you, and as such we are hoping you can help us spread the word about our news.

If you have a website or blog, and would like to share our news with your users, we would really appreciate it if you wrote a blog entry, news item, Twitter message, or any other method of spreading the word.

Here is a link to the OpenX Market press release.

[http://www.openx.org/en/about/openx\\_launches\\_groundbreaking\\_online\\_advertising\\_marketplace](http://www.openx.org/en/about/openx_launches_groundbreaking_online_advertising_marketplace)  
<<http://m1e.net/c?97553109-XYk.vEmk5PTHc%404162975-UdLvV/sXBWZiQ>>

If you are using Twitter, here is a shortened URL to our press release:

[http://bit.ly/openx\\_market\\_launch](http://bit.ly/openx_market_launch) <<http://m1e.net/c?97553109-PJPPGf9t3tA8s%404162976-5A/7QJ30UwS66>>

Some of the key messages that we would like to communicate include:

- OpenX Market is the only marketplace where publishers large and small can get full and fair value for their inventory.
- OpenX Market is completely integrated in the new version of OpenX Adserver (2.8), so it is simple to start making real revenue quickly.
- OpenX is uniquely positioned to provide this marketplace given our history of being a neutral, independent and transparent company.

Again, we would really appreciate you helping evangelize our news. By helping build the OpenX community, you are

helping increase awareness and value for your own website, and thus increasing your potential revenue.

We will be picking the five best blog, Twitter or Facebook entries and sending our newly designed OpenX t-shirts to the site owner. In addition, we will pick one site to profile on our website (including links to your blog from our PR8 site!)

Our regular newsletter will be released soon. To continue to keep in touch, you may want to also consider:

Become an OpenX Facebook Fan <<http://m1e.net/c?97553109-LCL2AGXWEL3i6%404162977-CSsipG7IOi2/%2e>>

Follow OpenX on Twitter <<http://m1e.net/c?97553109-OiaS5JIS72Xek%404162978-BrOoyQnoVQev6>>

Subscribe to the OpenX Blog <<http://m1e.net/c?97553109-gaMB683iiTbxE%404162979-Xm1jnyCWSsLMo>>

Again, thanks for your support.

Best regards,

The OpenX team

To unsubscribe/change profile: click here <<http://www.mailermailer.com/x?u=97553109i-90f8b4c3>>

Our address: 20 East Del Mar Boulevard  
Pasadena, California 91105

---

Email list management powered by <http://MailerMailer.com>

--

Neal Mohan | Google | 917-287-7981 | [nmohan@google.com](mailto:nmohan@google.com)