



DRAK TRAINING

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1. INTRODUCTION

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UNDERSTANDING DRAX

Definition: DRAX (Disney Real-Time Ad Exchange) is the unified, proprietary solution to power programmatic video header bidding, drive monetization, and optimize demand/distribution partners.



DRAX is currently live and upgrades programmatic monetization from the previous "waterfall"

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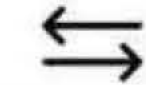
KEY DEFINITIONS



Ad Server

Google Ad Manager

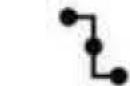
Google Ad Manager (GAM) is Disney's decision engine that determines what ads appear on Disney's owned digital properties.



Demand Partners

Magnite SPOTX
amazon publisher services OneView

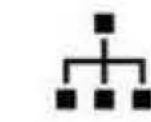
With few exceptions these are Supply Side Platforms (SSPs) which connect programmatic buyers to Disney's digital inventory for the opportunity to purchase



Waterfall



A waterfall refers to a publisher side technique where multiple SSPs are called by the ad server in a linear order in order to maximize the fill (sale) of publisher impressions



Header Bidding

DRAX



Header bidding is a publisher side technique wherein publishers offer inventory to multiple SSPs simultaneously before making calls to their ad server. DRAX is Disney's proprietary header bidding solution.

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2. WATERFALLS VS. HEADER BIDDING

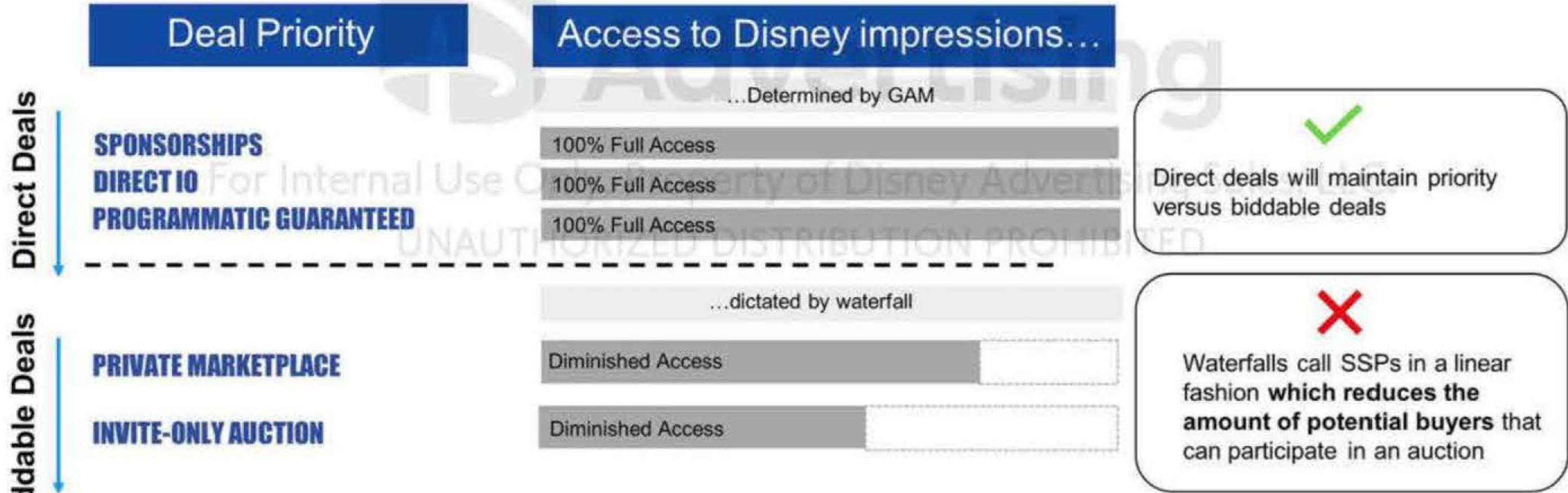
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WATERFALLS LIMIT AUCTION SIZE



A **waterfall** refers to a publisher side technique where multiple SSPs are called by the ad server in a **linear order** in order to maximize the fill of publisher impressions

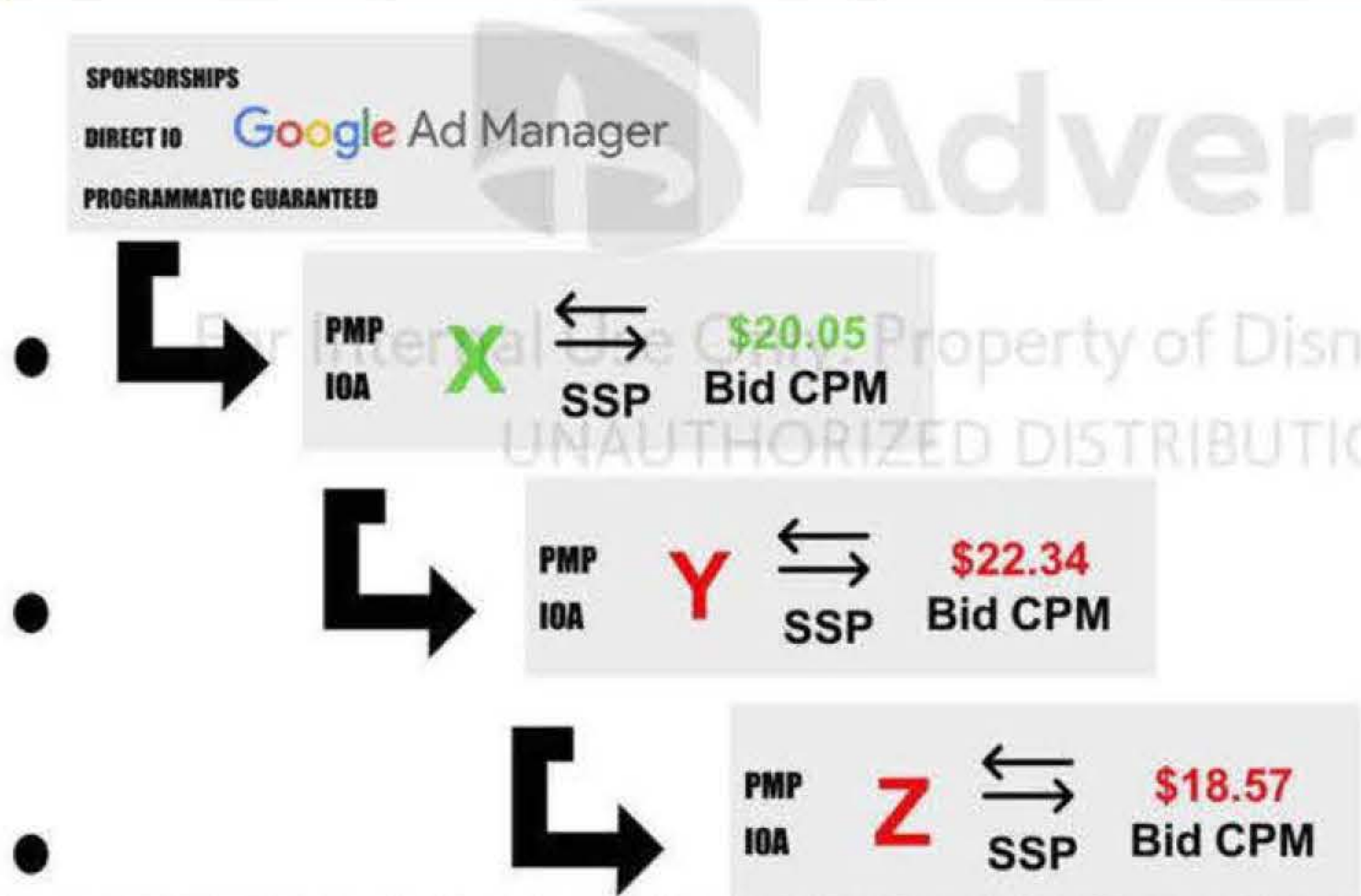


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DON'T GO CHASING WATERFALLS (SERIOUSLY DON'T)



A **waterfall** refers to a publisher side technique where multiple SSPs are called by the ad server in a **linear order** in order to maximize the fill of publisher impressions



Cons of Waterfalling

- Determined by SSP position rather than price
- Limits buyer impression access in biddable deals

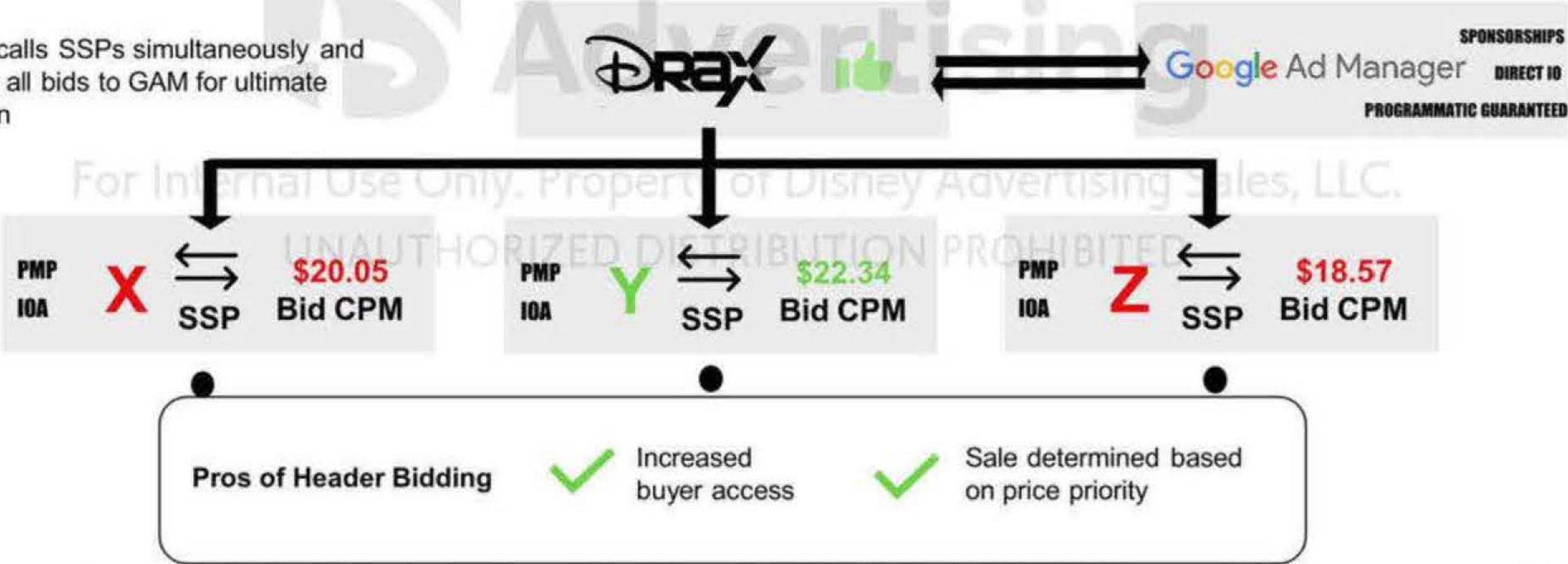
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DRAX CAN... (QUEUE ROXANNE BY THE POLICE)



Header bidding is a publisher side technique wherein publishers **offer inventory to multiple SSPs simultaneously** before making calls to their ad server. DRAX is Disney's proprietary header bidding solution.

DRAX calls SSPs simultaneously and returns all bids to GAM for ultimate decision

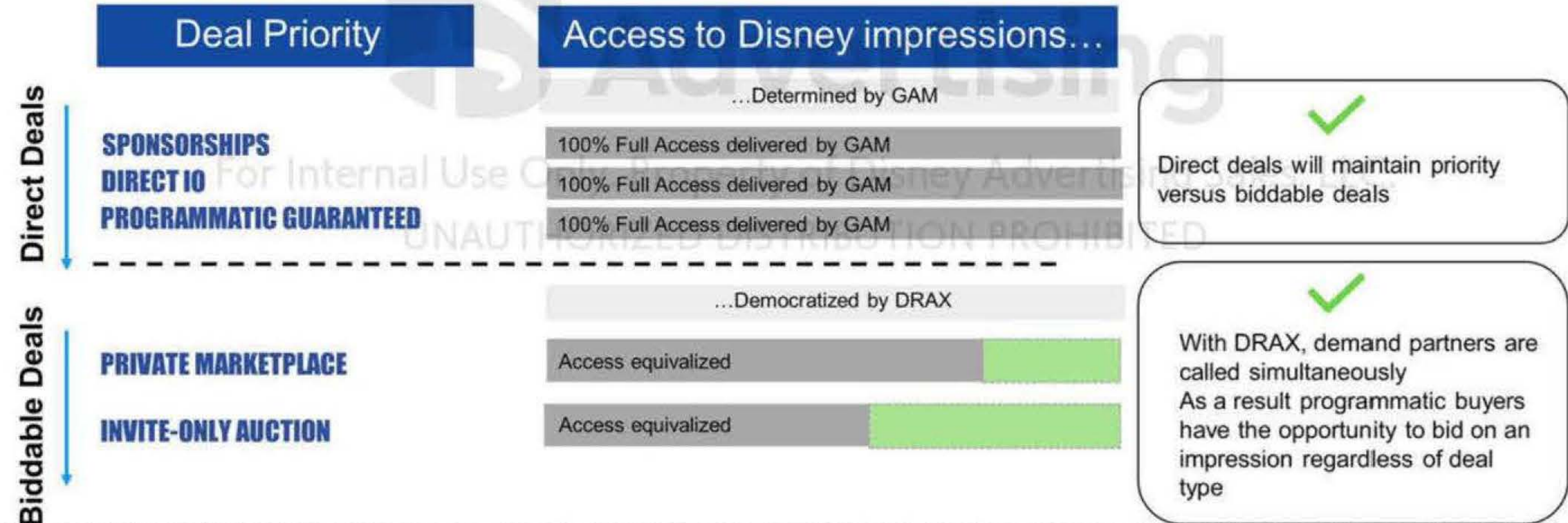


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...DEMOCRATIZE BUYER ACCESS



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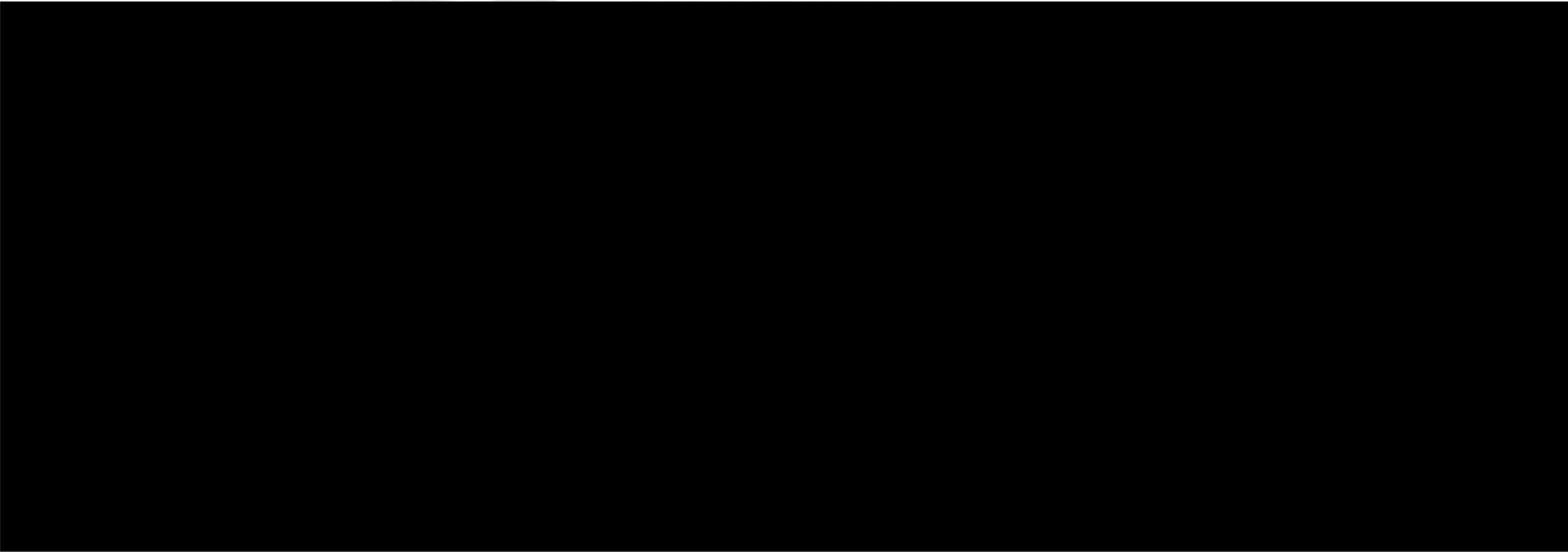
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3. IMMEDIATE BENEFITS OF DRAX

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SUMMARY





THANK YOU

CHRISTIAN IORDANOU | SENIOR MANAGER | PRODUCT MARKETING & ENABLEMENT

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