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**From:** Ali Nasiri Amini [amini@google.com]  
**Sent:** 12/4/2019 1:24:31 PM  
**To:** Duke Dukellis [dukellis@google.com]  
**CC:** Sam Cox [samcox@google.com]; Nirmal Jayaram [nirmaljayaram@google.com]  
**Subject:** Re: TTD

+Nirmal

I wonder to what extent this move motivated by each if these possible factors:

- 1) 20% Adx fee, which I think we should offer them something like FB deal to alleviate this concern if that is the case.
- 2) Server side matching vs client side matching. If this is real then why don't we offer our own prebid. Our own prebid can insure a fair and efficient integration of header-bids & DFP.
- 3) Their competition with DBM which translates to competition with Google and Adx.

It seems that TDD is spending 30% to 40% with Adx now whereas DBM is 75% with Adx. If TDD spend share on Adx drops further, it makes it harder to explain 75% DBM spend on Adx to external clients.

On Mon, Dec 2, 2019, 4:13 PM Duke Dukellis <dukellis@google.com> wrote:  
sam, so with TTD going to header bidding, where are we with direct access at a lower rate?

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