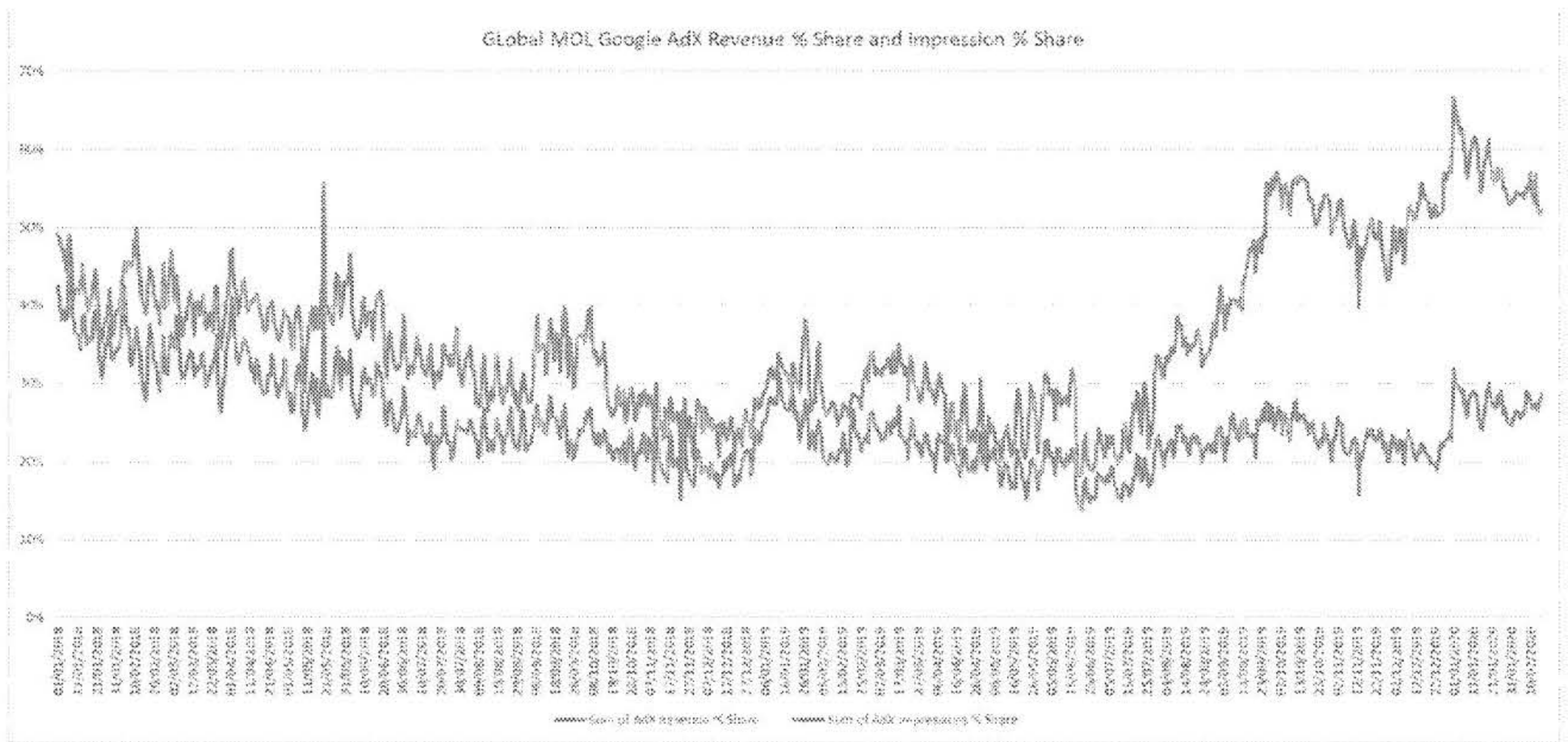


Message

**From:** Matthew Wheatland [/O=DMGT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MATTHEW.WHEATLANDFC6]  
**Sent:** 2/18/2020 1:10:14 PM  
**To:** Feifan Chen [feifan.chen@mailonline.com]; Richard Caccappolo [rich.caccappolo@mailonline.com]  
**Subject:** RE: google question

Attached are some charts on AdX, looking at the % share across our inventory, as well as the absolute rev and CPM we are seeing. There should be a few in there that you can use in your deck.

General trend is that CPM has decreased a lot since UPR. Revenue is up, but that's largely a function of traffic. Revenue % share is almost stationary since UPR, but the impressions % share has increased from 20% to 60% - a huge increase. AdX is monetising roughly 3x the amount of our inventory post UPR, but we don't see much change in revenue. So most of this is coming from low CPM inventory after the floors were taken out.



In terms of PG deals, looking at the US, we have not had many recently, but the CPM is always strong:

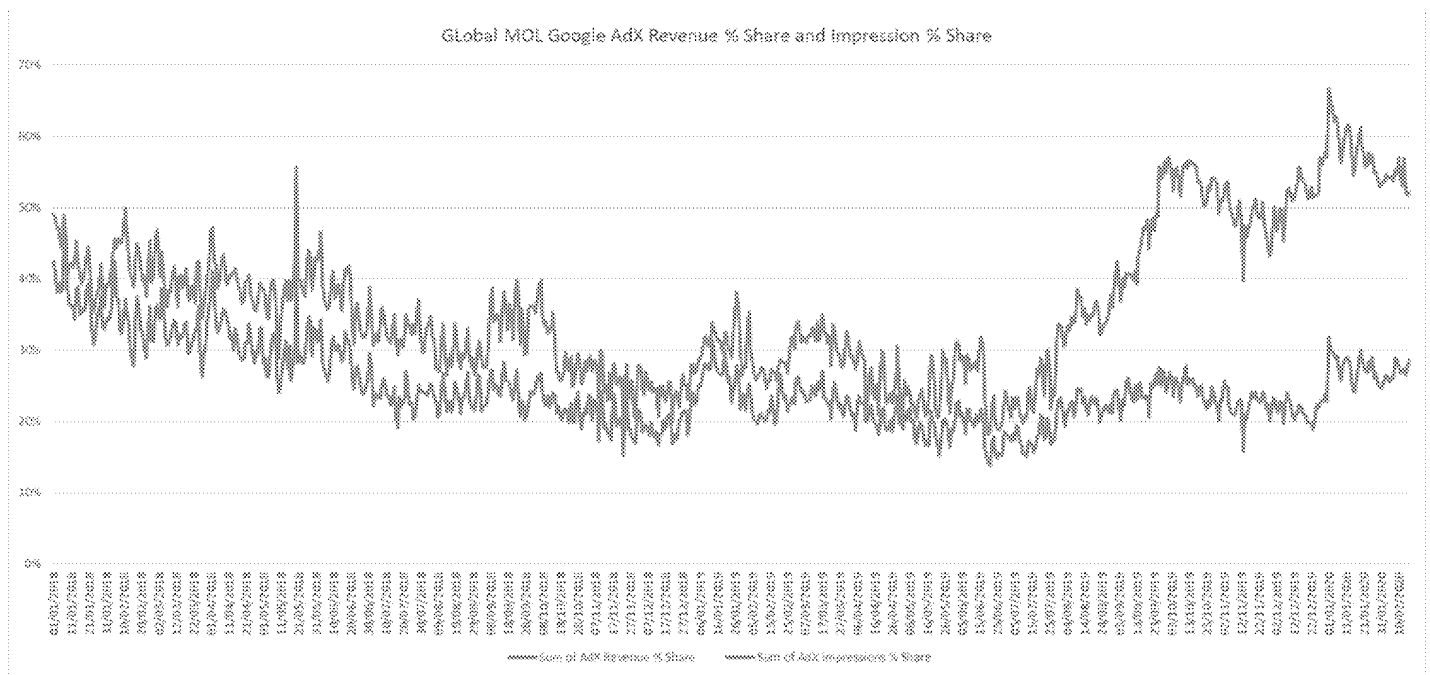
**PTX1633**  
1:23-cv-00108

Message

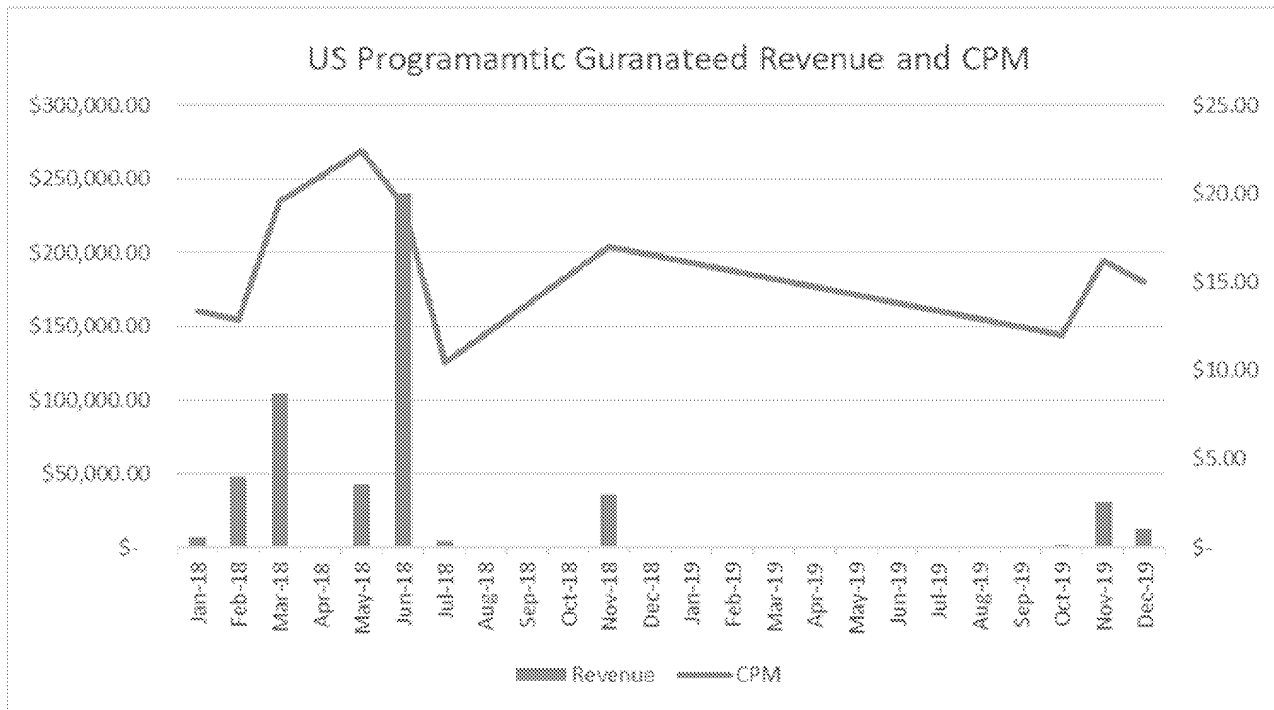
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In the past we did have some big PG deals. Some are through DV360 with Google’s help, some are via TTD from our sales team:

- \$241k Hearts & Science via TTD for Head and Shoulders - June 2018
- \$68k Accuen via TTD for Nissan – March 2018
- \$51k DV360 Verizon – August 2017
- Numerous other DV360 deals for Verizon and ABC since 2017

**From:** Feifan Chen <Feifan.Chen@mailonline.com>  
**Sent:** 17 February 2020 20:49  
**To:** Richard Caccappolo <Rich.Caccappolo@mailonline.com>  
**Cc:** Matthew Wheatland <Matthew.Wheatland@dailymail.com>  
**Subject:** Re: google question

Hi Rich,

Our last Jan global RPM is GBP 1.36 across everything and this Jan is RPM is GBP 1.65. BUT it is due to more ads on the page. We have 2.5 more ads/page last Jan vs. this Jan. Meanwhile, our total global fill for last Jan is 49%, this Jan with UPR is 46%. The good part of UPR is that finally Google start doing 1PA, our previous optimization’s (like maxbid) purpose was to create a 1PA environment for Google’s 2PA. And the test result shows Google is doing a honest 1PA after UPR, which helped our rev. 1PA is good for us for short term, but it’s hard to tell on long term. And I don’t think we are quite ahead if with the same ads/page as before.

About the AdX rev graph, please note that we used to run maxbid + MLIO on only US/UK/AU but not Metro/ROW, which might also be why Metro/ROW are up more than the other geos. (Maxbid is to let Google pay more when there is a bid from other bidders, MLIO is to help Google have more rev on a comparatively high CPM)

Please let me know if any questions.

Thanks,  
 Feifan

From my iPhone

On Feb 17, 2020, at 7:53 PM, Richard Caccappolo <[Rich.Caccappolo@mailonline.com](mailto:Rich.Caccappolo@mailonline.com)> wrote:

Feifan

Since the introduction of google unified pricing

Do you believe we are ahead of where we were in terms of revenue?

I know they are winning more often, but at lower CPMs

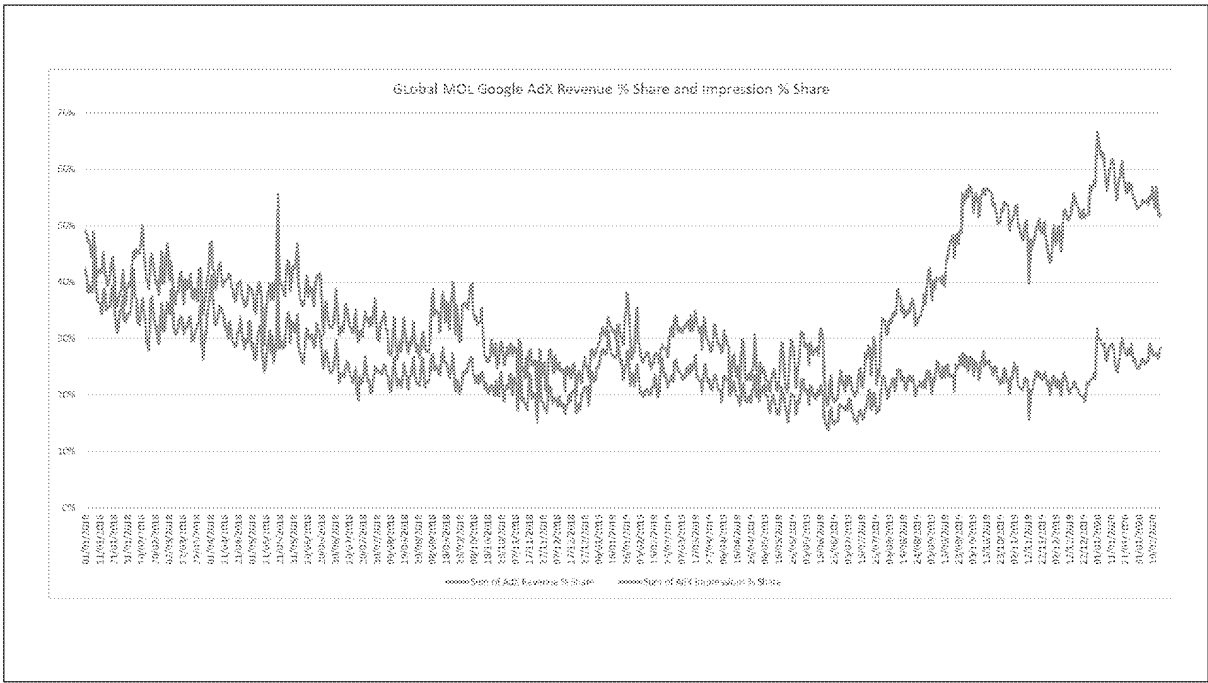
Are we ahead vs same months previous year?

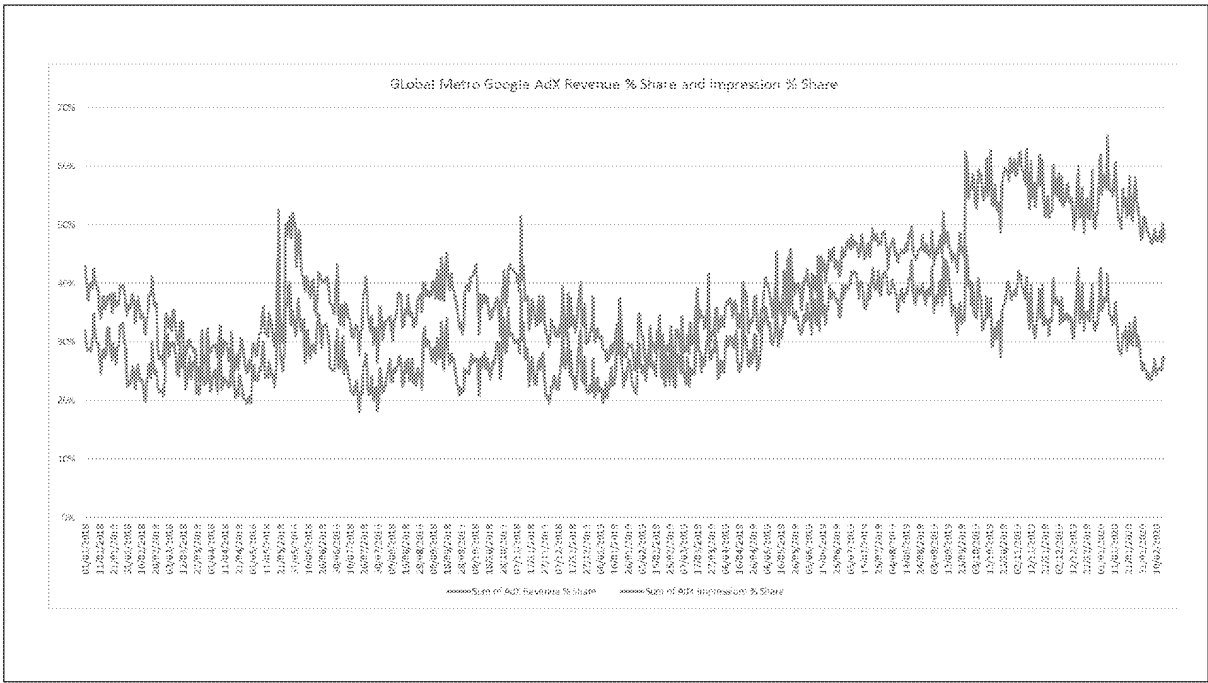
I guess we have to look at rev per page, since traffic is much higher

Rich

## Google AdX Revenue % Share and Impression % Share

- **MOL Global:** witnessed a decline in AdX revenue and impression % share for a number of years until roll out of UPR. Post UPR MOL saw a modest uptick in AdX revenue % share, but a large increase in impression % share. Google AdX is now taking three times the number of impressions.
- **Metro Global:** witnessed an increase in AdX revenue and impression % share during 2019. Post UPR Metro saw stationary AdX revenue % share, but a sizeable increase in impression % share.





## Google AdX Revenue and CPM

**MOL Global:** Revenue down slightly YoY, but up since UPR. CPM is down slightly YoY, but large decrease since UPR.

**MOL UK:** Revenue flat YoY, up slightly since UPR, but large decrease in CPMs since UPR.

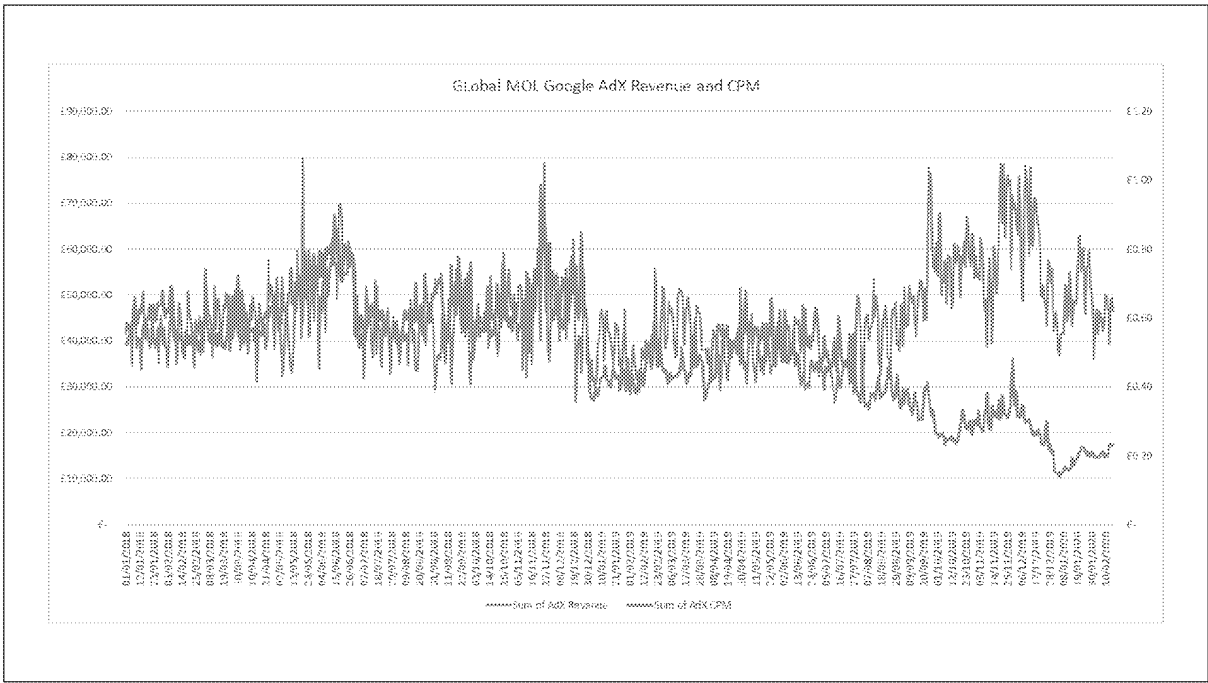
**MOL US:** Revenue flat YoY but up since UPR, but large decrease in CPMs since UPR.

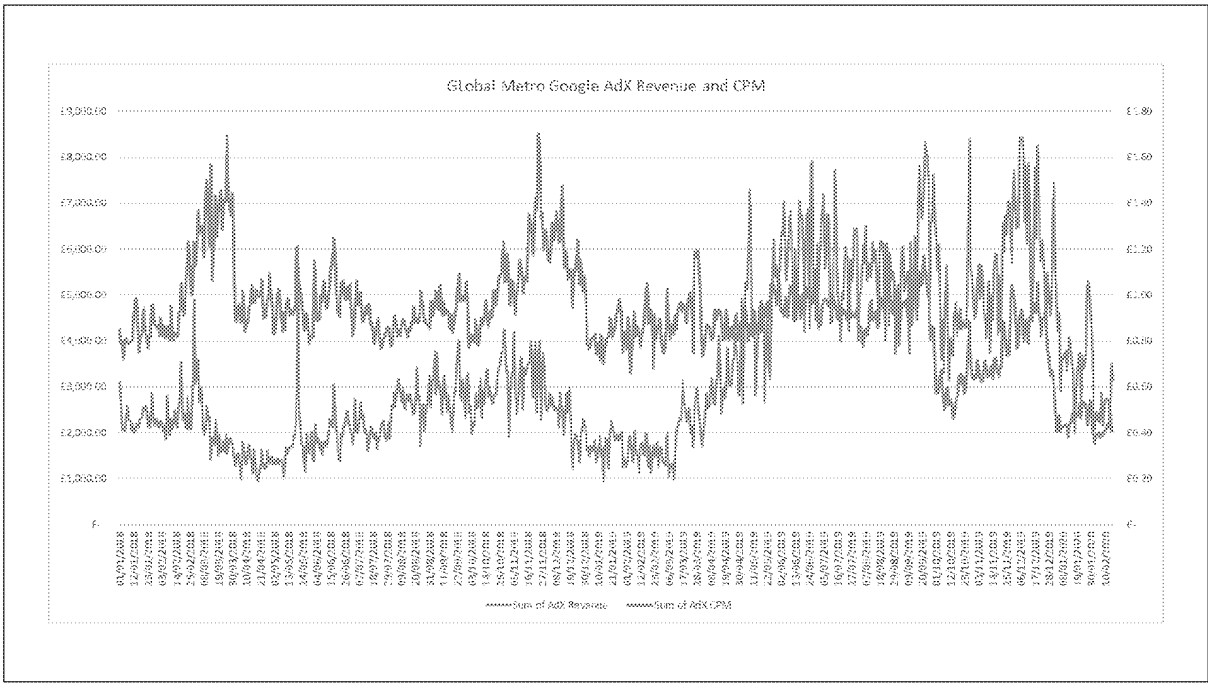
**MOL RoW:** Revenue flat YoY and flat since UPR, but steady decline in CPMs.

**MOL AU:** Revenue and CPMs down YoY

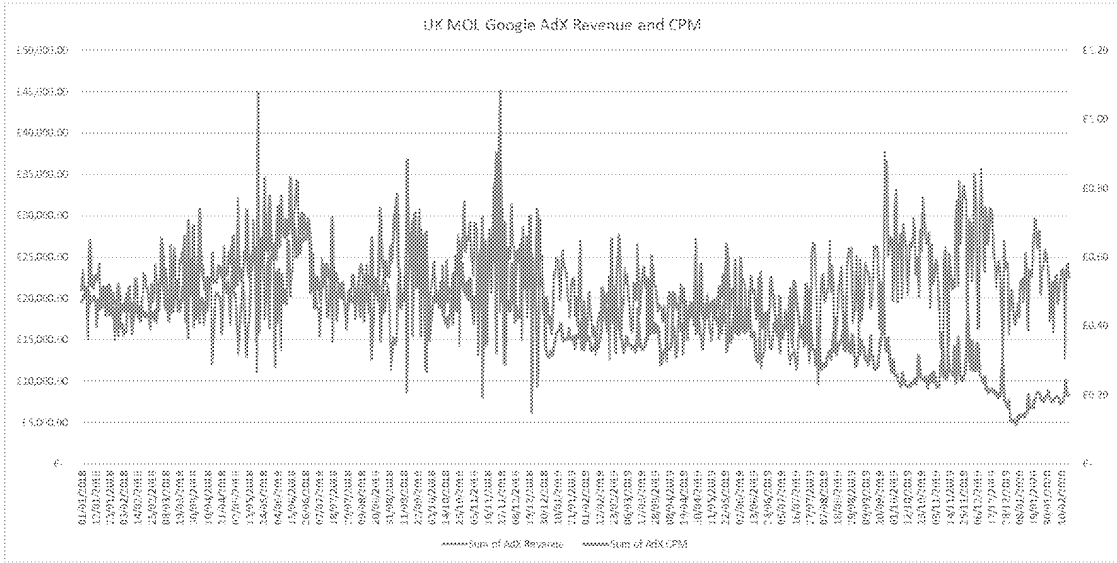
**Metro:** Revenue increased YoY, but CPMs down since UPR

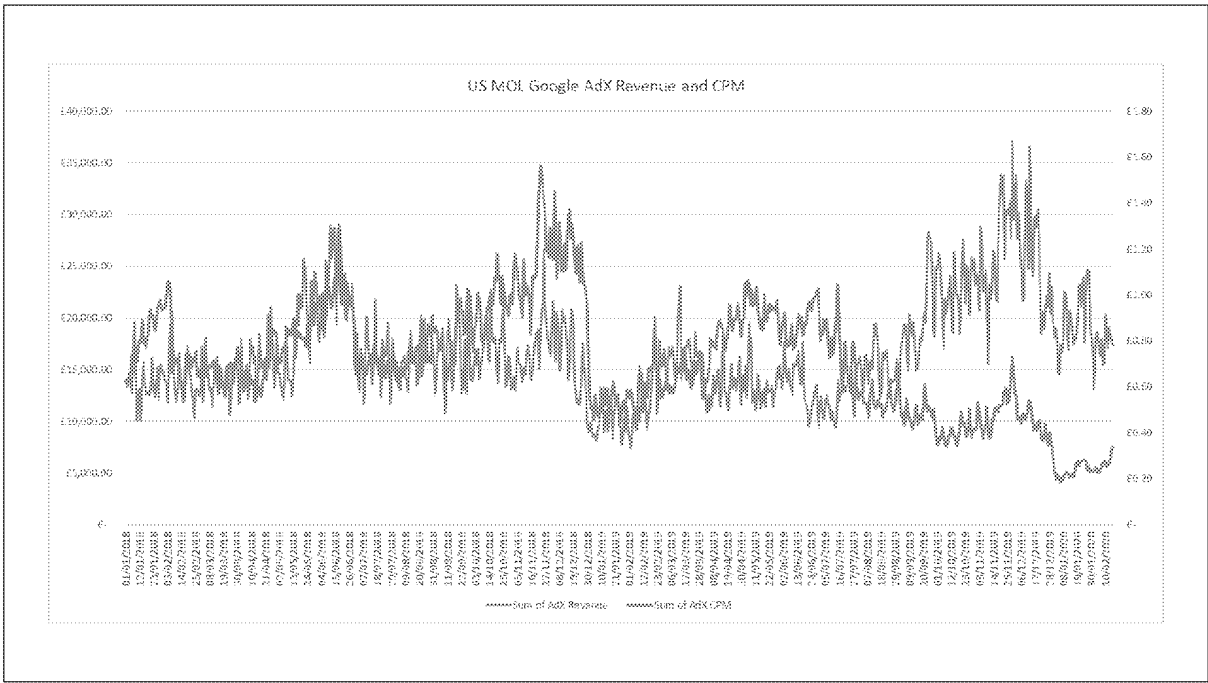


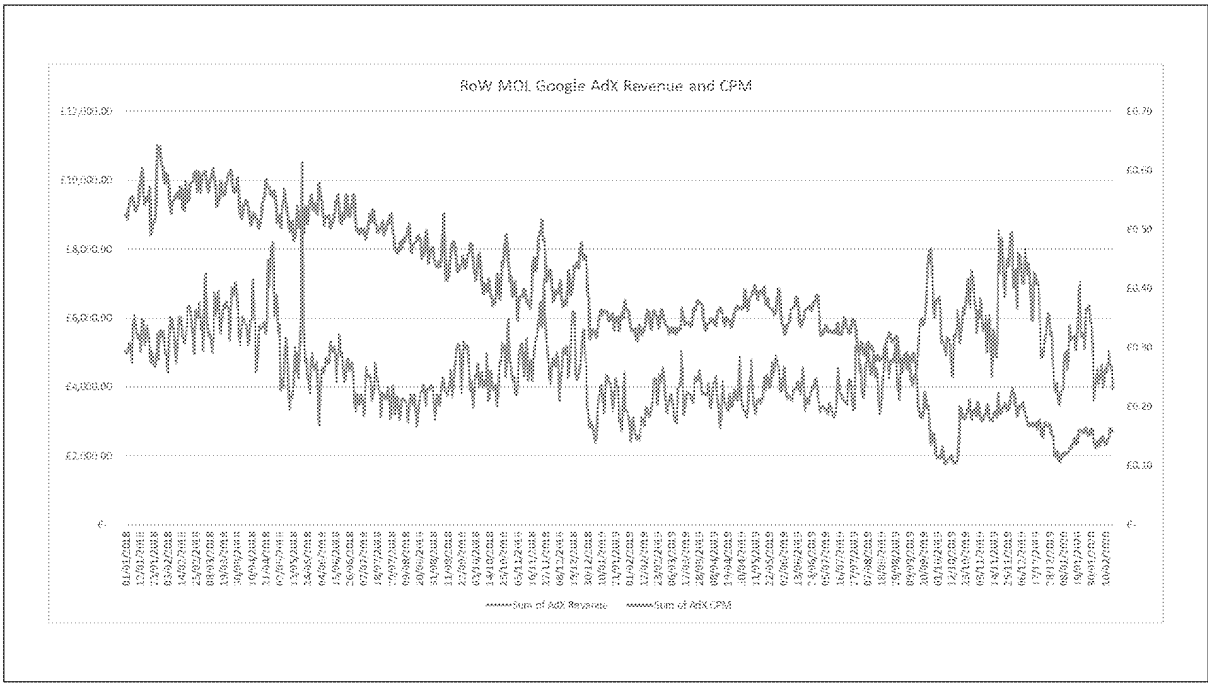


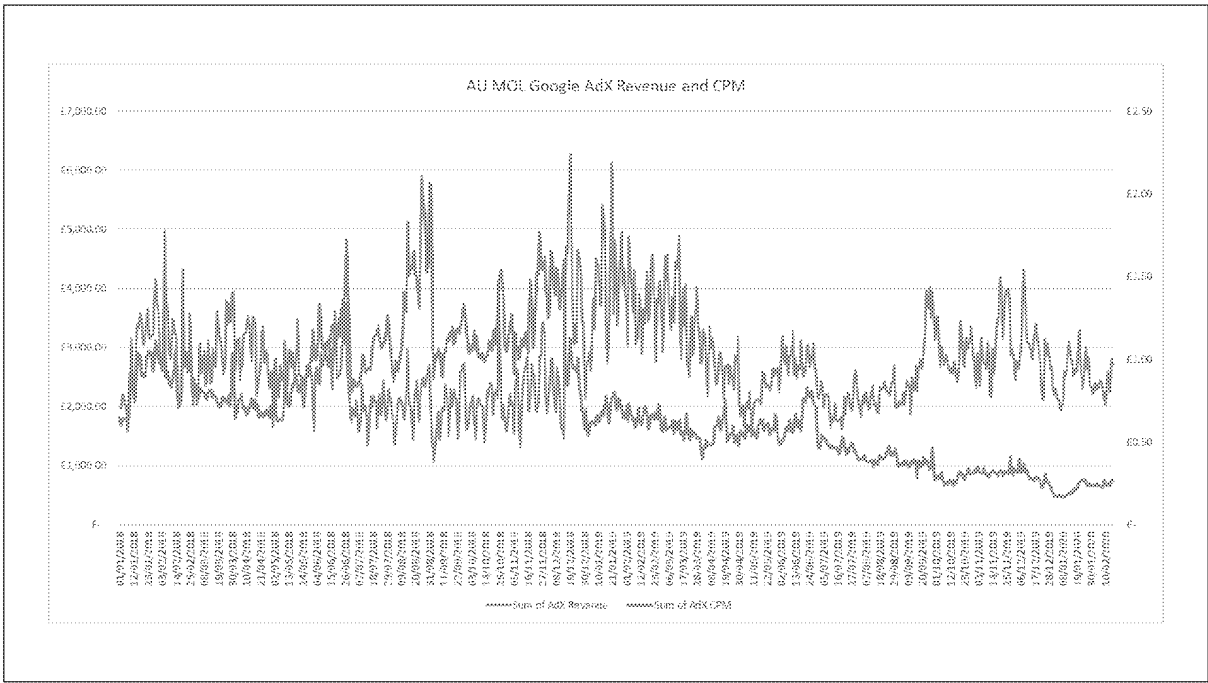


UK MCI Google AdX Revenue and CPM









**Google AdX Revenue and EB Revenue**

