

Message

**From:** Naoto Akiyama [naoto@google.com]  
**Sent:** 2/14/2017 7:42:04 AM  
**To:** Shoho Kozawa [shoho@google.com]  
**CC:** Sebastian Henrici [henrici@google.com]; Alok Verma [alokverma@google.com]; Ben Clark [bwclark@google.com]; Bryan Rowley [browley@google.com]; Chikako Nakashima [chikako@google.com]; Dan Qu [danyangqu@google.com]; Donny Greenberg [donnyg@google.com]; George Levitte [glevitte@google.com]; Julian Ho [julianho@google.com]; Meiske Wulandari [mwulandari@google.com]; Naidie Yu [naidieyu@google.com]; Paul Huynh [phuynh@google.com]; Shayne Orbell [sorbell@google.com]  
**Subject:** Re: Exchange Bidding Japan Meeting Notes and AIs

Hi Shoho-san,

Not sure how I can pull out this data (And I am just catching up with the thread right now). Can we discuss about this offline?

Thanks,  
Naoto

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• **Naoto  
Akiyama**

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Premium Programmatic Specialist

Roppongi Hills Mori Towers, PO Box 22, 6-10-1 Roppongi  
Minato-ku, Tokyo 106-6126



On Tue, Feb 14, 2017 at 2:56 PM, Shoho Kozawa <[shoho@google.com](mailto:shoho@google.com)> wrote:

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We need a breakdown by publisher and SSP. **Naoto-san@**: Can you pull a top 100 AdX publisher list (regardless whether Google's publisher or not) and SSP shares of each publishers?

- Publisher name
- LPS / OPG / non-partner
- Total volume of impressions
- AdX share
- fluct share
- Geniee share

• Rubicon share

• ...

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**PTX0468**

**1:23-cv-00108**

y assumption is that almost all LPS pubs in Japan are using DRX (which means they are not using other SSPs), on the other hand, we compete with other SSPs on OPG pubs.

Shoho

On Tue, Feb 14, 2017 at 8:41 AM, Sebastian Henrici <[henrici@google.com](mailto:henrici@google.com)> wrote:  
thanks Dan for summarising our thoughts on Jedi and Donny for clarifying SSP vs ad server penetration and why it matters for Jedi.

@Donny, would you say what we ideally need is a breakdown by (DFP) publisher and SSP they are using? If so, is this something you could get your hands on @Naoto/@Chikako?

Sebastian Henrici	AdX - Japan, Australia & New Zealand	<a href="mailto:henrici@google.com">henrici@google.com</a>	+61 421 896 969
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On Tue, Feb 14, 2017 at 10:31 AM, Dan Qu <[danyangqu@google.com](mailto:danyangqu@google.com)> wrote:  
+ Mei as well.

Julian Ho <[julianho@google.com](mailto:julianho@google.com)>:  
+Shayne for info

On Tue, Feb 14, 2017 at 4:53 AM, George Levitte <[glevitte@google.com](mailto:glevitte@google.com)> wrote:  
It may be best to continue this offline.

Looks like we have time on Thursday evening ET, so perhaps we should wait to discuss then.

On Mon, Feb 13, 2017 at 12:36 PM, Donny Greenberg <[donnyg@google.com](mailto:donnyg@google.com)> wrote:  
I think we have a sort of misunderstanding here about the issue of DFP vs. other SSP "marketshare." Yes, DFP has near 100% market penetration as an *ad server*, and it does in the US as well, but not necessarily as the auction runner (SSP) for a given impression. When we talk about use of other SSPs, we're talking about price priority line items, where Rubicon (or some other SSP) is entered into DFP as a reservation. At serving time, DFP uses that price priority to evaluate whether to fill the impression through Rubicon, and if so calls out to Rubicon like a reservation, who then runs the auction and returns the result to DFP. Rubicon doesn't have an ad server business, so its entire business is done through DFP (or other ad servers) in this way. EB can be seen as allowing SSPs to bid into DFP on a real-time priced basis, whereas before the "price" (i.e. priority) would have to be set every day on a directional basis by the publisher and not reflect Rubicon's ability to bid highly on a given impression. Header bidding is a hacky way that publishers have attempted to allow SSPs to bid in real-time (mostly). By comparison, AdX always submits prices in real time.

So basically, we don't care about DFP's marketshare as much as we care about AdX's marketshare. Being able to see what percentage of spend is coming from other SSPs through Japanese pubs' DFP line items would be key here in assessing whether the ability to bid into DFP in real time is something that Japanese pubs want.

Sellsiders - please keep me honest on the above...

On Mon, Feb 13, 2017 at 9:19 AM, Dan Qu <[danyangqu@google.com](mailto:danyangqu@google.com)> wrote:  
*Especially since Shoho suspects that demand for the networks is coming from smaller publishers.*

Let's talk about this again at next meeting. I feel that we haven't explained the background well last time. Long story in short:

- Networks means \$300M additional business for AdX buy-side (Currently local mobile ad networks is still getting a huge budget from performance advertisers - e.g. gaming, app install etc. However AdX now has no access to this pool).
- Local SSPs have access to this \$300M pool.
- Jedi can help AdX to access this \$300M pool by providing connection between AdX and Local SSPs.
- What we need to do is not to onboard smaller pubs to DFP, but to convince sell-side teams to collaborate with us to open some DFP inventory to help buy-side to access \$300M additional budget. Of course, this is good for Pubs and sell-side too:
  - Help pubs to increase CPM and RPM because of the higher auction pressure. Pubs will be happy and eventually it will be beneficial for Google.



**Dan Qu**  
AdX Solutions Consultant  
[danyangqu@google.com](mailto:danyangqu@google.com)

On Mon, Feb 13, 2017 at 11:00 PM, Ben Clark <[bwclark@google.com](mailto:bwclark@google.com)> wrote:  
Perhaps we need a way to get this kind of data from the DFP side, since we don't care about non-DFP publishers for Exchange Bidding. Especially since Shoho suspects that demand for the networks is coming from smaller publishers.

Otherwise, I agree with your approach, Donny.

On Mon, Feb 13, 2017 at 8:38 AM Dan Qu <[danyangqu@google.com](mailto:danyangqu@google.com)> wrote:  
Hi Donny,

Potential impressions = Callouts, Yes

*Also - what's included here? Only Japan users, only Japan pubs? Or is this across DBM globally?*

The number shows the traffic to DBM Japan seat. So it should be almost all Japan pubs (And, Japan domestic SSPs only have Japan Pubs).



**Dan Qu**  
AdX Solutions Consultant  
[danyangqu@google.com](mailto:danyangqu@google.com)

On Sat, Feb 11, 2017 at 2:27 AM, Donny Greenberg <[donnyg@google.com](mailto:donnyg@google.com)> wrote:  
Also - what's included here? Only Japan users, only Japan pubs? Or is this across DBM globally?

On Fri, Feb 10, 2017 at 12:25 PM, Donny Greenberg <[donnyg@google.com](mailto:donnyg@google.com)> wrote:  
And thanks, Dan!!

On Fri, Feb 10, 2017 at 12:25 PM, Donny Greenberg <[donnyg@google.com](mailto:donnyg@google.com)> wrote:  
Does "potential impressions" = callouts?

On Fri, Feb 10, 2017 at 12:39 AM, Dan Qu <[danyangqu@google.com](mailto:danyangqu@google.com)> wrote:  
Thanks Naidie.

#### Adding data from DBM:

- Gather data on DBM magnitude of demand on DFP publishers through other SSPs

<https://docs.google.com/a/google.com/spreadsheets/d/1eHeUCLLEs7KVZGACQIhIMNfHcIcs6WtBLPFuE5qVR0/edit?usp=sharing>

Again, the data is for overall (including both DFP pubs and non-DFP pubs).



**Dan Qu**  
AdX Solutions Consultant  
[danyangqu@google.com](mailto:danyangqu@google.com)

On Fri, Feb 10, 2017 at 1:12 PM, Naidie Yu <[naidieyu@google.com](mailto:naidieyu@google.com)> wrote:  
Hi Dan,

The numbers are pulled from the table "awbid.pubside.all", and I think they are total numbers of each exchange, regardless if the pub is DFP pub or using other pub-services. I do not have any method to extract only DFP pub numbers from any awbid exchange.

Best,

2017-02-10 11:45 GMT+09:00 Dan Qu <[danyangqu@google.com](mailto:danyangqu@google.com)>:  
Thanks Chikako-san and Naidie. May I double confirm whether the volume is from DFP publishers or not?

I am checking with DBM team about traffic from Japanese SSPs to DBM. They told me that it's possible to know the overall volume from each SSP but it's difficult to know whether it's from DFP or not. Because most non-AdX SSPs don't provide information to identify the whether inventory is DFP inventory or not. I want to know whether awbid has the same issue or not.

Regards  
Dan



**Dan Qu**  
AdX Solutions Consultant  
[danyangqu@google.com](mailto:danyangqu@google.com)

On Thu, Feb 9, 2017 at 4:50 PM, Chikako Nakashima <[chikako@google.com](mailto:chikako@google.com)> wrote:  
Thanks Naidie. Geinee and Yield One are integrated via BidSwitch and numbers are not available. @Alok, any chance you get the numbers?

2017-02-09 16:17 GMT+09:00 Naidie Yu <[naidieyu@google.com](mailto:naidieyu@google.com)>:

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