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**From:** Woojin Kim [woojink@google.com]  
**Sent:** 7/26/2012 9:39:22 PM  
**To:** Brad Bender [bradbender@google.com]  
**Subject:** Fwd: adding tiers 7,8 inventory to AdX

Brad - Did you know that they're putting long-tail AFC onto AdX now? Weren't you involved in some discussions (strategic in nature) where the group decided to put long-tail AFC off of AdX for a good reason?

-- Woojin

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

**From:** **Woojin Kim** <woojink@google.com>  
**Date:** Thu, Jul 26, 2012 at 2:38 PM  
**Subject:** Re: adding tiers 7,8 inventory to AdX  
**To:** Drew Bradstock <dbradstock@google.com>  
**Cc:** Allan Livingston <allanl@google.com>, Aitan Weinberg <aweinberg@google.com>

there was some other more strategic rationale i had heard though. if i recall, i think the discussion was:

Me: "if GDN has access to the same AdX inventory as any other DSP out there, that weakens the value proposition of GDN as a buy-side platform. If this is the case, I would like to have GDN buy on all exchanges, not just AdX, since all our competitors are doing so. We want truly equal inventory access."

Someone: "GDN actually has exclusive access to long-tail AFC pubs in addition to the other stuff that is available thru AdX, so don't worry. GDN is still differentiated on inventory access. No, you cannot buy on other exchanges; that will weaken the value proposition of AdX as a sell-side platform."

So at this point I (GDN as a buyer) am beginning to wonder why we only restrict GDN to AdX...

On Mon, Jul 23, 2012 at 10:33 AM, Drew Bradstock <dbradstock@google.com> wrote:  
Hi Woojin,

The original thinking was that it was low cpm, low ctr long tail inventory but it turned out to behave closely to the other tiers. Matthew Young-Lai eventually felt it was fine to add and he is a tough judge of getting any weak inventory into AdX.

On 20 July 2012 21:31, Woojin Kim <woojink@google.com> wrote:  
What was the rationale for adding this inventory into the AdX pool?  
I thought there were strong arguments against doing this...(I forget those arguments)

**PTX0103**

**1:23-cv-00108**

On Fri, Jul 20, 2012 at 4:51 PM, Allan Livingston <[allanl@google.com](mailto:allanl@google.com)> wrote:  
+woojin

On 20 July 2012 17:45, Drew Bradstock <[dbradstock@google.com](mailto:dbradstock@google.com)> wrote:  
Hi Aitan,

To expand out the pools of inventory available in AdX we have added AdSense tier 7,8 and inventory. This had been in discussion for a long time amongst AdX and I wanted to make sure you're aware of the change.

Regards,  
Drew

Drew Bradstock	Sr. Product Manager, DoubleClick Ad Exchange
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