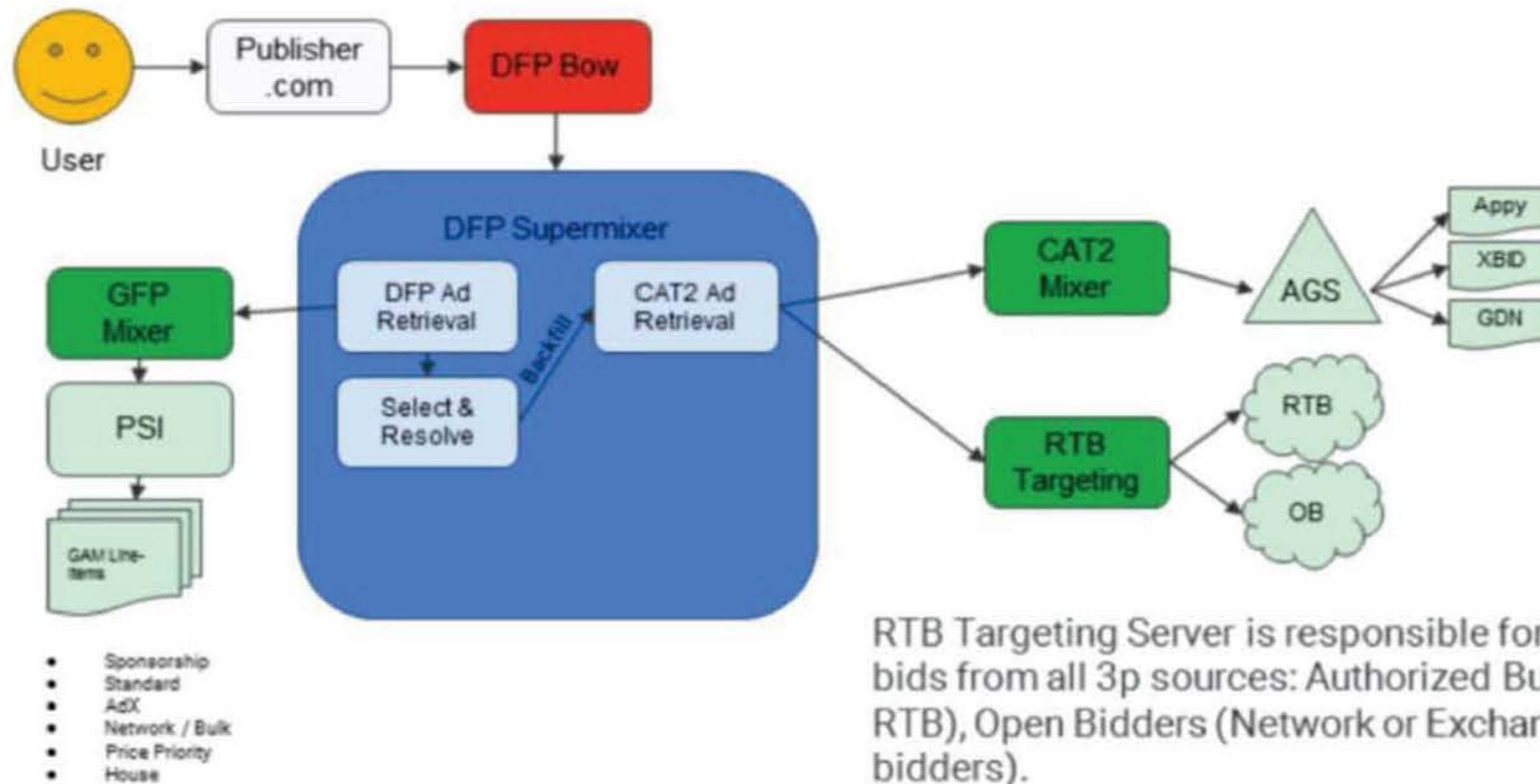


Architecture Diagram



RTB Targeting Server is responsible for soliciting bids from all 3p sources: Authorized Buyers (fka RTB), Open Bidders (Network or Exchange bidders).

RTB TS handles any pretargeting, sends out bid requests, filters bid responses, and sends back bids to SM auction.