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Precedent transactions include other disclosed sell-side acquisitions from 2017-2021

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Google

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Vidhya Review 4/30

Google

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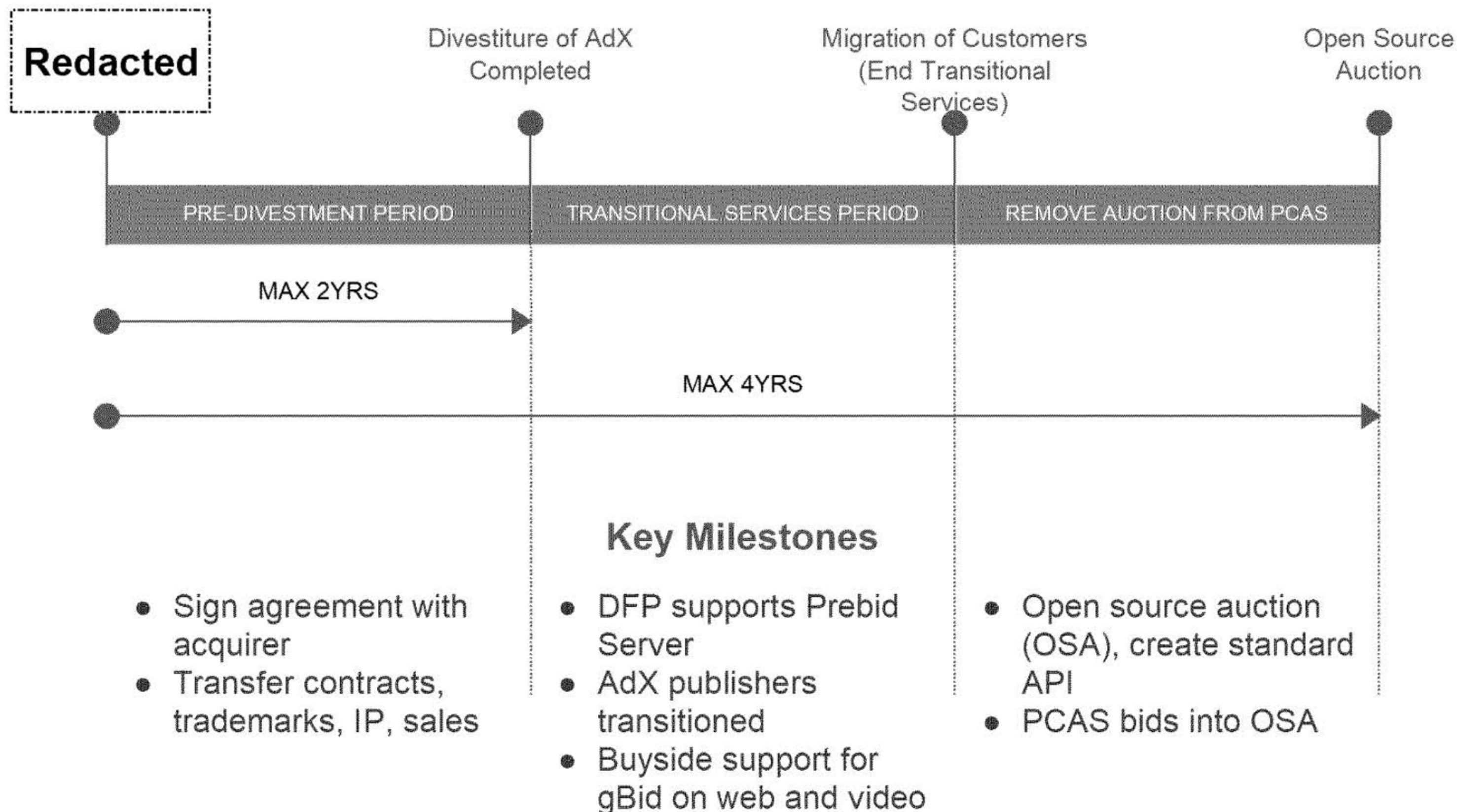
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Redacted

Timelines

Redacted



Google

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Google

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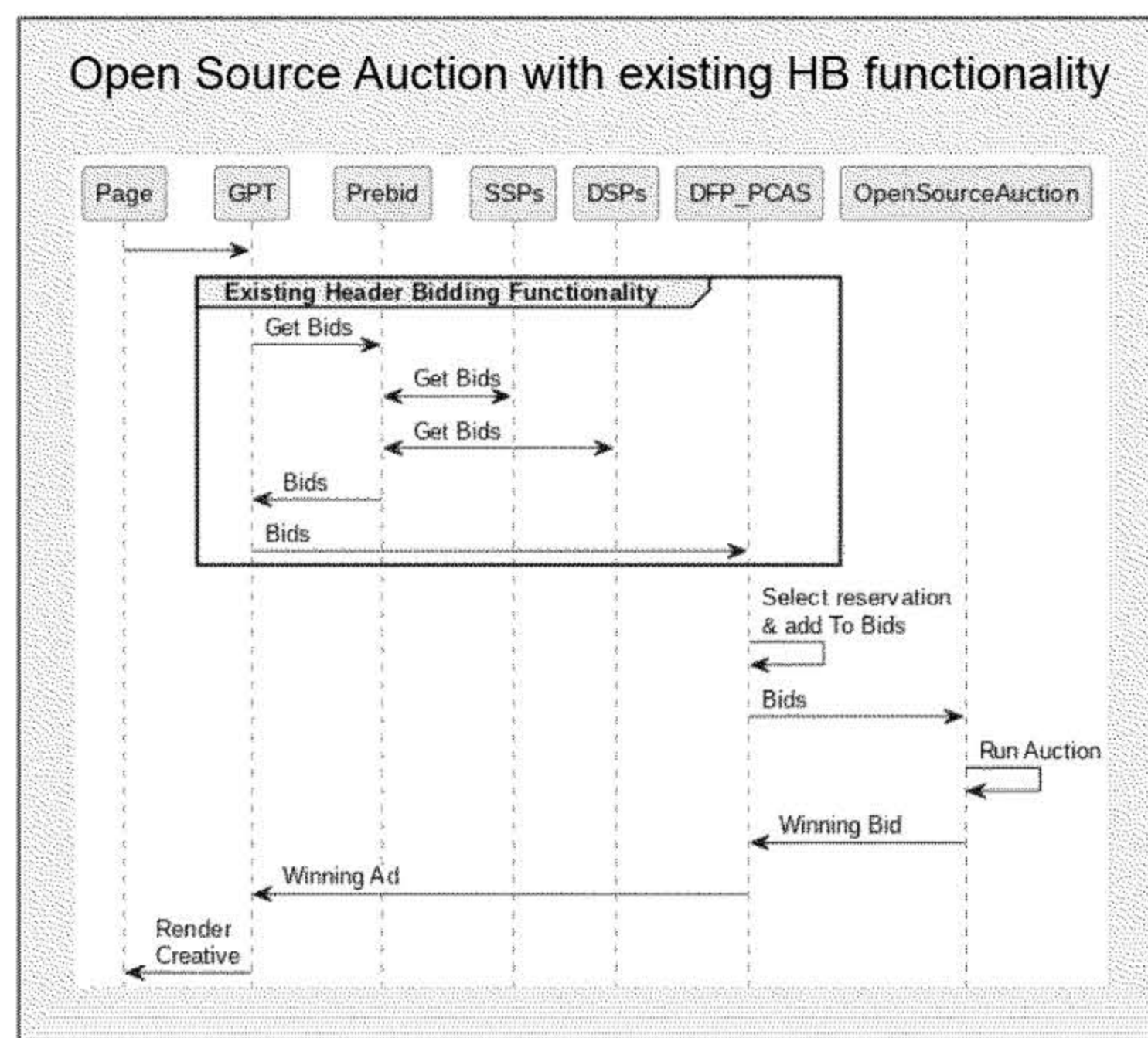
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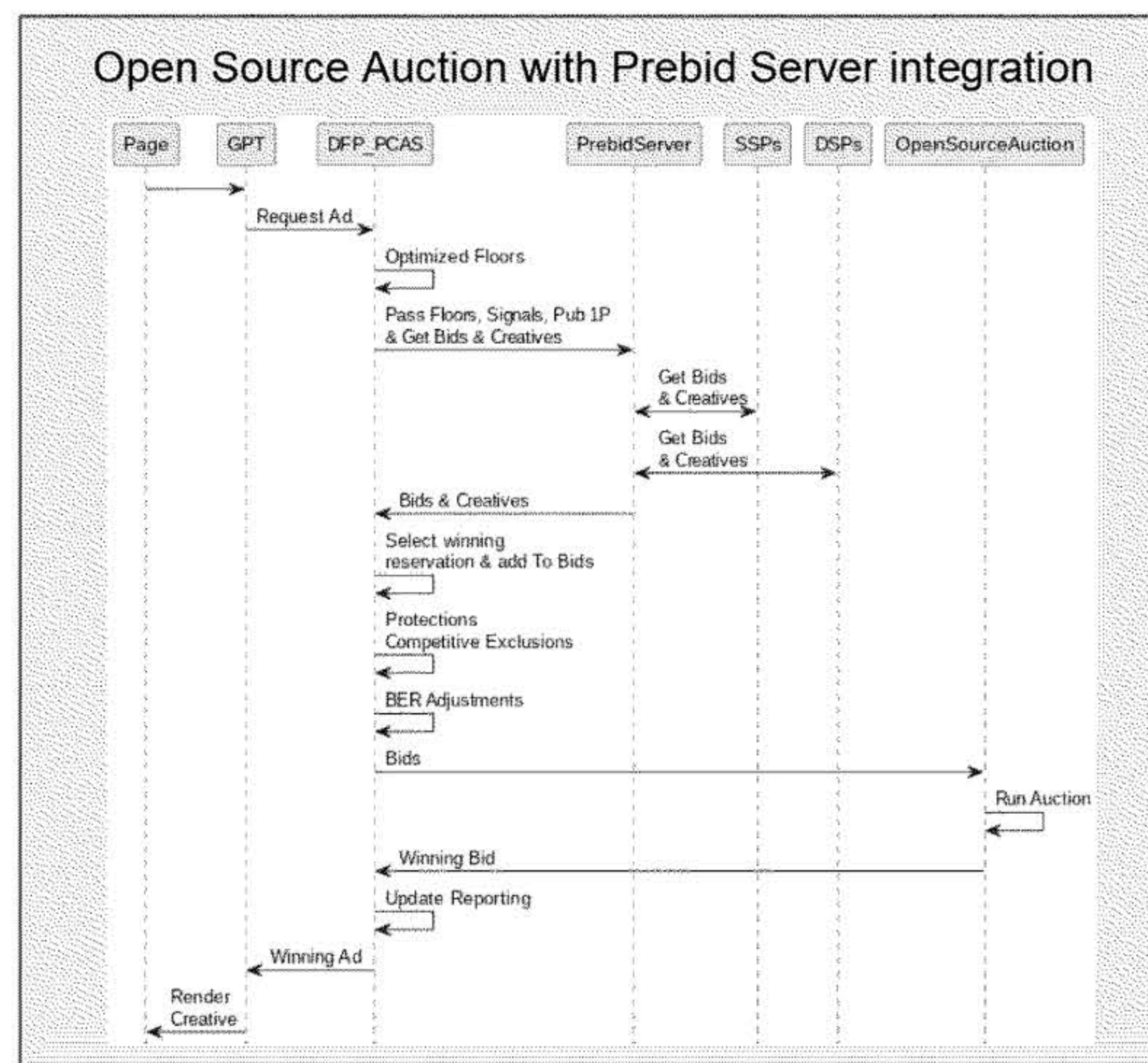
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PCAS Open Source Final Auction Overview

- PCAS Won't Run Auction
 - Open Source Auction Publisher Controlled



- No AdX
 - Programmatic Demand via Prebid Publisher Controlled



Google

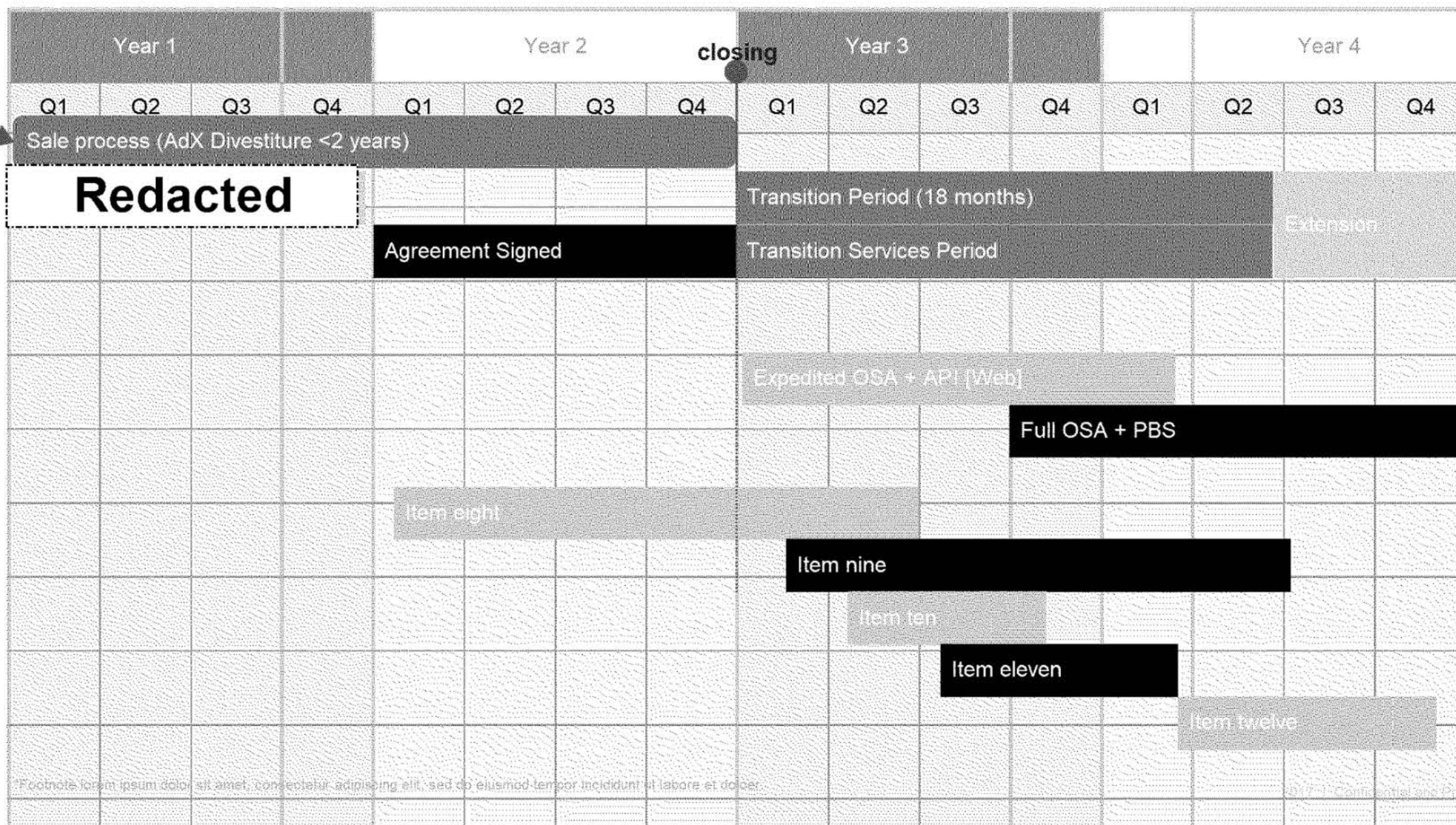
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Redacted

nwolf sandbox **Redacted** timelines)



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Redacted

Redacted

Redacted

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glevitte sandbox

Redacted

timelines

Redacted

Stage	Incremental Time (Max)	Absolute Time (Max)
Redacted		
Google & purchaser agree to binding sale agreement	Redacted	18 months
Redacted		
Legal transfer of asset to purchaser Redacted	Redacted	24 months

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glevitte sandbox Redacted timelines (2 - product stages)

Stage	Incremental Time (Max)	Absolute Time (Max)
Google proposes changes to Prebid Server to allow passing creative metadata	12 months from agreement	12 months
Google publishes changes to Prebid Server to allow passing creative metadata, if change not accepted by Prebid org	6 months	18 months
Launch support for Prebid Server	24 months from agreement	24 months
Google proposes that IAB Tech Lab has ownership and oversight of OSA and API	36 months from agreement	36 months
If IAB TL does not agree, Google finds another owner or else publishes	6 months	42 months
Final auction no longer run in PCAS (moved to OSA)	48 months from agreement	48 months
Google publishes initial implementation of OSA	n/a included within prior	48 months
Date when transition period ends	???	???

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Slide 45 Notes

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Slide 46 Notes

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Google

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Legally privileged and Confidential
Contains advice of EU OC and at the request of EU OC, Need to Know

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Google

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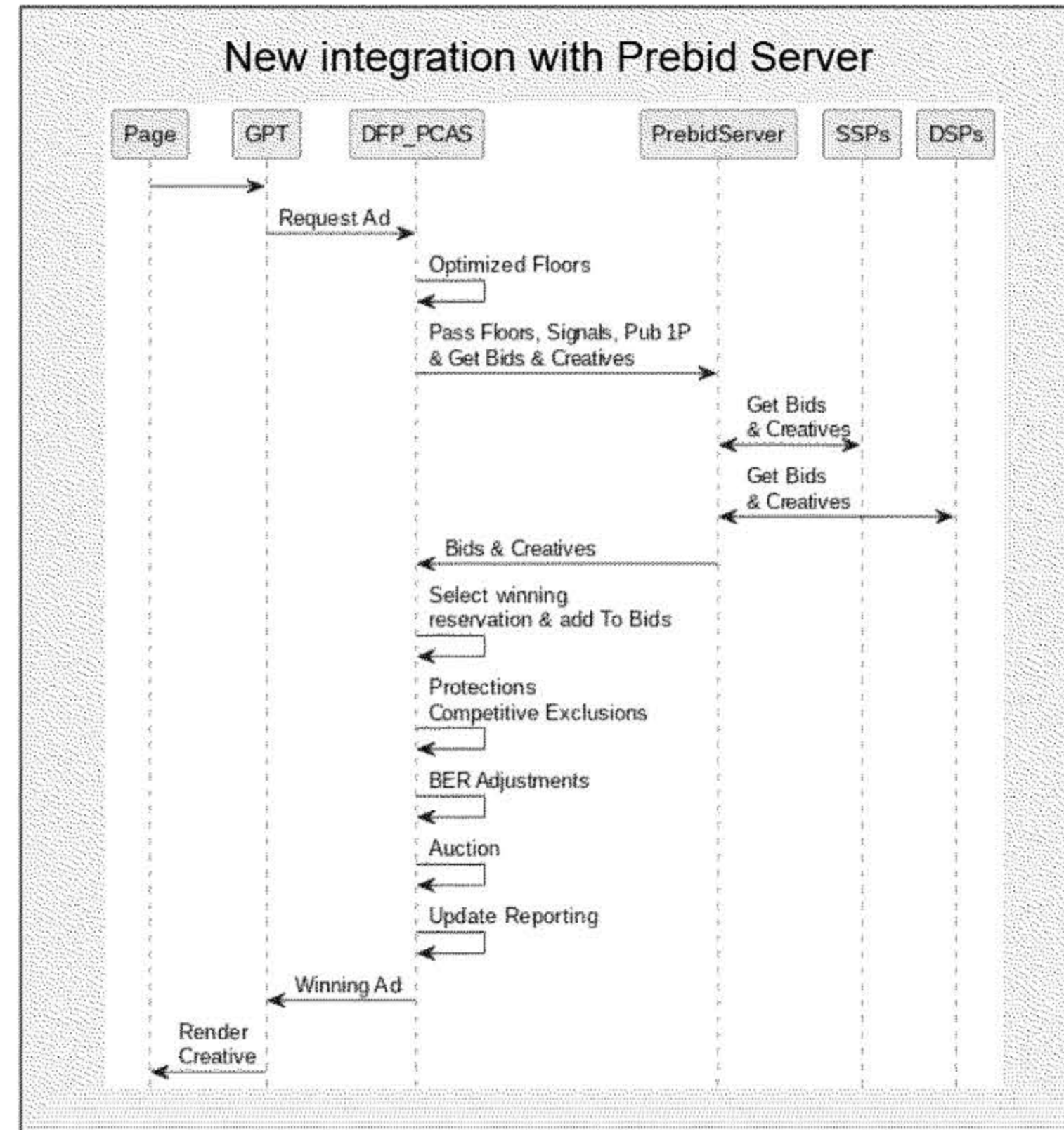
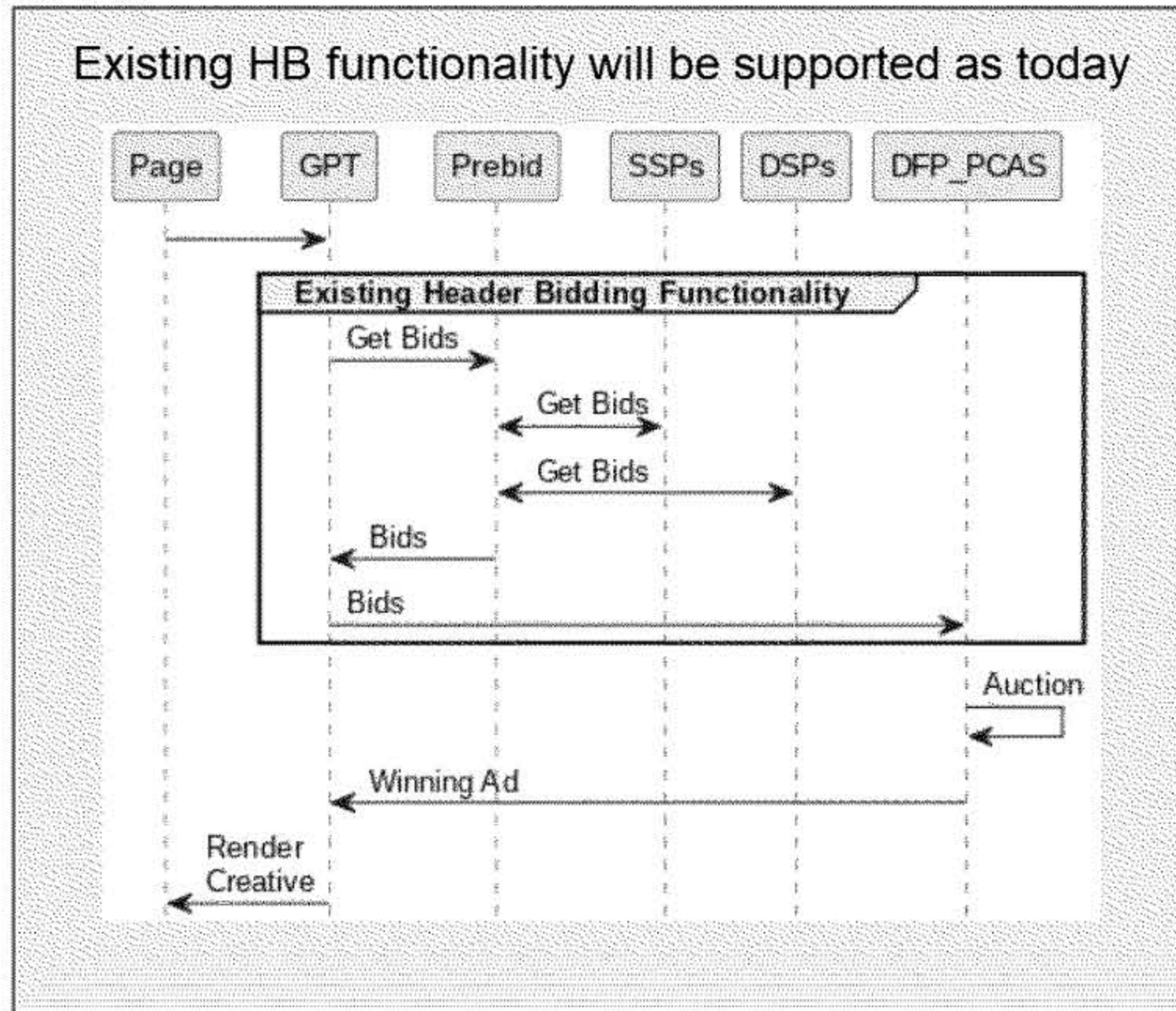
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DFP Redesign

In 2 years, Google will develop a new additional integration between PCAS (DFP) and Prebid Server



Google

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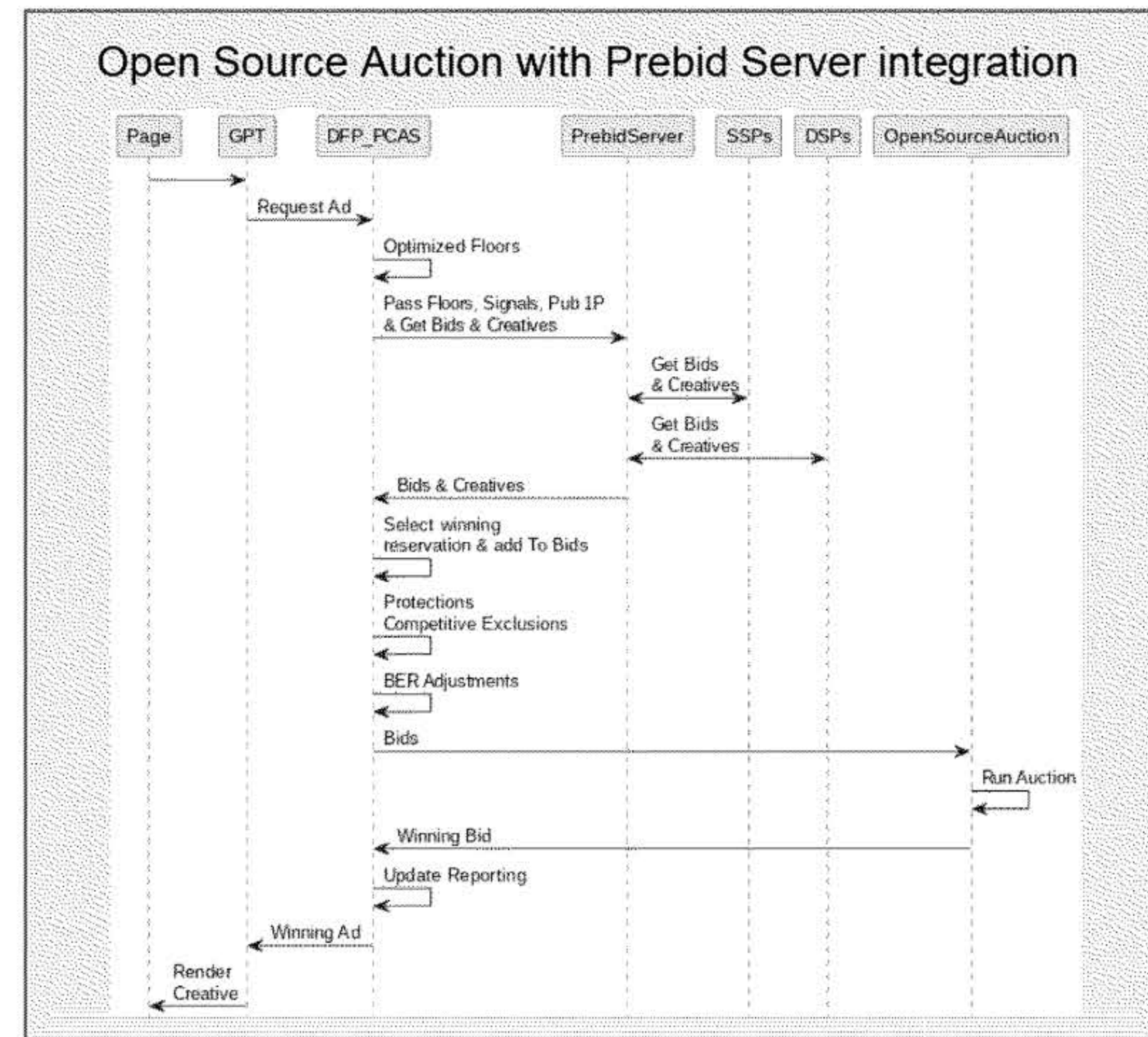
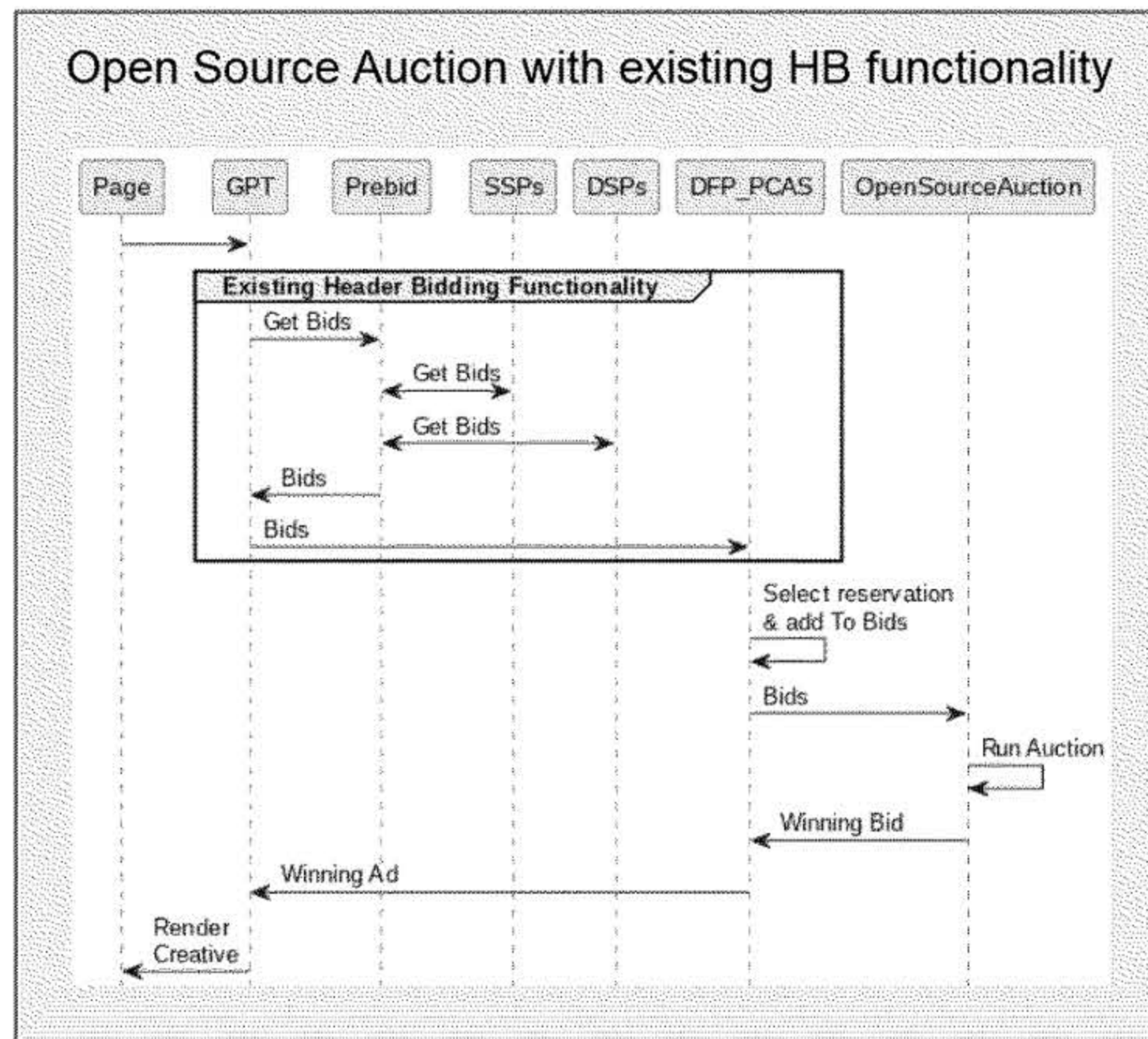
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DFP Redesign

In 4 years, will structurally remove the ability for PCAS to decide which ad to serve across direct and indirect demand by open sourcing the final auction



Google

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