

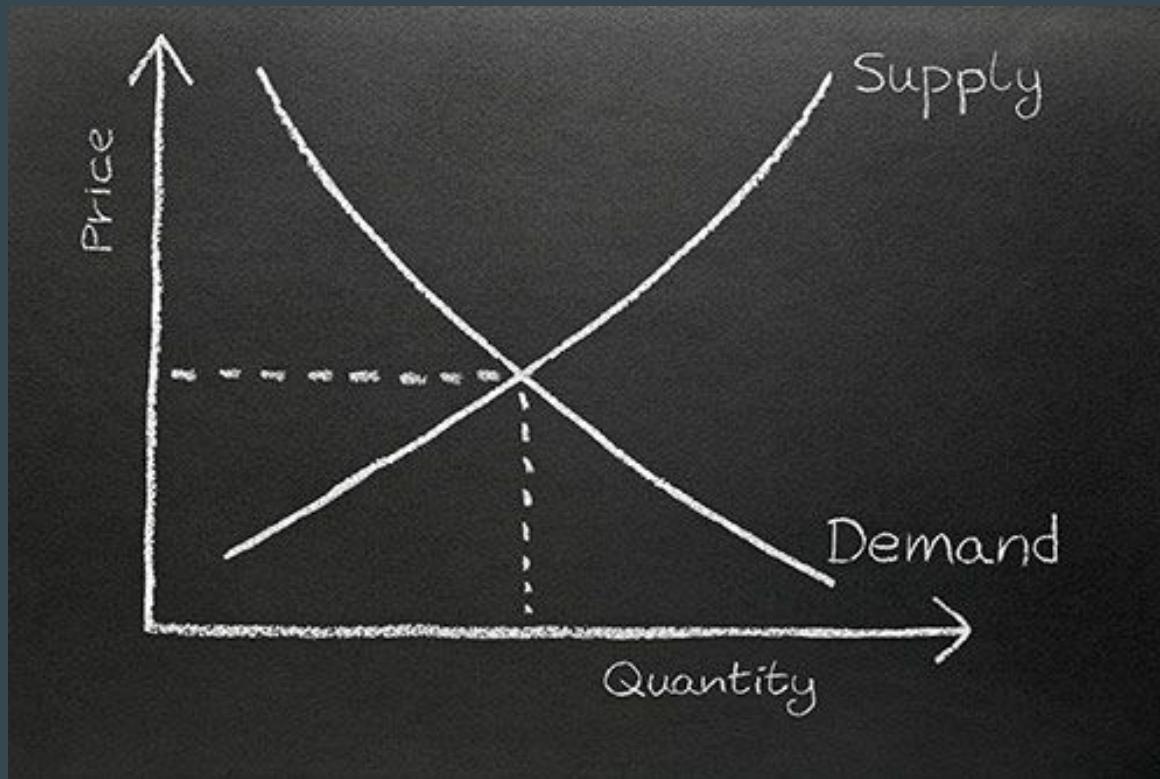
How AdTech Broke Econ 101

...

Confronting the Realities of Supply & Demand

Erez Levin

Econ 101 Refresher: Supply & Demand

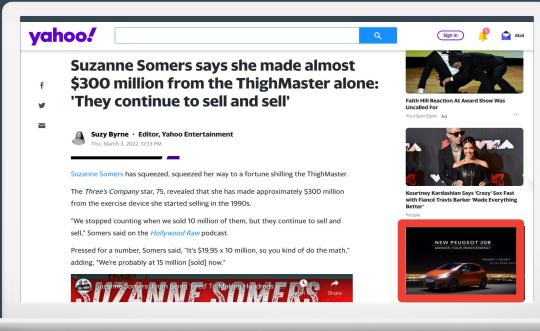


AdTech Refresher - Operating Principles & Practices

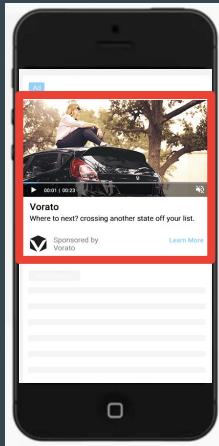
- Attribution is next to Godliness
- Correlation = Causation
- A bird in the hand
 - Short > Long
- What can't be measured doesn't matter
 - Measurable is Always Better
- “Outcomes” Matter
- Say one thing, do another
- Supply is infinite

Understanding the Programmatic Video Quality Landscape

Ad 1 - Muted Sticky Outstream Video



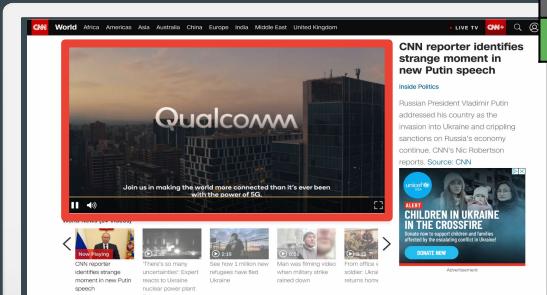
Ad 1
Avg. Score
1.8



Ad 3
Avg. Score
4.6

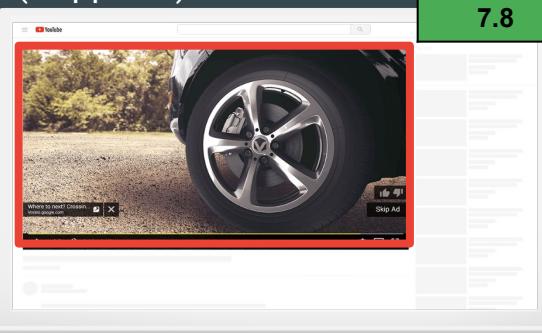
Ad 3 - mWeb
In-Article
Outstream
Native Video
(muted)

Ad 2 - Non-skippable Instream Video



Ad 2
Avg. Score
7.7

Ad 4 - YouTube TrueView (skippable) In-Stream



Ad 4
Avg. Score
7.8

Ad 5 - Outstream Video App Interstitial (e.g. between gameplay)



Ad 5
Avg. Score
6.9

Ad 6 - Spotify Opt-In Outstream Video (Rewarded)



Ad 6
Avg. Score
7.6

In-Stream vs. Outstream Video

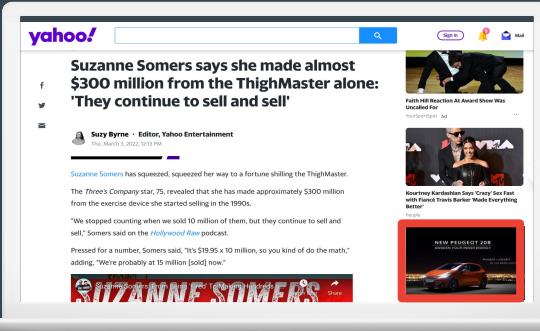
Previous IAB definition of In-stream (paraphrased):

“The ad is delivered *as part of a continuous video stream* that the user has actively chosen to watch, *signaling strong consumer intent to view the video.*”

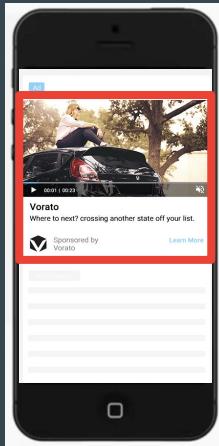
Outstream = everything else (e.g. videos that play in between paragraphs of text, in a social feed, in between levels of a game, etc.)

Understanding the Programmatic Video Quality Landscape

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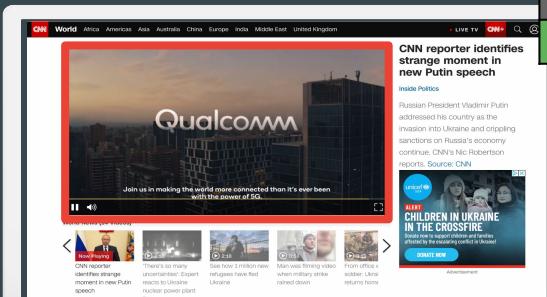
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1.8



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Avg. Score
4.6

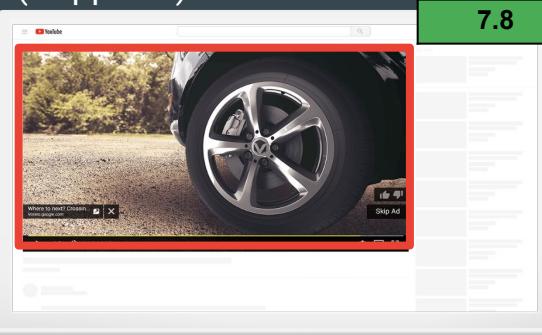
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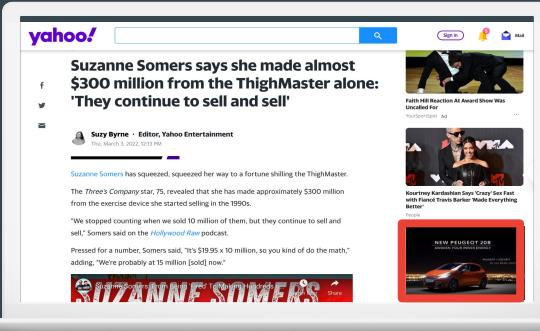
The IAB Fixes the Fix

Additional requirement added to IAB Guidelines August 2022 and OpenRTB 2.6 in April 2023:

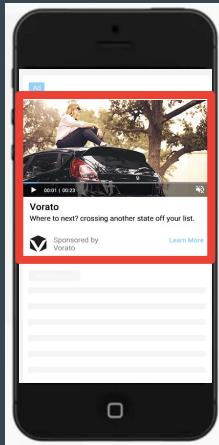
“To be considered In-Stream (pre-roll, mid-roll, and post-roll), video placements/impressions must be set to “sound on” by default at start”

Understanding the Programmatic Video Quality Landscape

Ad 1 - Muted Sticky Outstream Video



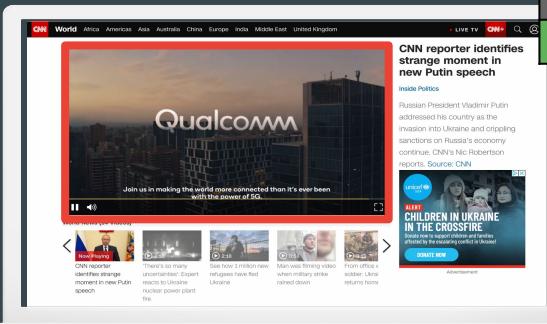
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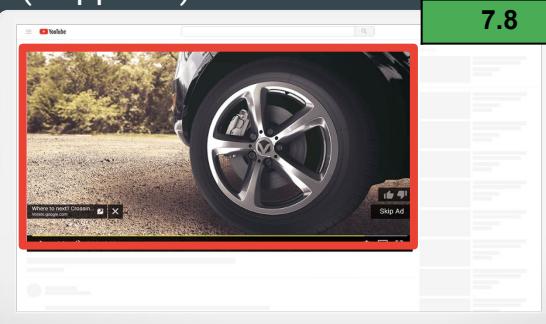
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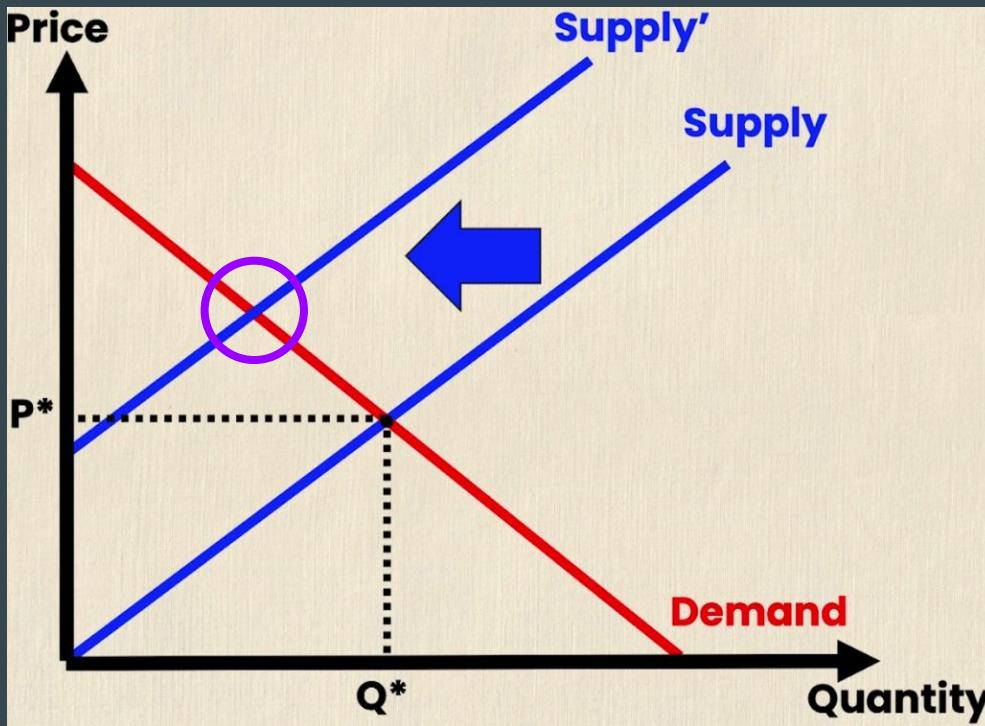
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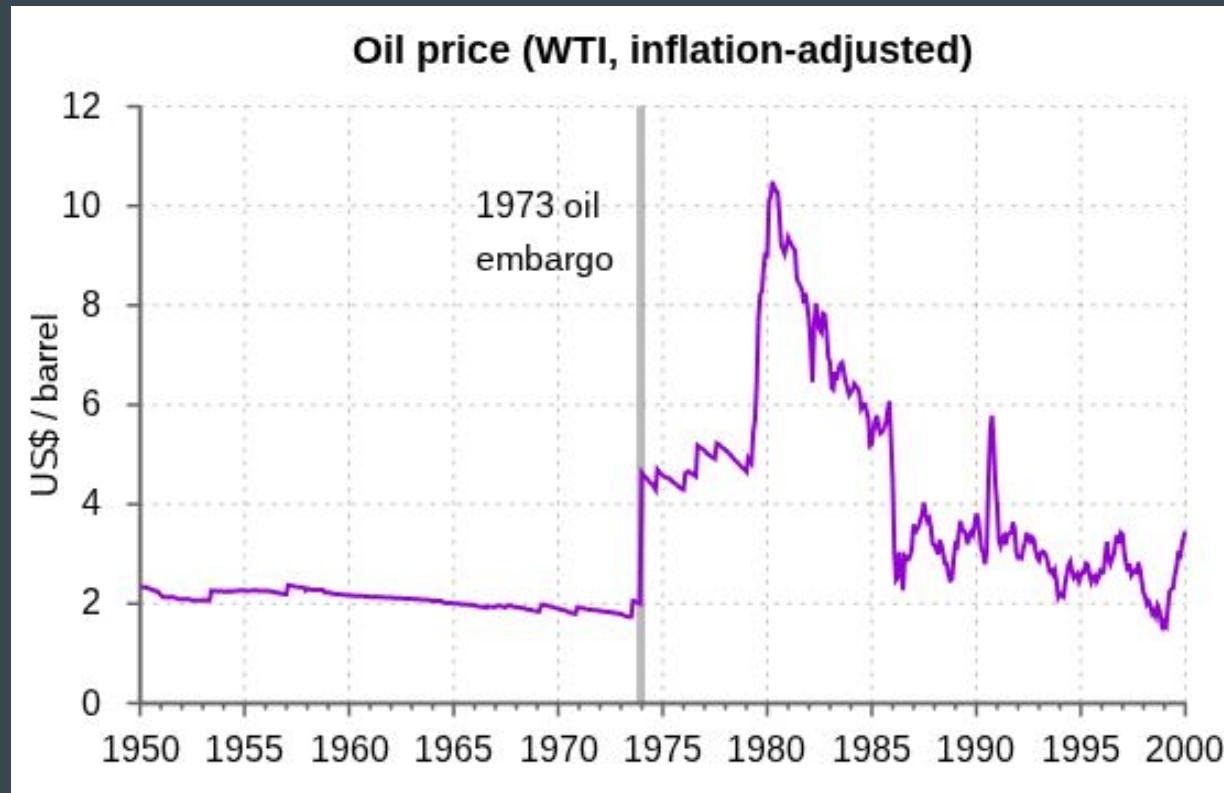
Ad 6
Avg. Score
7.6

*Autoplay muted "sticky" ads are often declared as "In-stream", in violation of the [OpenRTB 2.6 spec](#) requiring Default "Sound On" for In-stream

Econ 101 - Supply Curve Shifts Left



Econ 150: Micro -> Macro



Implications & Considerations

For buyers:

- Stop getting ripped off. Demand refunds for misdeclared & overpriced supply.
- Start taking advantage of the arbitrage opportunity before it's gone.

For sellers:

- Don't sell yourselves short.

For everyone:

- Make enough noise for this to become a priority topic for the industry to resolve.

Thank You