The Impact of Programmatic Advertising on News Publishers

Description: This report examines how news publishers can profit from programmatic advertising, a rapidly evolving trend that is reshaping the digital advertising landscape.

The report provides a primer for news publishers pondering programmatic as part of their overall advertising strategy, critical background and context for its use, the major challenges and opportunities, expert advice, and insights from early adopters.

Highlights

- Overview of programmatic advertising and where it stands today;
- Advice about how to structure sales;
- What to be aware of regarding fraud issues;
- Case studies from leading publishers all over the world; and
- What programmatic means to mobile, video and native.

We have spoken to numerous programmatic specialists and pioneers, many of whom have worked on both the publisher and advertiser sides, to address the key issues, trends, challenges and opportunities facing publishers.

Case studies include:

- The Economist
- Condé Nast
- Telegraaf Media Group
- Schibsted Media Group
- Time Magazine
- Expressen
- Tribune Publishing
- Metro US

Most experts and publishers have told us that while this new layer of technology can deliver a more efficient and effective data-driven approach to the entire digital advertising value chain, the market will decide when and where programmatic makes sense for publishers to offer this to their clients.

In other words, despite the fact that programmatic has been around in some form or fashion for a few years, it is still a relatively new practise within the industry, particularly as a potential revenue source for premium inventory.

And that is reflected in our report.

Who should read this report:

“The impact of programmatic advertising on news publishers” will mean different things to different people in a publisher's organisation. For top executives, it serves as a good introduction and overview of why programmatic will increase a company's ad sales efficiencies and revenues. Advertising executives can benchmark their programmatic efforts with some of the leading publishers who shared their programmatic strategies and issues with us. Sales staff can see how programmatic may impact their roles and organisation. Business development executives can learn where investment is heading. IT can follow the programmatic transaction trail in detail.

Contents:

- Chapter 1: Introduction - Programmatic Primer
  - Overview: programmatic
  - The millisecond transaction in slow motion
  - Top 10 things you need to know about programmatic but were afraid to ask
Chapter 2: The Global Scope of Programmatic
- Predictions point to dramatic programmatic growth

Chapter 3: Organisational and Sales Impact
- Advice from a programmatic vet: Martin van der Meji of TMG
- building your programmatic sales teams
- How programmatic can foster creativity

Chapter 4: Dealing with Fraud
- Programmatic buying and fraud - horror story or hype?

Chapter 5: Case Studies
- For the Economist, programmatic is ‘simple’ - focus on premium
- TMG can rightfully tout its programmatic prowess
- Schibsted: ‘programmatic will be part of our DNA’
- Condé Nast puts a ‘premium’ on programmatic
- Q&As with Dilem Guler, Business Manager of Expressen
- Q&As with Lotts Karlsson, Chief Digital Officer at Metro US
- Programmatic comes to print

Chapter 6: Programmatic should make dollars and ‘sense’ on mobile video
- Are native and programmatic good marriage

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