

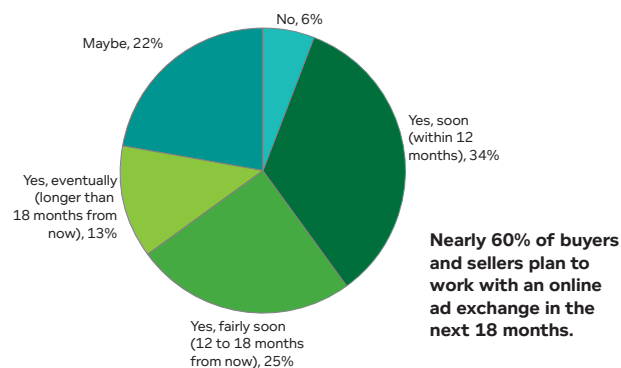


What is an advertising exchange?

An advertising exchange is an open and transparent marketplace that facilitates the buying and selling of online advertising. The ideal online advertising exchange provides every buyer and seller with the tools and controls they need to reduce risk and maximize return for every single impression.

Non-users intend to adopt exchanges soon.

Responses when asked, "Do you plan to work with an online ad exchange?"



Base: 186 Buyers and Sellers who don't currently work with an online exchange.
Source: "Online ad exchanges," Forrester Custom Research prepared for DoubleClick, March 2007.

The need for such a marketplace is clear. In a survey conducted by Forrester Research, Inc., 72% of online advertising professionals who were not already using an ad exchange indicated that they intend to soon. Nearly half of the ad networks surveyed expect to partner with an online exchange this year.¹

What challenges do advertising exchanges address?

With the tremendous growth in online advertising, buyers and sellers are looking for new ways to generate additional revenue that complement existing methods. An advertising marketplace can

help sellers capture additional revenue by increasing overall yield and reducing unsold inventory, while helping buyers increase the return on their investment and enhance the efficacy and reach of their advertising campaigns. Forrester Research shows that 25 percent of online advertising inventory is never sold.² Meanwhile, buyers struggle to find the most efficient way to access and target the online advertising inventory they want, at the right price.

What are the benefits for sellers?

Some publishers are left with as much as 80 percent of their inventory unsold. This is like an airline flying planes with four out of every five seats empty. Advertising Exchanges help publishers maximize the yield on their inventory by enabling them to sell more of it, and at a higher price.

To continue the airline analogy, marketplaces can help sellers "fill more seats" on every flight.

What are the benefits for buyers?

Buyers of online advertising are struggling to find enough of the best inventory. With an advertising exchange, they can access and target inventory that meets their campaign needs. They are also able to maximize ROI through dynamic pricing and intelligent bidding, for instance by using dynamic bid rules to automatically set maximum bids based on past performance, defining budgets and timeframes, setting maximum bids and delivery goals, and selecting CPM, CPC or CPA.

What is DoubleClick Advertising ExchangeSM, and how does it work?

DoubleClick has enhanced the concept of an advertising exchange with proprietary technologies that take advantage of the company's position as the market leader in digital advertising solutions.

¹ "Online ad exchanges," Forrester Custom Research prepared for DoubleClick, March 2007.
² Ibid.

Using DoubleClick Advertising Exchange, publishers and other sellers make specific inventory available for purchase. Sellers define a minimum bid value – or “reserve price” – for the inventory, and specify rules to restrict certain advertisers, formats or content. In parallel, buyers specify the inventory they wish to purchase and associated bid value for that inventory. They can also specify a rule to dynamically control the bid so that the bid price varies based on the inventory’s performance.

Using dynamic allocation – only available through DoubleClick – sellers determine what inventory to allocate to the Exchange. DoubleClick’s DART® for Publishers makes mid-value inventory available to both direct sales and DoubleClick Advertising Exchange. Inventory is automatically sold where it generates the highest price.

For each impression, DoubleClick Advertising Exchange scans the entire marketplace to match the buyer’s targeting requirements with the seller’s inventory.

DoubleClick Advertising Exchange provides a single billing and payment point for all transactions, which greatly reduces complexity and financial risk for participants. Buyers pay a single invoice for all impressions purchased and sellers receive a single payment for all impressions sold through DoubleClick Advertising Exchange, regardless of the number of buyers. DoubleClick handles all billing and payment.

Why is DoubleClick the right company to offer an advertising exchange?

DoubleClick enjoys a heritage of innovation in developing solutions for the world’s leading digital marketing and advertising businesses. DoubleClick Advertising Exchange builds on that heritage by bringing much-desired efficiency, transparency and control to the online advertising market.

How is it different from an ad network?

DoubleClick Advertising Exchange is a transaction platform, designed to match buyers and sellers of online advertising. Networks typically act on behalf of a buyer or seller to get the highest return or revenue respectively, using information proprietary to the network to increase yield.

Ad networks play an important role in DoubleClick Advertising Exchange, which brings together publishers, agencies, advertisers and ad networks in one open, transparent environment. DoubleClick Advertising Exchange provides all participants with the tools and controls needed to maximize return for every impression bought or sold.

About DoubleClick

DoubleClick is a global leader in digital marketing technology and services. From its position at the nerve center of digital marketing, DoubleClick provides unique insights and insider knowledge no one else can. Headquartered in New York, and with 17 offices and development hubs and 15 data centers worldwide, the company employs more than 1000 people. Learn more at www.doubleclick.com.



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