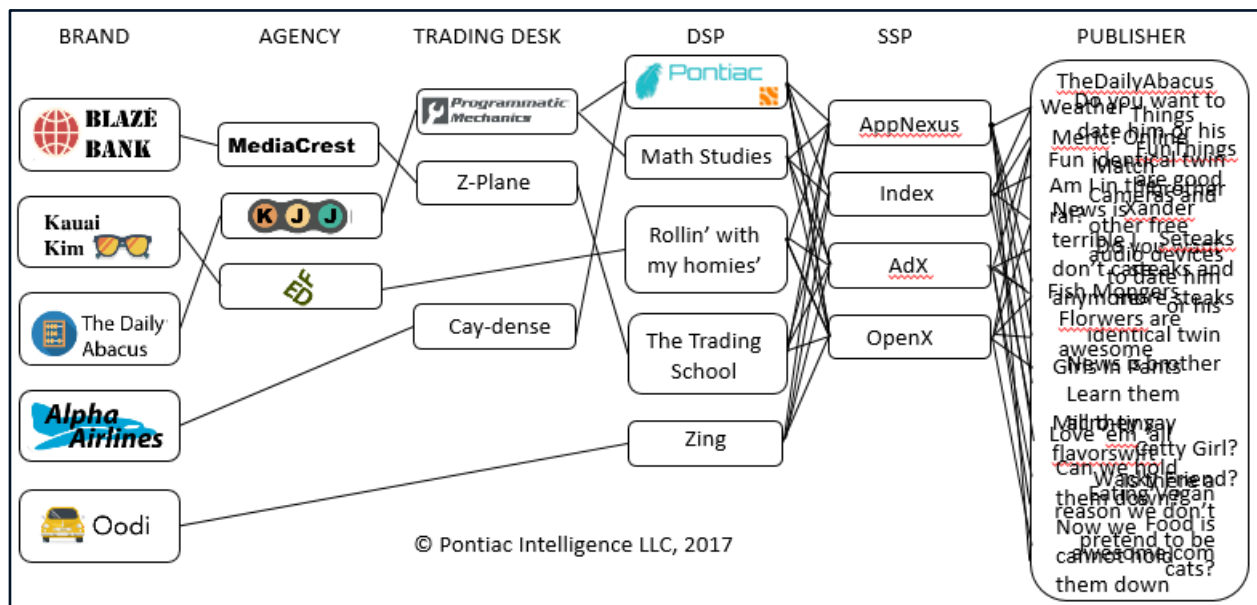


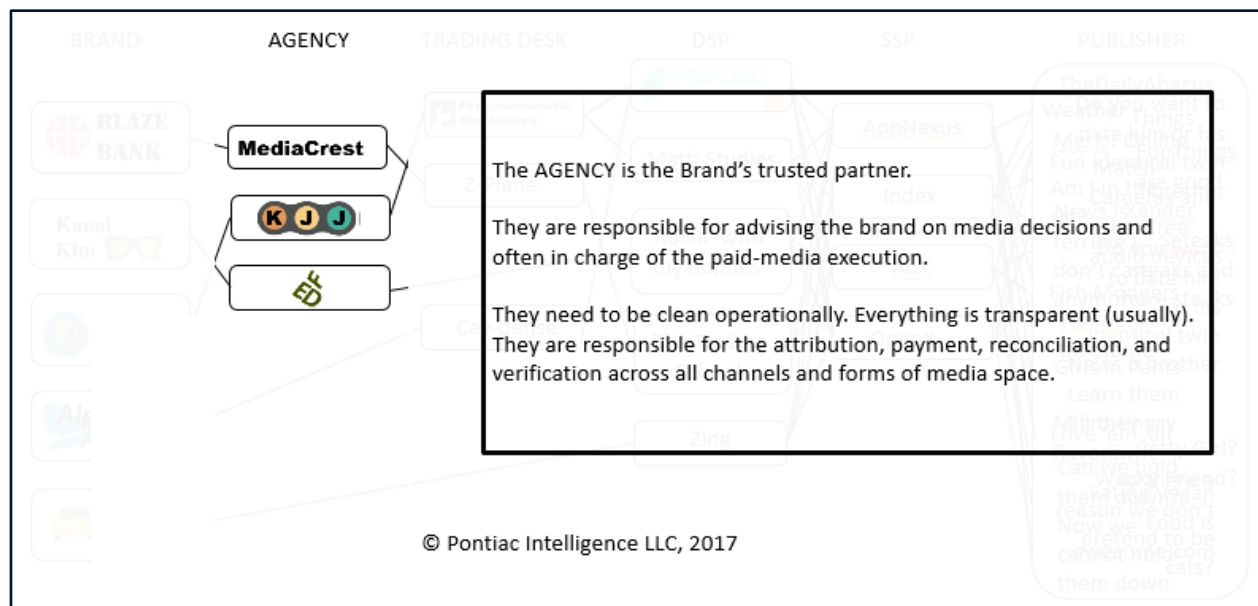
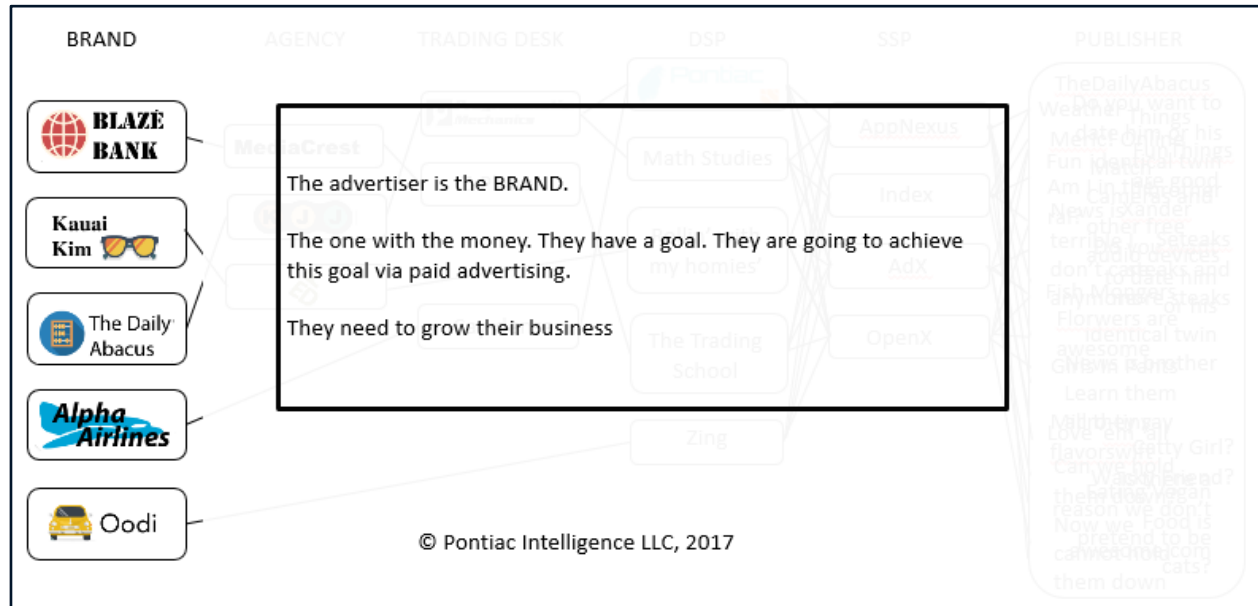
# How the Ad Exchange Works

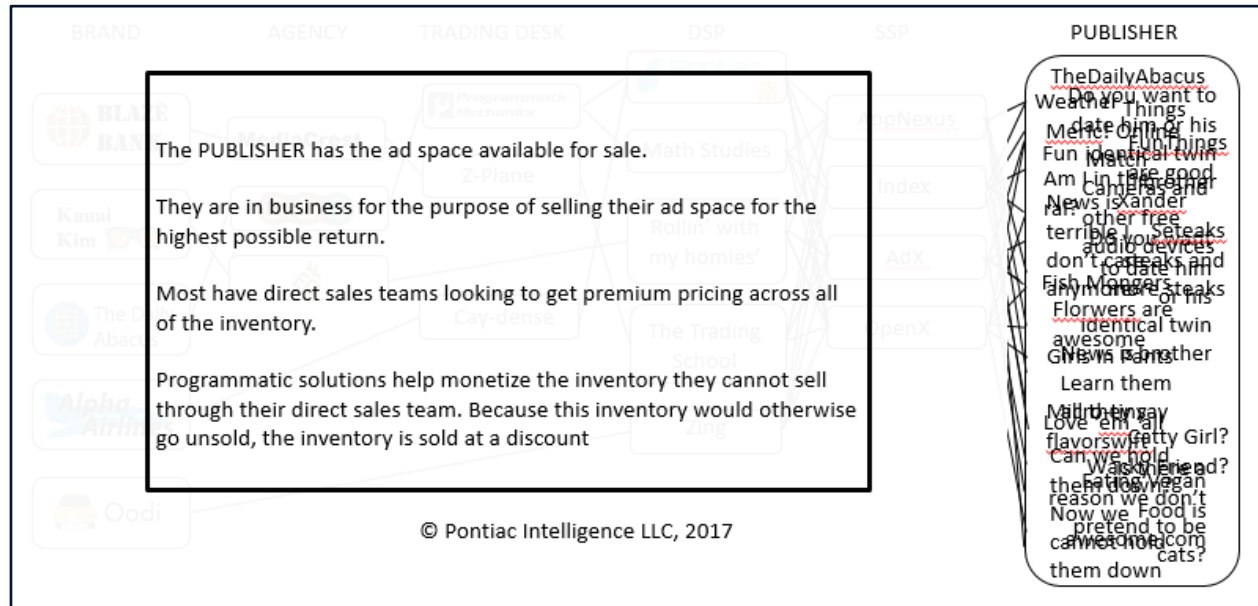
*This is the basic description of all players involved in the programmatic exchange ecosystem. Display, Native, Video and Mobile In-App ads all use the OPEN RTB exchanges to help monetize inventory.*

WE MADE UP THE COMPANIES BELOW. FOR COMMON SSPs and DSPs, Google it.

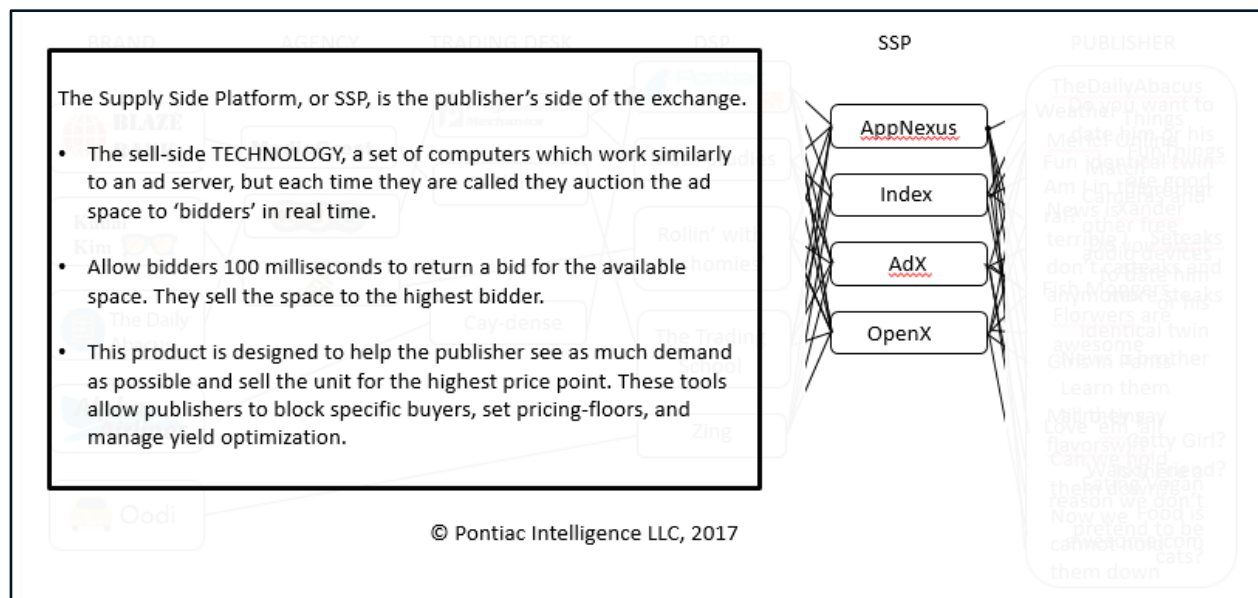


This is how we see the ecosystem.





The publishers are the parties with content, money and resources.



The DSP & SSP, or the “Exchange” is full of venture capital money and great technology minds, utilizing high speed processors and Hadoop capabilities across the web to create a fair and open auction environment.

See whitepapers for more detail on how the exchange works.