



Programmatic Advertising Opportunities for News Publishers

Matt Prohaska

with industry overview and case studies by Mark Toner



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Case Studies

Condé Nast, United States
The Dallas Morning News, United States
The Globe and Mail, Canada
Grupo de Diarios América, Latin America
Meredith Corp., United States
News Corp, Australia
The New York Times, United States
Schibsted Media Group, Norway
TMG, The Netherlands



Matt Prohaska is the CEO and principal of New York City-based Prohaska Consulting. His team of more than 25 offers strategy and tactics for publishers, ad tech, agencies, brands, and investors. Prior to re-opening Prohaska Consulting in February, 2014, Matt was the first programmatic advertising director of The New York Times, where he led the strategy to “Stage 4” (referenced in this report) selling and teaching The Times’ global sales team of 180 to sell programmatic themselves. As a result, The Times closed and launched more programmatic direct campaigns than any other publisher in the world during his time there.



Mark Toner is a freelance writer and editor based in Washington, D.C., USA. He has covered the newspaper industry, technology, and the Internet since 1995, and served as a writer and editor for the Newspaper Association of America’s Presstime and TechNews magazines.



About the International News Media Association (INMA)

INMA (www.inma.org) is a global community of market-leading news media companies reinventing how they engage audiences and grow revenue in a multi-media environment. The INMA community consists of 6,800+ executives at 600+ news media companies 80+ countries. Headquartered in Dallas, INMA has offices in San Salvador, São Paulo, Antwerp, and New Delhi.

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Executive Summary

If you wonder where programmatic advertising is going within the media industry, consider this: By 2019, we predict the word “programmatic” will be dropped. This will simply be known as “advertising.”

To those not in the trenches of digital advertising, the topic of programmatic advertising often is confined to real-time bidding (RTB). As we quickly discovered when researching this 70-page strategic report, RTB is simply the most visible point on the iceberg, as programmatic has now become much more than that single form of buying and selling.

We looked into the programmatic advertising best practices of 11 media companies, each of whom shared their experiences and advice:

Condé Nast, United States
The Dallas Morning News, United States
Dansk Udgivernetværk (Danish Publisher Network), Denmark
The Globe and Mail, Canada
Google and the Local Media Consortium
Grupo de Diarios América, Latin America
Meredith Corp., United States
News Corp Australia
The New York Times Co., United States
Schibsted Media Group, Norway
TMG, The Netherlands

INMA found 12 key takeaways from this research:

1. Programmatic is not just about real-time bidding (RTB). Even as programmatic grows, RTB won't capture all digital sales.
2. Programmatic is no longer a “race to the bottom.”

3. Publishers' data may be as valuable, if not in some cases more valuable, as their inventory.
4. Technology plus organisational adaptation drives programmatic's potential.
5. Programmatic is part of larger shifts in the digital advertising market.
6. Scale matters.
7. Despite scale, programmatic can also be executed well on the local front.
8. Partnerships matter and one partnership today may not be enough, or the right partnership, for the near future.
9. Publishers should ensure all digital sales (and potentially operations) personnel have an understanding and eventual command of programmatic capabilities.
10. Exchanges are where most, but not all, programmatic transactions take place.
11. Most publishers are still playing catch-up to advertisers and will until at least 2016.
12. The market is incredibly competitive and changing constantly and quickly.

Programmatic buying is a major evolution in the media industry's advertising future and the largest type of advertising spending found, across all media, in the world over the past five years. This will likely remain the case over the next five years. ■