



# INTRODUCTION TO THE BPA WORLDWIDE B2B MEDIA EXCHANGE

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## 1. Introducing BPA's B2B Media Exchange

BPA Worldwide has launched its B2B Media Exchange, a programmatic publisher collective, in order to help its publisher members make money in three distinct ways:

1. Providing access to programmatic national advertising budgets via the SSP's demand sources
2. Providing publishers with the ability to give programmatic access to current clients who use or would like to use programmatic
3. By leveraging the B2B Media Exchange as an audience extension product for direct advertisers

## 2. Why Programmatic Advertising

Programmatic is the dominant method for digital display advertising buys, capturing 70% of US digital display dollars (\$26B in US spend 2017) and 65% of all B2B marketers are buying programmatically. However, many B2B publishers either don't have the resources or scale necessary to individually manage programmatic relationships. This is also true of many consumer publishing companies who have recently joined forces to develop partnerships that help them together leverage the scale and reach necessary to generate more programmatic revenue and command more premium CPMs. In today's digital advertising world where Google and Facebook earn 60+% of all digital budgets combined globally, these individual publishers found that by joining forces, they can find new ways to compete in reach and impact for their marketer clients.

BPA understood the value of this tactic in the market and launched a listen and learn tour, visiting 50 publishers with at least three or more BPA brands and two-thirds of all publishers (237 brands) expressed interest in joining. BPA learned that most of its members were not currently selling programmatically so in order to preserve and expand the B2B publishers' cut of revenue as digital budgets shift, BPA created a new revenue opportunity for B2B publishers in the B2B Media Exchange.

## 3. Why Participate in BPA's B2B Media Exchange

BPA has a trusted reputation for ensuring quality standards for advertisers in the B2B market place. In order to help drive its members' success in the digital market, BPA will apply the same standards of quality and



integrity to ensuring that their members follow the industry standards and will provide advertisers with a pool of audited B2B media inventory that is brand safe and effectively reaches their target audiences.

BPA is also enabling its members to transact with their direct advertisers in an automated fashion, and, as a phase two initiative, will be developing a data cooperative with scale and enhanced insights as well. The core effort of the B2B Media Exchange is to help BPA members overcome the unique challenges B2B publishers have in a difficult-to-navigate and increasingly complex digital landscape. Publisher members can onboard into the B2B Media Exchange with no upfront capital to participate and can leverage the knowledge, technology and resources provided by BPA through the B2B Media Exchange. Publishers can then allow the SSP (the technology partner of the B2B Media Exchange) to monetize unsold inventory (meaning any ad impressions that are not monetized through a publisher's direct sales effort). Publishers can also transact with their direct advertisers in an automated fashion leveraging the SSP. By allowing the SSP to sell the B2B Media Exchange inventory, we are exposing publisher inventory to new advertisers via private exchange, as well as new programmatic advertising budgets. It also promotes automated buying and selling from publishers with audited, verified inventory, creating more transparency between buyers and sellers, leading to more business and better relationships with advertisers.

#### 4. The Requirements to Participate

Only audited, high quality inventory is allowed in the B2B Media Exchange platform. This means all publishers who wish to participate must pass a thorough site review that includes both technology and human review. The review will check for the following:

- Traffic Quality
- Non Human Traffic (NHT)
- Page Quality
- Brand Safety
- Social Presence
- Content Quality
- Site history
- Ad Clutter
- And More...

Once a publisher passes the requirements check and signs the necessary BPA and SSP MSAs, and agrees to the [Content Code of Ethics](#), they can begin onboarding. When domains have been fully vetted, publishers can begin flowing unsold inventory through the SSP for monetization. Publishers can also immediately transact with direct buyers who wish to trade programmatically.

#### 5. The Supply-Side Platform

The B2B Media Exchange's supply-side platform (SSP) aggregates publisher inventory and then exposes the inventory to demand side platforms that are looking to fulfill advertisers campaigns. These campaigns will have requirements that the demand-side platform (DSP) will try to match with the inventory flowing through the SSP. These campaign requirements can include an age or gender target, a specific content vertical, or a specific geographic location to name a few examples.

While the SSP exposes the inventory to the demand, publishers control the price of their inventory, the content verticals their inventory is included within, and who may buy their inventory. For example, a



publisher can decide they will accept no less than a \$70 CPM for a particular piece of inventory and they can block exposing the inventory from an advertiser who buys from them directly.

## 6. Roles and Responsibilities of the B2B Media Exchange

Within the B2B Media Exchange there are three (3) entities who participate in making the exchange a success: BPA, the SSP, and the Publisher. A publisher must enter into an agreement with both BPA and the SSP in order to participate. At a high level:

### **BPA is responsible for:**

- Ensuring for all marketing efforts to individual publishers
- Signing on publishers into the exchange
- Providing marketing collateral
- Setting audit standards
- Publisher support

### **SSP is responsible for:**

- Technical onboarding of publishers
- Marketing the B2B Media Exchange to their DSP partners
- Billing, payments, and collections
- Trafficking and campaign management for SSP-sold campaigns
- Publisher support

### **The Publisher is responsible for:**

- Supporting the technical implementation with SSP
- Marketing to direct advertisers
- Setting pricing for their inventory
- Managing advertiser block lists
- Credit checks and order entry for all self service direct campaigns or programmatic guaranteed deals
- Trafficking for all self service direct campaigns or programmatic guaranteed deals

## 7. Business Rules Overview

### **Packaging and Selling**

BPA B2B Media Exchange is packaged as audience segments, market categories and specific brand titles. Audience segments are pools of users, “Roofers” for example, that can be bundled across multiple publishers in the BPA marketplace. BPA has created marketplace categories which will be exposed by the SSP for buying. Publisher titles are categorized into one of [18 Market Categories which can be found here](#). In addition, these categories have been broken down into segments matching the SRDS classification. Publishers can declare for as many segments as their editorial serves.

The B2B Media Exchange is sold via several tracks: selling to DSPs; selling to agencies and marketers; and allowing publishers to sell direct to endemic and new advertising partners. Publishers can sell audience segments and categories across brands to demand sources within the B2B Media Exchange. Publishers



B2B Media Exchange

can set CPMs as high as they like but note that higher floors at individual publishers might create scarcity of supply. The bidder with the highest CPM bid wins the auction at \$0.01 above the second highest bid. For example, the second highest bid (buyer A) is \$10 and the highest bid is \$11 (buyer B), therefore, the winning CPM rate is \$10.01. The yield being exercised by the SSP team.

## Acceptable Ad Formats

The SSP accepts all standard IAB units. Remember when starting any new technology, simple is always better! The SSP platform capabilities for mobile display, desktop display, and pre-roll video. Only IAB compliant units, Universal Ad Package, or new ad portfolio are accepted (no custom units or other non-IAB standards accepted) and all ad units and positions should be HTML5 capable.

## Measurement

All publisher inventory is subject to measurement tools from the SSP, BPA and parties buying publisher inventory through the B2B Media Exchange. Measurement solutions should limit verification signals for Invalid Traffic and Viewability as to not create latency. Other verification signals might be added by Buyer. Viewability standards from the MRC are applied to PMP inventory per the MRC standard of viewability.

BPA Worldwide is in the business of auditing media and performing independent third-party verification; therefore, the B2B Media Exchange consists of premium quality, third-party screened inventory. All stakeholders will be subject to industry compliance programs where applicable including, but not limited to, DAA Ad Choices program, Trustworthy Accountability Group Registration and Certifications, Media Ratings Council Certifications, and IAB standards certifications. BPA reserves the right to request BPA third-party audits of any of the above certifications for stakeholders transacting in BPA PMP. BPA Publishers will be subjected during onboarding to the BPA verification and SSP Brand Safety checklists.