

# Media and Technology

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# Data is at the heart of GroupM – the world's biggest media buyer

- Our core purpose
  - the distribution of advertising messages for brands and businesses
- Applying data to:
  - understand market structures
  - forecast audience supply and advertiser demand in pursuit of better pricing
  - analyze marketing effectiveness
  - improve business outcomes

# We have applied it with success

- Market share leadership
  - In most of the world's largest markets
- Maintaining that share in digital media
  - Close to 100% share of client media spend in display and video including “gold standard” clients AT&T, Dell and COI
  - 70% share of client media spend in search
  - Successful development of proprietary technology and integration of 3<sup>rd</sup> party technology
- Increasing digital share of all media

# GroupM's Digital Share in 2009

	Digital as % of Media	Search as % of Digital
<b>EMEA</b>	11	19
<b>North America</b>	20	18
<b>Asia Pacific</b>	3.3	25
<b>LatAm</b>	6.3	5
<b>Global</b>	13	18.5



# A massive re-engineering effort

- Creation of a new model army
  - 25% of global workforce now digital specialists
- Custom business models developed by market to drive client advantage and GroupM revenues
- New revenue streams from performance pay and the assumption of risk

# Technology Is Evolving the Marketplace

- Inventory is unlimited as marginal costs of page views trend to zero
- Data allows for more sophisticated attribution models
- Markets are becoming real-time
- Audience and outcomes replacing context

# New partnerships, new organization

Exchanges	Demand-Side Platforms	Bid Management	Addressable TV
			
Social Media	Ad Verification	Data Warehousing	Web Analytics
			

# GroupM + MIG – What We Do Now

1. Collect and apply data to:
  - increase the value of inventory through behavioral targeting
  - predict, generate and capture consumer intent
2. Generate and measure actions and transactions through real time bidding and optimization
3. Build data and inventory marketplaces to the benefit of our clients and ourselves



# The MIG Builds WPP's Advertising Technology Platform



# Hundreds of Potential Technology Partners Clutter the Market



# ZAP Organizes the Ecosystem and Enables the GroupM Marketplace

## Networks & Exchanges



## Publishers



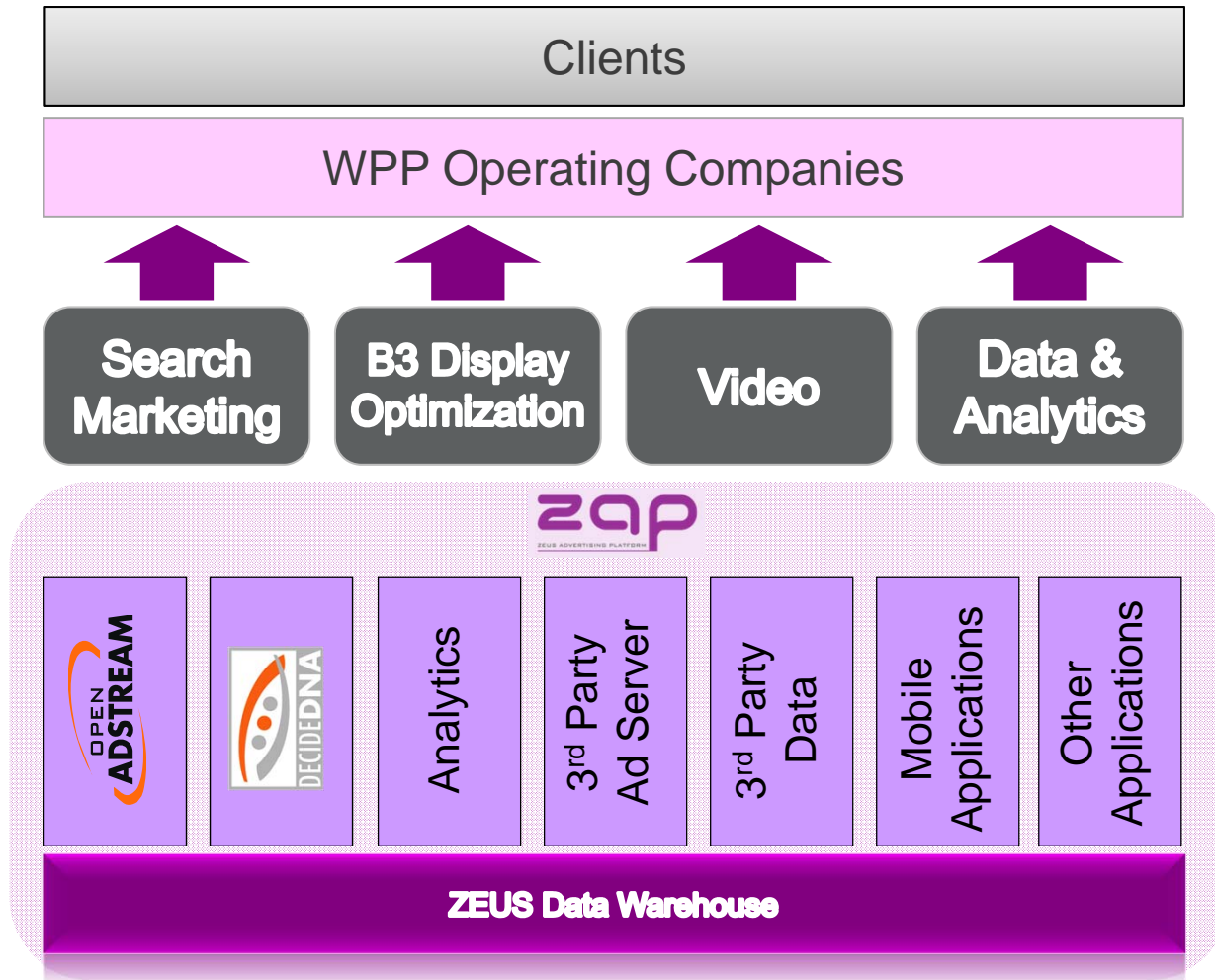
## Data Providers



## Technology Vendors



# ZAP Powers New Business Models



- ZAP currently manages over \$600M of spend
- ZAP integrates media and technology
- Unified agency interface with external technology companies
- Maximizes leverage over partners while providing operational flexibility
- Partners are interchangeable based on performance
- New revenue streams

# MIG Resolves Big Problems for Big Clients

Reach and Frequency Control



Audience Buying; performance and efficiency



Integrated Digital Advertising Platform



Weather Targeting



Brand Targeting and Measurement



Cross Media Analytics and Reporting



Exclusion Filtering



Pan-European Targeting and Optimization



User-level Analytics

