

The Ad Platform: The Next Phase of Programmatic Maturity?

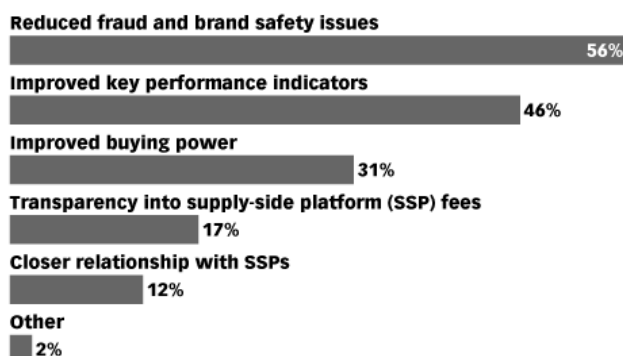
AUDIO |

eMarketer Editors

For years, advertisers and their partners have complained about a lack of transparency in programmatic transactions, leaving them open to a number of problems including outright fraud. Jeremy Steinberg, global head of ecosystem at MediaMath, joins host Nicole Perrin to discuss why accountability is still a challenge and how the supply chain can come together to create better, more mature programmatic markets.

Benefits of Implementing Supply Path Optimization According to US Media Professionals, Oct 2019

% of respondents



Note: respondents selected up to 3
Source: PubMatic and Digiday, "The State Of Supply Path Optimization: Progress And Impact In The US," Nov 19, 2019

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