

The Ad Platform: Understanding Google's Ad Tech Juggernaut

AUDIO

eMarketer Editors

eMarketer principal analyst Lauren Fisher joins fellow principal analyst Nicole Perrin to talk about recent coverage from The Wall Street Journal about how Google came to have the biggest digital ad business. Then they discuss ad tech consolidation and a handful of recent video-focused deals, including Roku's acquisition of DSP dataxu and Xandr's purchase of SSP Clypd.

Supply-Side Platforms (SSPs) US Publishers Use to Monetize Select Media Types, March 2019 % of respondents

	Display	Mobile	Video	Native
1.	Google Ad Manager 61%	Google Ad Manager 57%	Google Ad Manager 53%	Google Ad Manager 38%
2.	Amazon Publisher Services 37%	Amazon Publisher Services 43%	Amazon Publisher Services 27%	Amazon Publisher Services 19%
3.	AppNexus 34%	AppNexus 30%	OpenX 17%	AppNexus 11%
4.	OpenX 25%	OpenX 19%	AppNexus 15%	Rubicon 9%
5.	Rubicon 18%	Rubicon 17%	Rubicon 14%	Nativo 7%
6.	Oath Ad Platforms 15%	Oath Ad Platforms 11%	Oath Ad Platforms 7%	Oath Ad Platforms 7%
7.	-	-	-	OpenX 7%

Note: respondents involved in programmatic sales/operations for each media type
Source: Advertiser Perceptions, "SSP Report, Wave 3: 1H 2019," July 17, 2019

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