

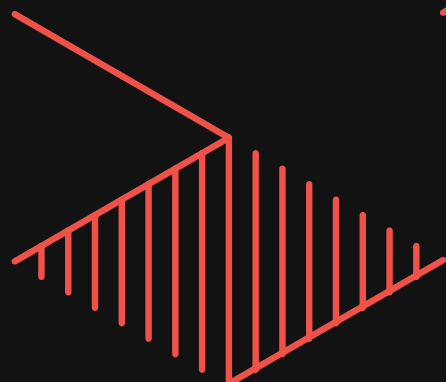
Xandr Connect

A new magazine covering the latest
technologies, thinking and collaborations
driving media & advertising



2020

London
Paris
Sydney
Hamburg
São Paulo
New York
Singapore



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Welcome

Welcome to the first issue of *Connect*. This magazine shares the evolving Xandr story but also that of our partners and our industry as a whole.

This has been a hard year, no doubt, but it has brought home some very simple truths: we're stronger through collaboration.

The progression of 2020 has been extraordinary by any measure; we might have already been seeing changes to both consumer behavior and that of brands, but this has only been accelerated.

Amid all the talk of Covid-19 and cookies, the advertising ecosystem is primed to evolve for the better. New technologies and emerging channels are giving advertisers prime access to their audiences, bringing more relevant messages in the right moments at scale. This, at a time when consumer behavior has arguably changed faster than ever before.

It's why Connected TV (CTV) is more relevant to advertisers than ever, and why they are looking to invest and 'connect' in premium and brand-safe environments.

Over the course of this publication you'll see research showing that relevance in advertising is vital – and crucially, advice on how you can ensure it for your brand; why CTV is a media powerhouse; the future of identity; and what 'convergence' should mean to you.

But this magazine is not just about information, education and inspiration. We've also scattered throughout nuggets of amusing and fascinating trivia about Xandr and our industry. Pay attention and you'll have the chance to win a great prize too!

News

Connected TV in Europe will Bring Increased ROI for Brands, Report Says

Europe:

Xandr, in partnership with the IAB Europe, released the findings of a region-wide industry survey on Connected TV in Europe. In the industry insider report, published in July, Xandr explored the primary opportunities and challenges of CTV advertising.

"Our research with the IAB Europe shows that with the development of best practices, industry standards and investment in education, CTV campaigns at scale will translate into an upward tick in ROI"

says Austin Scott, Head of Video Market Development EMEA, Xandr.

"Brands and agencies should recognise shifting consumer behaviour as an opportunity and evolve their spend strategy to reach audiences on their connected devices. Xandr is committed to sharing our learnings in the market as CTV adoption grows in Europe."

Amadeus and Xandr Join Forces to Optimize Travel Advertising

Spain:

Amadeus, a leading global travel technology company, joined forces with Xandr to help those in the travel sector create more targeted advertising campaigns.

Sol Freixa, Global Director for Travel Advertising Sales and Marketing, Travel Channels, Amadeus, says,

"Our customers can take their advertising to the next level and increase their messages beyond the Amadeus network, while Xandr's customers benefit from more information and tools to advertise within the travel sector. This enables Amadeus to provide a unique advertising offering that will ultimately improve the traveler experience."

Using Xandr Monetize, Amadeus will provide travellers with more dynamic and trip-contextualized ads within their travel documents and itineraries. Customers using Amadeus' advertising solutions – airlines, rail companies, cruises, car rental companies, and airports – will also benefit from shorter integration timelines for new channels, broader advertiser reach and an improved campaign management interface.

OMG Reports Less Waste and More Publisher Money with Marketplace Programmatic Launch Powered by Xandr

UK:

Omnicom Media Group introduces OMG Marketplace, leveraging the Xandr platform.

By isolating and reducing technology fees that are typically integrated into the supply-side process, OMG aims to increase the portion of clients' programmatic budget that makes its way to media owners, thus increasing the 'working media' component of a programmatic buy. This, in turn, should allow for online advertising to reach

better-quality media and for media buying to be more efficient.

SSPs are directly contracted by OMG via Xandr; publishers are paid directly by OMG instead of sequential SSP publishers; and a dedicated team at OMG curates custom publisher inventory.

OMG Marketplace is live in the Nordics, Spain, Germany and the UK. It expects to complete the global rollout, including in the US, in 2020.

Pluto TV Adopts Xandr SSP to Monetize CTV Inventory in Latin America

Latin America:

Pluto TV has made its CTV inventory available to Xandr buyers in Latin America through the company's strategic selling platform, Xandr Monetize. This includes the implementation of Prebid, which enables Pluto TV to access supply in a fair and transparent way, allowing them to monitor header bidding auction logic themselves, and ensuring they're receiving the highest possible yield on their inventory.

Also key to the success of the partnership is Pluto TV's ability to establish a direct relationship with buyers through Xandr's platform, as 95% of Pluto TV's monetization on the platform thus far has been established through deals with buyers on Xandr's DSP as well as third-party demand partners.

"Adopting Xandr's technology was the natural next step as we continue to focus on providing the most advanced advertising solutions across our premium inventory," says Felipe Cortelezzi, Director of AVOD Monetization & Operations, ViacomCBS, The Americas.

"We are thrilled on working with Xandr's technology to keep providing the most advanced advertising solutions across our premium inventory. Our monetization partners are a key part on our Pluto TV growth strategy."

Dentsu Curate – Dentsu Aegis Network's New Programmatic Supply Solution for Brands will Leverage Xandr's Technology Platform

Southeast Asia:

Dentsu Aegis Network and Xandr launched Dentsu Curate, a new programmatic supply solution from DAN built upon principles of quality and transparency for performance. Leveraging Xandr's technology platform, Dentsu Curate will be the first of its kind in APAC, marking the start of a new era in the evolution of programmatic.

With access, control, and transparency, Dentsu Curate can curate supply directly from publishers, which allows for media consolidation into a central marketplace while eliminating non-essential pass-throughs in the value chain. With added addressability through data partnerships, quality of inventory is further enhanced upon curation, giving greater ability to maximise efficiency of clients' working media. In Hong

Kong and Southeast Asia, Curate has driven upwards of 10% increase in viewability and 15% improvement in campaign performance.

"This is an important step in our advertising transformation journey. Dentsu Curate will further our commitment of driving increased business performance with improved media quality and transparency to our clients. The tech partnership with Xandr allows direct access to supply, enabling us to curate the best quality inventory at the best price for our clients," says Sunil Naryani, Vice-President of Commercials and Partnerships at Dentsu Aegis Network, Asia Pacific."

Xandr Focuses on Client Demands as it Invests in Swiss Market

Switzerland:

Xandr has announced further expansion into the Swiss market with the addition of Yasin Korkmaz, a new account lead based in Zurich. Korkmaz was appointed in October as Senior Account Manager to work on the buy-side and serve agencies and direct customers in this market.

Melanie Mura, director, agencies and marketers, Central Europe at Xandr, says:

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“The Swiss market has become more of a focus than ever for us at Xandr. With the hire of Korkmaz, we are able to focus on our buy-side customers and ensure further expansion in this region.”

DPG Media Adopts Xandr Ad Server

Netherlands:

European publisher DPG Media announced Xandr will be its ad server platform of record.

Starting October 2020, DPG Media made its publisher business available on Xandr Monetize, Xandr’s ad server, alongside the existing DPG Media magazine business (previously Sanoma Media Netherlands BV).

Stefan Havik, director of digital business development at DPG Media, says:

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“With the transition to Xandr, we expect to get more flexibility and further optimise the programmatic campaigns for our advertisers and agencies. Xandr’s functionalities fit seamlessly with our mission to create our own ecosystem.”

Xandr Announces a Strategic Partnership with Realytics to Enable Linear TV Campaign Buying

France:

Xandr and Realytics, a leader in TV-digital convergence, announced a strategic partnership providing Xandr’s French customers with access to Adkymia, the Realytics technology platform that enables buyers to run linear TV campaigns at scale in an automated fashion.

Through the partnership, buyers using Xandr Invest can access 80% of the French linear TV market offering, operate programmatic linear TV buying, as well as analyze and measure their campaigns on a performance basis.

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“We are proud to build this technological partnership with Xandr, a globally recognized player in the advertising market,” says Guillaume Belmas, CEO, Realytics.

“Through this partnership we are continuing our goal to unify and simplify the advertising market, enabling digital advertisers to add linear TV channels to their online video buying strategy within a single platform.”

Xandr’s Invest TV Platform Gains Momentum

US:

Xandr has announced growing engagement with its Invest TV platform by both advertisers and media companies, since its launch in March 2020. High-demand networks from A+E Networks® and Crown Media Family Networks are now participating in automated audience-based selling. Major brands are in planning, buying, and execution stages for multiple campaigns in which they have activated custom

audience segments across all Xandr’s programme partners.

Invest TV empowers buyers to activate unique audiences and achieve unified reach across today’s largest TV media owners – all through a streamlined, automated UI. The platform sits within the Xandr Invest buying product suite.



xandr Monetize

A strategic selling platform that provides holistic management controls, unique data, and differentiated buyer demand, Xandr Monetize enables media companies to unlock the full value of their inventory and improve the experience for their consumers.

<https://www.xandr.com/platform/monetize/>

Why We're Better, Together



Mike Welch
Head of Xandr

What a year. We all expected radical change in the premium advertising industry but none of us could have predicted this much, this fast. That's true of Xandr's business as it is for the ecosystem at large. So, let me take this opportunity to introduce you to the Xandr of today and tomorrow.

It's quite possible that your perception of us is primarily as a display advertising business, particularly in light of our acquisition of AppNexus some two years ago. Yet the reality is that Xandr in 2020 is very much a video-centric platform. We have prioritized our investments to center on video advertising, and that has paid off.

Our Connected TV business is exploding, with year-on-year growth in the mid-triple digits. Come next year, I expect video to surpass display in terms of spend share in the Xandr Marketplace.

Alongside that incredible growth in Connected TV, we are seeing strong performance from our data-driven TV linear platform, Invest TV.

This matters especially because our biggest opportunity in the next six months, and

that of the industry too, is the convergence of Connected TV and data-driven linear TV. The benefit to advertisers from the converged buying and selling of premium video is enormous: think of bringing a single target-audience to our Invest DSP, uploading a single budget and executing a single buy that provides de-duplicated reach and campaign reporting across both Connected TV and data-driven linear TV.

And we're seeing this progress not just in America, but across the globe; in fact, markets outside of the US are driving our growth. We know that when we invest in our international business, we get good returns, so you will see us continue to step on the gas next year.

These are exciting times for Xandr, although tinged by the anxiety and loss of the coronavirus pandemic. I'm proud of the

Xandr team as we have pivoted positively to rapidly-changing consumer behavior – some of which we see becoming established, some representing perhaps more short-term shifts.

This confluence of events means that more of us are staying home, just as Connected TV streaming services were already driving growth in viewership away from traditional TV. This has led to double-digit declines in ad revenues for traditional TV, and programmers have had to innovate around their data-driven linear TV solutions – many of which are now powered by our Invest TV platform.

It's said that necessity is the mother of innovation, and we're determined to help support our customers through these trends.

In fact, I have been so impressed and in awe of our employees and how they have adapted to the environment presented by the pandemic.

Collaboration is key to this, both internally and how we go to market. I'm a big believer in the adage 'a rising tide lifts all boats': this is not just about us but the industry at large. We're better, together.

One area in which working together is particularly critical is in bringing identity solutions to bear outside of the walled

gardens. In this case, as the only open end-to-end platform, we are uniquely positioned to work, internally and with partners, on a diversity of global identity solutions.

This mindset is also why we collaborated to bring an open standard header bidding solution to display inventory several years ago and are working on a similar open standard for OTT. It's why we dedicated our resources to help develop industry standards in the wake of the GDPR and why our new Partner Deals Curation capability is open to our partners, rather than being a proprietary solution.

Finally, it's why events such as Xandr Connect are so important: a chance to highlight our investments and priorities for 2021 and beyond, but also a chance to reconnect with our clients and partners. It has been a challenging year for us all, and we're thrilled to celebrate the growth we've seen despite the obstacles.

Looking forward, we intend to build on the extraordinary resilience we have shown this year and grow our authority as a leading player in both converged buying and selling. The marketplace that we're delivering will give advertisers a better way to connect with the audiences they want and need. I am excited for what we will accomplish together in the coming year.

How does a brand with more than 140 years under its belt invent the new normal? Considering our past and addressing the present, we took great care in building a new kind of advertising company that leads with curiosity and courage as we move toward the future.

Looking ahead requires an understanding of what came before. We took to the archives to reconnect with our roots, reintroducing ourselves to Alexander Graham Bell — the inventor and pioneer — to ask who he might be if he were empowered with the tools and technology of today.

The name 'Xandr' reflects our entrepreneurial spirit and dedication to using our history of innovation as the roadmap for propelling an industry forward.

Xandr Connect 2020

Amid a global pandemic, this year's Xandr Connect event took place virtually. Bringing together Xandr executives as well as industry thought leaders and peers, panels and discussions focused on the pressing challenges and opportunities in both television and digital advertising.

Featuring a diverse portfolio of global advertisers, premium media companies and data owners like Disney, Microsoft, Telefónica, InfoSum, Finecast and Globo, the week-long event covered topics spanning the changes in consumer habits that are altering

the premium video landscape; the emerging identity solutions to the deprecation of third-party cookies; the rise of marketplace curation; and the road to the convergence of linear TV and digital advertising.

Xandr Connect 2020 also saw the unveiling of the company's third annual Relevance Report. The report, which for the first time boasts insights from regions across Europe, Asia and Latin America, in addition to the US, explores how advertisers globally are ensuring that the campaigns they deliver are meeting their goals and consumers' preferences.

The event facilitated healthy discussion among key industry participants, leading to the development of new insights, ideas and initiatives. Following these in-depth discussions, a number of takeaways emerged, including:

- Privacy, identity and brand safety are top of mind for all industry participants.
- The notion of solving for the loss of third-party cookies is no more as players shift their focus to developing strategic identity solutions that enable publishers to maximize the value of their first-party data, and advertisers to meet their business goals and build consumer trust in digital advertising.
- The rapid growth and consumer adoption of CTV and OTT services presents an opportunity for advertisers as they look to engage viewers in a targeted and meaningful way.
- Convergence can often be a convoluted term, but at its core, it simply refers to our ability to reach and engage consumers across channels, formats and screens with a consistent message. It's how we achieve true convergence that will require collaboration across the media, advertising and technology industries.
- Curated marketplaces make it possible for market participants to easily build programmatic supply solutions with a broad array of features that combine proprietary assets, high-quality inventory and new levels of transparency at scale.

Did you know? The world's first electronic television was created by a 21 year old inventor named Philo Taylor Farnsworth, who had grown up in a house without electricity until he was 14 years old.



xandrInvest

A strategic buying platform built for the future of advertising, Xandr Invest drives efficiency, relevance, and engagement across screens with superior technology catapulted by data-driven insights.

<https://www.xandr.com/platform/invest/>

The Xandr Relevance Report: Benchmarking Consumer Trust in Advertising

Around the world, consumers value relevant advertising. Improving the ad experience for consumers is both an opportunity and a challenge for advertisers today - and arguably all the more important, as fluctuating Covid-19 restrictions change the way we live and work.

Now more than ever, advertisers must ensure they are serving the right message to the intended audience. The key to that is relevancy.

For the past two years, Xandr has surveyed US advertisers and consumers to better understand each respective party's needs and how they are meeting both their goals and consumers' expectations.

For the first time this year, Xandr expanded the scope of its research to cover industry insights across the globe. The report includes intel and perceptions from advertisers in France, Germany, the UK, Brazil and Australia, providing a global roadmap to delivering relevant and effective video advertising today (see full roadmap on page 14).

The Stakes Have Never Been Higher

Across the world, advertisers share many of the same industry challenges, chiefly the deprecation of third-party cookies and limiting use of device-based identifiers.

Advertisers globally cite creating a better ad experience for consumers as a top challenge facing the industry today. This is driven by changing media consumption habits and consumer privacy concerns.

Interestingly, in the UK, inadequate measurement tools rank as the chief concern, while ad blocking is considered one of three top challenges by advertisers in France.

Across markets, brand safety and ad fraud are least likely to be considered a top challenge. This suggests improvements in these areas industry-wide but also the current expectation that video advertising

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“Findings show that the most important steps to delivering a relevant video ad experience for consumers in each market are: reaching the right audience; delivering effective creative; and selecting media type.”

However, there is a significant disconnect between wanting to achieve these three steps and effectively doing so across each of the regions surveyed. For instance, in the US, 80% of those polled suggested that reaching the right audience was key, but only 21% thought that they had effectively achieved it.

Australia shows the biggest disparity in delivering effective creative, with only 19% believing that they had achieved it, against 75% believing it was key.

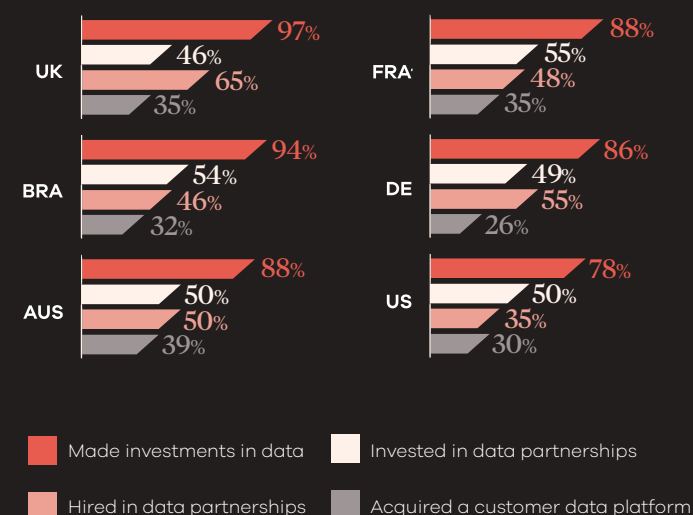
By leveraging accurate, reliable, and compliant data, advertisers will be able to meet their expectations for more relevant video advertising. We know the effective use of accurate, reliable, and compliant data allows advertisers to deliver relevant advertising and complete each of these steps with greater confidence.

partners will make brand-safe content available in a secure and transparent way.

With different data privacy regulations sweeping countries and continents, advertisers across regions have different perceptions of consumers' level of awareness on this issue:

- 64% of US advertisers believe consumers are at least moderately familiar with data privacy regulations
- This compares to just 38% in France, 49% in the UK and 50% in Germany, despite the introduction of GDPR two years ago
- In Australia, the figure is 44%
- Just 39% of Brazilian advertisers believe consumers are at least moderately familiar with the regulations

Within the last twelve months:



The Lockdown Lowdown

We have seen lockdowns accelerating already changing consumer behavior, simply because more of us are at home, for longer, and looking at screens.

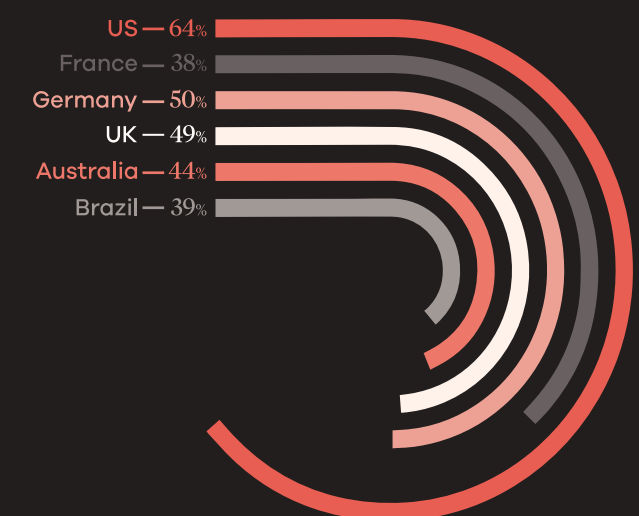
It is clear that consumers are met with an exponential number of different brand messages each day. With increasing pressure to justify return on ad spend, advertisers need to leverage their data and technology solutions to their best effect, both internally and externally.

While reported expertise varies across regions, most advertisers are confident in their knowledge of using data to create a more relevant advertising experience. For advertisers today, the priority is to enter into effective data partnerships and invest in talent.

The Moments that Matter

The key to effective marketing has always been about how advertisers meet a consumer need at the right moment in time and context. Digital media has upped the ante by allowing us unprecedented amounts of data. The challenge now is to leverage that data in the most effective, ethical and compliant ways. Do so, and we'll create better ad environments for our audiences and bring about better returns on investment for our brands.

Consumers are at Least Moderately Familiar with Data Privacy Regulations (% agree)



The Relevance Roadmap: Three Key Steps for Success

The Relevance Report can be read in full [here](#). Its findings have helped us develop a three-point roadmap that will help advertisers drive relevance in 2021 and beyond.

Companies looking to better connect with

their customers should: activate audiences across screens by integrating first-party data and scaled identity solutions; optimize campaigns based on accurate, compliant and reliable insights; and measure effectiveness against real-life outcomes.

The Right Audience

The road to relevance begins with reaching the right audience. Across most regions, at least half of advertisers are using precise targeting to deliver more relevant video ads, and in France and Brazil, it's nearly two-thirds. Germany, where just 48% are using precision targeting to make ads more relevant, proves to be the exception as they rely more on customer segmentation.

Across all other markets, at least three in five advertisers report being at least moderately satisfied with their targeting precision or ability to meet specific audiences based on data inputs.

Campaign Optimization

Currently, few advertisers are very satisfied with their ability to optimize campaigns successfully and they consider the data sources presently available for in-flight campaign optimization to be good, but they do not meet the standard for excellence.

The ability to optimize campaigns based on reliable data outputs is closely associated with relevance and is top-of-mind for advertisers today. For instance, 58% of advertisers in France say access to reporting data for optimization is a key concern with their video inventory supply path.

Video completion rate and viewability are the two KPIs most likely to be measured against and optimized for, but advertisers demand flexibility as they continue to experiment with CTV, and the lines between television and digital video become increasingly converged. Advanced customization for campaign optimization is a leading consideration when advertisers select their video platform partner.

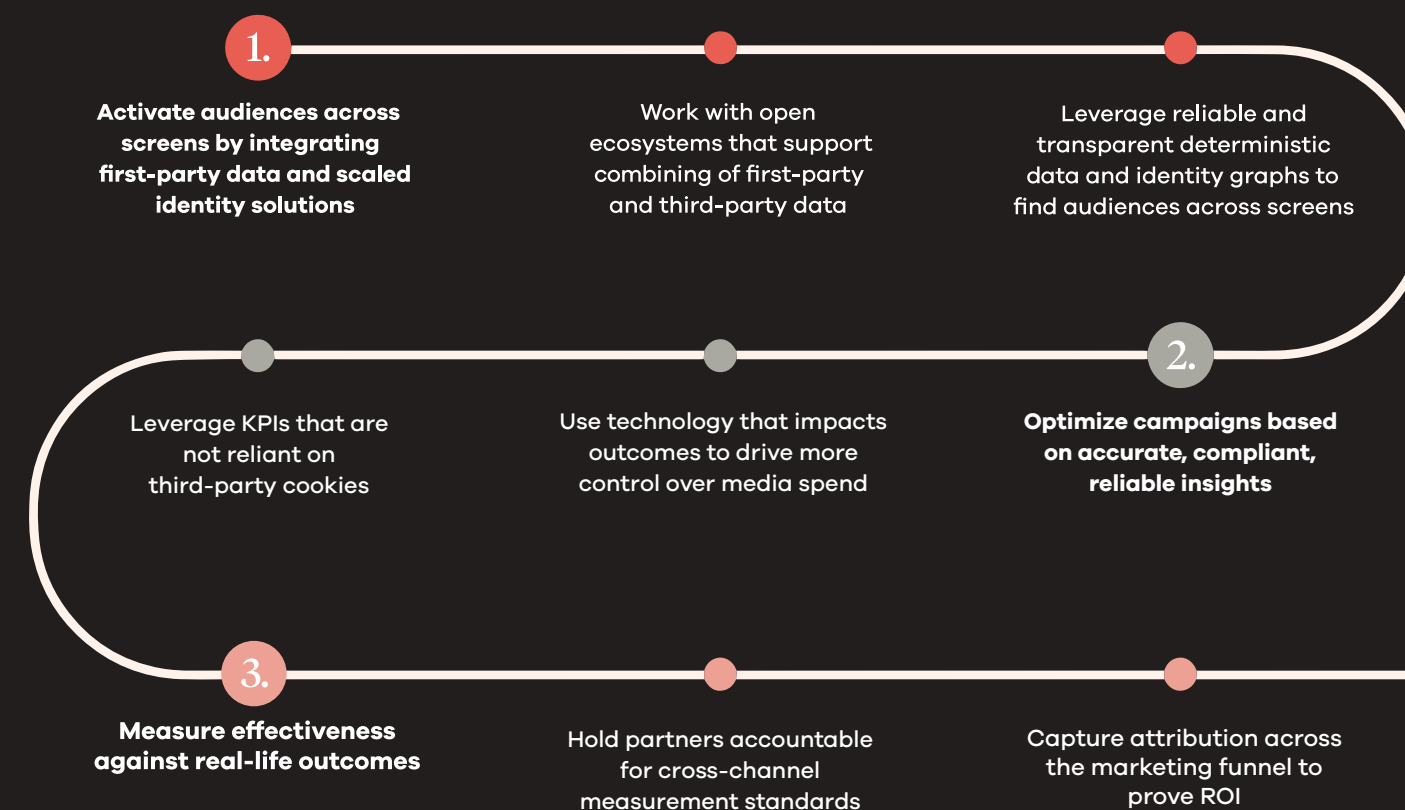
Measuring Effectiveness

Relevance, in the context of reaching the right audience and optimizing against KPIs, has become a success metric that needs to be proven through post-campaign measurement and attribution. Only 23% of US advertisers are very satisfied with their measurement solutions and the picture is worse still across the other markets polled, with the UK at 23%, France 21%, Germany 20%, Australia 19% and Brazil at 17%.

However, while a lack of standard cross-screen measurement may challenge converged video advertising strategies, it is not generally considered a major obstacle in the effective use of data. This could point to weaker expectations across markets today as advertisers continue to determine the value and success of converged video advertising.

The demise of third-party cookies and device-based identifiers will move the conversation forward. Advertising must be able to prove its worth and attribution, or the ability to associate ad exposures to real-life actions or KPIs, will become even more important.

Roadmap for Driving Relevance in 2021 and Beyond



Why this Matters: Charlotte Lipman, Senior Manager, Business Intelligence

For the last two years we have polled US consumers to discover that audiences value and appreciate relevant advertising. We know they are not likely to engage with adverts that interrupt their time with media or appear too frequently. They appreciate adverts that tell them something new and make sense within the context of what they are watching.

These are common – and universal – themes. This year, for the first time, and in response to shifting marketplace dynamics,

we set out to understand how advertisers globally are delivering on relevance today. We wanted to see how, in key markets, data is being used to deliver more effective advertising. Our goal was to use these learnings to present a roadmap to relevance in 2021 and beyond.

The report in full, and our three key steps to achieving relevance can be read online.

Here, in short, is why it matters.

Data is the Key

Over the last two years, our research has been instructional and supportive of the fact that consumers do value a relevant advertising experience.

This is particularly pertinent today. Over the past year, the global pandemic has shown that creative must be relevant in the moments that matter. Most advertisers report that the ability to swap out creative while a campaign is in flight has become more important since the onset of Covid-19. It's crucial that effective creative is delivered to the intended audience whenever and wherever they are watching.

But how are advertisers doing this today? We know the answer is data but there is no playbook for its most effective or compliant use. Advertisers are using data to create more relevant ads while simultaneously considering how they future-proof for a more regulated and privacy-focused advertising environment.

We see that even in times of increased uncertainty and complicated economies, advertisers understand the need to invest in data, and have done so overwhelmingly in the past year. In the immediate future, advertisers are going to be evaluating those investments, chiefly their data partnerships, while also hiring in talent that is highly skilled in using data effectively.

Data-driven advertising is a term used fluidly across the industry, but we have to consider the nuances. Applying data across the entire campaign lifecycle requires focused strategies and clear evaluation of the data. Inputs need to be accurate, reliable and compliant with the current consumer privacy regulations so that outputs are valid. Effective data use is not just reaching the right audience or rendering the ROI but doing all of the above in a compliant manner.

Regulations across states, countries, regions, and continents do make the advanced advertising landscape more challenging, but also offer advertisers the opportunity to champion consumer data privacy. The environment is ripe for innovation and mature, reliable identity solutions are likely to emerge. And that, in turn, will make advertising – powered by rich, first-party data – more relevant and wanted by consumers.

But it's not something any one party can do alone; collaboration among buyers and sellers is key. Advertisers need to work with dependable media and programmatic platform partners to integrate various data sources, most importantly their first-party data, to reach the right audience. This requires use of an open ecosystem to establish a unified approach to identity without the use of cookies and device-based IDs.

Advertisers will also need to hold their partners accountable for reporting insights and cross-screen measurement solutions that prove relevance and effectiveness. When we look to the future of the advertising industry globally, it will be increasingly consumer-led and dependent on trusted, transparent partnerships.

The Relevance Report

The first ever global Relevance Report examines how advertisers around the world are evolving campaign strategies to meet business goals as well as the new and growing needs of consumers.

<https://www.xandr.com/relevance>



2020 Relevance Roadmap

For its 2020 Relevance Report, Xandr partnered with Advertiser Perceptions to survey advertisers globally on how they are thinking about using data to make ads more relevant today.

KEY

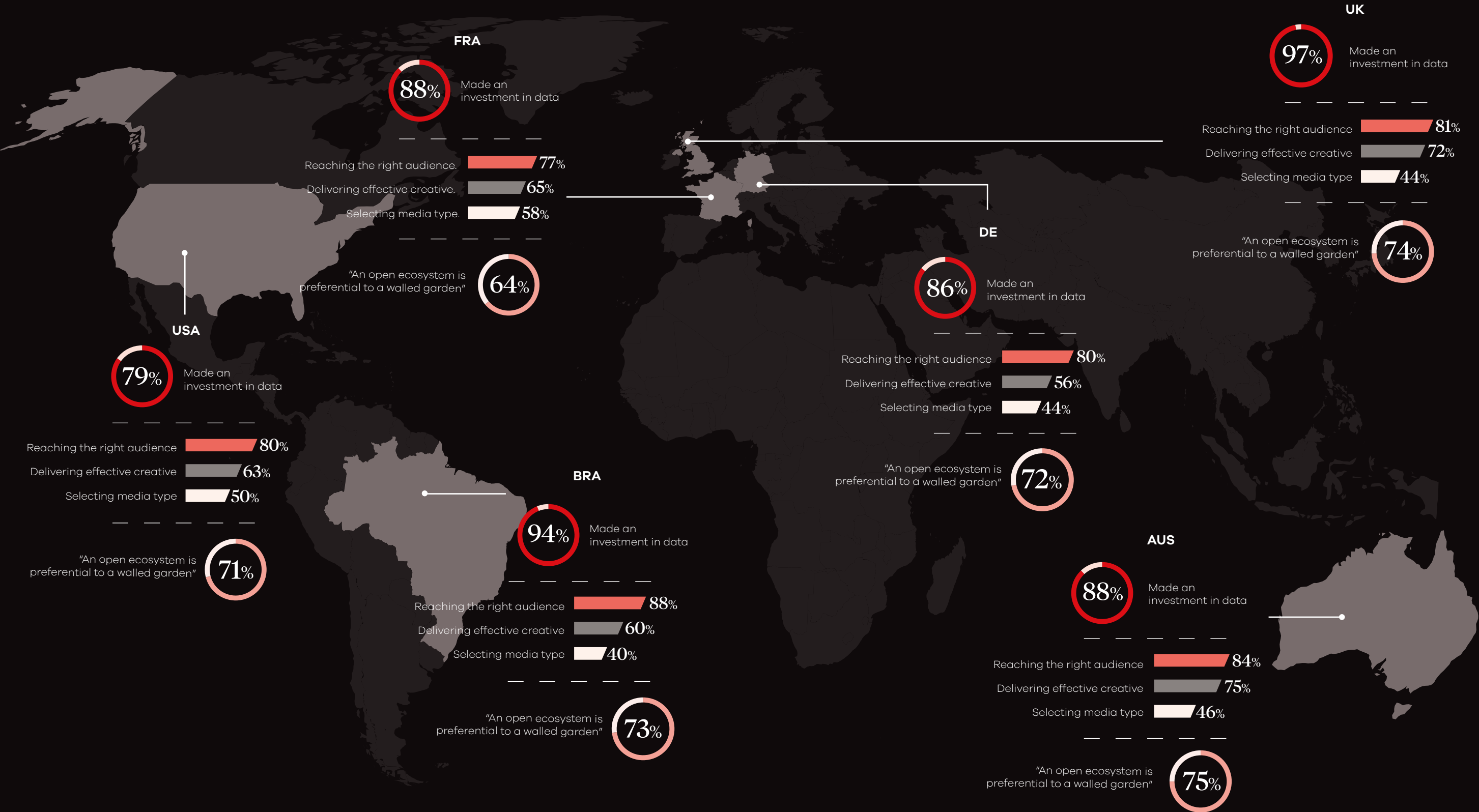
%

What was the priority over the last twelve months for advertisers to create a more relevant ad experience?

What are the most important steps to delivering a relevant video ad experience?

%

What are advertisers perceptions on how technology impacts campaign outcomes?



Convergence: The Future of Advertising is Already Here

The principles of marketing have changed little since the early 1700s, when the first property advertisement was circulated in The Boston News-Letter.

Fast-forward to 1994 when AT&T purchased the first digital banner ad on HotWired.com and, following its success, led with the introduction of targeted ads (specifically on consumer demographics) the following year. Then came Google (1998), Facebook (2004), YouTube (2005), Twitter (2006) and the reinvention of programmatic advertising from a means of selling surplus, low quality inventory to the de facto trading mechanism of today.

Then - and now - advertisers looked to engage the right person at the right time, and with the right message. What has changed is the complexity and the speed at which consumer behaviour is changing, itself a manifestation of the rate of technological advances.

The world today has arguably never been more global, or local, as advances in technology open it up to customers and give advertisers the chance to personalize messages at scale.

As the lines between TV and digital continue

to blur, how can we navigate this new path to ensure success for both the industry and the consumer when TV's modus operandi is no longer fit for purpose?

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Consider that TV has been 'digital' in most of the world for a number of years. US Federal law required full-power analog TV broadcasts to cease by June 2009; in the UK digital terrestrial switchover completed in 2012 and Australia the year afterwards.

Many now point to convergence as the answer for the future. Perhaps one of the most prevalent buzzwords in advertising today, convergence simply refers to our ability to reach and engage consumers across channels, formats and screens with a consistent message.

So, how do we achieve convergence?

One way to engage consumers consistently in our ever-more-complex media and technology landscape is to unify and automate the planning, activation, measurement and attribution of audience-driven premium video advertising.

Let's explore how that's done.

Did you know? Xandr's parent company AT&T bought the world's first digital banner ad on HotWired.com in 1994 for the princely sum of \$30,000 to run across three months. From here, the term 'banner advertising' was coined. The ad produced click-through rates of 44% (in 2019, the average click-through rate of a display ad was just 0.35%) and showed publishers the potential value of advertising in keeping content free-to-view.



Planning

Traditional TV buys are overwhelmingly manual and planned many months in advance; conversely, digital buyers usually plan their campaigns days, weeks and sometimes even hours in advance. Clearly, these are two very different approaches, and also evidence of the underlying nuances of TV and digital supply-and-demand economics. However, next-generation platforms can provide buyers with the consistency to design and understand the composition of target segmentation, as well as the ability to forecast factors such as spend, reach and measurement consistently across formats.

Activation

TV buying is traditionally a manual, time-intensive process. To bring a converged platform to life and enable sufficient scale, workflow automation is needed. An end-to-end workflow that consists of planning, negotiation, submission of orders, campaign execution, reporting and verification and

As new platforms provide a more universal view of audiences across channels, media owners also have an important role to play. Digital video publishers need to ensure inventory is of the highest quality, limited in quantity, and consistent with the most engaging, non-interruptive formats. Year after year we see that the price of TV advertising rises, even as viewership declines. Digital publishers can learn from TV's ability to maintain quality and scarcity, which will accelerate the adoption of cross-channel planning.

when relevant, attribution, can account for this series of manual processes. A converged platform must take these principles and apply them uniformly across linear and digital workflows, ranging from upfront guaranteed to negotiated access to RTB.

Measurement

Right now, measurement is possibly the most volatile factor in advertising. This is particularly true in digital — because it is most often bought and sold in real time, it is highly variable and tends to fluctuate. When it comes to TV, inventory is usually bought in a guaranteed fashion, meaning there are

fixed prices and impressions bought upfront. Still, discrepancies remain as measurement systems, targeting methods and reporting vary across formats and approaches. A converged platform means unification and deduplication of insights, results and optimization across all media formats.

Attribution

In a world where advertising must increasingly prove its worth, marketers are looking to demonstrate outcomes and validate return on ad spend. Increasingly, advanced data and technology solutions are applying large volumes of first-party data, in a secure, privacy-compliant way, to understand audiences, build segmentation, and measure performance.

Where TV buyers have historically relied on traditional age and gender demographics, a converged platform must be able to define unique audiences and associate ad exposure to real-world outcomes or KPIs. As technology progresses, an advanced platform can use these learnings to inform and optimize future campaign design.

\$185.6bn the size of the global digital video advertising market by 2026, according to ResearchAndMarkets.com

200m smart TV sets around the world in 2019

14.3m the number of UK homes with at least one streaming subscription in Q4 2019

40 the percentage of adults in US TV households who watch video on a TV via a connected device daily - compared to 29% in 2018 and 1% in 2019



Quick Look: Convergence around the world

Xandr partnered with Advertiser Perceptions to conduct 15-minute online questionnaires in France, Germany, the UK, Australia and Brazil, in order to understand how agencies and brand-side digital video decision-makers are activating, prioritizing and thinking about their use of data today.

- There is no universal consensus on what 'convergence' means but most believe it is the 'coming together of audiences across screens', polling 38% in France; 41% in Germany and Brazil and 42% in Australia. The UK still had this definition top but just a third (33%) thought it the closest terminology to explain convergence.
- At 31%, UK agency executives and marketers deemed the best definition as 'the combination of TV and digital video inventory', the same as in Germany. One-third of Brazilians polled thought the same, with France at 17% and Australia at 16%.
- 'The ability to buy inventory like digital audio, digital OOH and CTV' was deemed the best definition for 29% of those in France, 19% in Australia, 16% in Germany, 15% in the UK and just 14% of Brazilians.
- In Australia, almost a quarter of those surveyed (23%) said they did not use the term at all, followed by 21% of Brits, 16% of French and 12% each of Germans and Brazilians.

CTV: TV's New Golden Age

Attractive and impactful, Connected TV (CTV) is the best of both the internet and TV - the effectiveness of full-screen, leaned-in TV, plus the choice, targetability and measurement capabilities of digital.

While linear consumption declines, digital technology is transforming traditional media, thanks to a burgeoning range of internet-connected viewing devices and new TV services.

Viewers of over-the-top (OTT) TV services - the overarching term for streaming

advertising, encompassing TV everywhere, subscription video on demand (SVOD), advertising-based video on demand (AVOD) and CTV - are forecast to reach 2.9 billion by 2025, up from 1.8 billion in 2017.¹

While consumers' budget constraints may limit their total number of SVOD subscriptions, appetite for content is nevertheless great. Therefore, some consumers will augment their SVOD viewing with AVOD offerings. An emerging plethora of ad-supported rivals means the OTT opportunity is wide open to advertisers.

Best of both

Those opportunities are several fold. CTV promises all the benefits of modern digital advertising:

- Precision ad targeting based on a variety of data signals.
- Frequency-capping to avoid excess and off-putting ad exposures.
- Using on-device measurement rather than panels, combined with multi-device consumer profiles, attribution from ad exposure to viewer outcomes like website or retail store visitation.
- Using software rather than manual processes, the agility and data to make faster, insight-driven optimised buying decisions, rather than the old world of insertion orders. For CTV specifically there is an additional option to also use automated self-served solutions to make faster, insight-driven optimized buying decisions.

But all this is on offer, for the first time, on television, still the most impactful screen in the house:

- Viewer attention is on by default. In a world of distraction, CTV viewers are engaged and attentive - after all, they actively choose what to watch on-demand, while ads tend to be unskippable, meaning CTV boasts completion rates of more than 90%.
- Digital advertisers have salivated over TV capabilities for years - full-screen, high-quality creative, in formats familiar to digital video buyers, but packaged against the world's most engaging television content.

Did you know? The world's most expensive advert is reputedly Chanel's 'The Film', which in 2004 cost an estimated \$33m. The three-minute ad featured Nicole Kidman, was directed by Baz Luhrmann and debuted in movie theaters showing Bridget Jones: The Edge of Reason

¹ Statista "OTT Video" forecast - <https://www.statista.com/outlook/21120/100/ott-video/worldwide>



A Growing Trend

No wonder, then, that ad buyers are taking such a keen interest. In the US, where TV is a \$72 billion advertising medium¹, eMarketer forecasts Connected TV spending will reach \$10.81 billion by 2021¹ - that is up by 56% from 2020 and represents 15% of the TV total.

Research carried out by Xandr and IAB Europe among advertisers, agencies and trading desks, shows that nearly nine in 10 (86%) respondents plan to increase investment in CTV within the next 18 to 24 months. Of those planning to invest more, nearly half (47%) are aiming to increase budgets by more than 30%.

Meanwhile, CTV is opening up the viability of TV advertising to a range of smaller brands that, previously, were locked out of the opportunity, whether by absence of return-on-investment proof or by their inability to find a specific audience in linear.

It's clear, then - those involved in planning and buying digital television campaigns now need to look at how they can deploy data-driven, precision-targeting strategies.

And that means navigating CTV's friction as well as its freedom.

Australia

Australia is an advanced connected TV market where main broadcasters' content is dominant and where several industry-wide initiatives are helping reduce fragmentation, smoothing advertisers' path to buying across the range of services.

Forty-five percent of Australians over the age of 14 years have viewed content on a connected television and 30% are doing so daily, according to iAB Australia data. Consumption happens mostly on smart TV sets.

Brazil

Brazil is, as yet, a young CTV market, where subscription services dominate the streaming space despite a consumer preference for free content, limiting OTT inventory. But the market is primed for early adopters to make a big impact as new services light up.

France

France was a pioneer in internet-delivered TV - but a paucity of OTT TV apps plus a long-running legal block on targeted TV ads makes connected TV a unique proposition to navigate here.

Germany

CTV users are expected to reach 52.3 million in Germany by 2024, according to eMarketer - up from 48.1 million in 2020 - that is 62.7% of the population!

LATAM

Unusually, some broadcasters in the region have historically placed their programming on YouTube, while video consumption has been suppressed by Latin America broadband penetration of only around 50%. The arrival of premium AVOD services like Pluto, with extensive CTV capabilities, is likely to drive the market forward.

Mexico

EMarketer predicts OTT SVOD viewers will grow from 34.3 million in 2020 to 48.3 million in 2024.

UK

Connected TV has been gaining momentum but due to the effects of COVID-19 its popularity has sky rocketed and brands need to ensure they can keep up. From an advertising perspective the high-growth, high-CPM CTV market instills great confidence in finding target audiences. EMarketer forecasts UK connected TV users growing to 40.9 million in 2020. The COVID-19 pandemic has strengthened the impact of SVOD services. Some 53% of homes already took an SVOD beforehand, and the early-2020 lockdown added three million new subscribers.

US

Some 7.5% of US pay-TV households are expected to "cut the cord" from traditional cable or satellite packages in 2020. Many are moving a new wave of over-the-top streaming services. Such services accounted for 25% of all US TV-viewing minutes during Q2 2020, according to Nielsen's Streaming Meter. Whilst subscription is booming, advertising is playing a growing role in CTV, as networks and new AVOD services find their own demand. EMarketer estimates CTV ad spending will reach \$10.81 billion in the US in 2021 - up 56% from two years earlier, and representing around 15% of total US TV ad spending.



Coming Soon

CTV Guide

Inclusive of insights from leading TV and digital players, Xandr's CTV guide provides a comprehensive overview of the similarities and nuances of CTV around the world as well as the collective opportunities that this new landscape brings to the digital advertising industry.



Crisis? What crisis? ‘Identity’ is evolving for the better

Why the demise of the third-party tracking cookie will ultimately lead to better advertising

As all the major browsers communicate plans and timelines for deprecating third-party cookies, anxiety continues to grow among advertisers that are increasingly looking for ways to engage valuable customers on a one-to-one basis.

These technical changes will benefit consumer privacy and are aligned with recent laws and regulatory guidance intended to do the same. GDPR has drawn people's attention not only to the value of their data but also their right to protect how it is being collected and used. Similar regulations such as CCPA and the Brazilian General Data Protection Law (Lei Geral de Proteção de Dados Pessoais, or LGPD) signify a global shift in this direction.

The mandate to evolve presents the advertising ecosystem with both a challenge and an opportunity to champion privacy while finding new and innovative ways to provide marketers and consumers with relevant, targeted ad experiences.

So, it's really not about solving for the loss of third-party cookies or creating workarounds but determining the best path forward, investing and partnering to develop strategic identity solutions that allow publishers to maximize the value of their first-party data, help advertisers meet their business goals and build consumer trust in digital advertising.

This problem-solving only opens doors for industry participants, and aligns well with our strategy and mission at Xandr. Collaborating with leaders across our company on day-to-day strategy and planning, it's clear that there are key learnings and steps to consider as a future without third-party cookies quickly approaches.

However, as the future plays out, strategy should always center around a core dedication to developing solutions that create better, more personalized experiences for consumers, while continuing to fund free, quality content through advertising.

Did you know? The term “cookie” was coined by web-browser programmer Lou Montulli. It was derived from the term “magic cookie”, a packet of data a program receives and sends back unchanged, itself derived from a fortune cookie - a biscuit with an embedded message. Magic cookies were already used in computing when Montulli had the idea of using them in web communications in 1994.



Four Steps to Thriving Without Third-Party Cookies

1. Understand regulations and what they mean for you

With regulatory changes emerging and evolving across the world, it's important to understand the impact to your existing data collection and use policies, as well as to assess new policies to be implemented as a result.

These new regulations must be considered and prioritized when developing your company strategy, especially for businesses that span states, regions, and counties. Working closely with industry bodies like the IAB can be helpful to better understand the implications of new rules and how peers in the industry are reacting. In many cases, this leads to collaboration, consistency, and ultimately, a more successful strategy.

2. Maximize the value of first-party data

The move away from third-party cookies will further increase the focus on maximizing the value of first-party data insights derived from direct to consumer touchpoints. First-party insights are key to facilitating a better view of audience identity between publishers and advertisers, as well as a source of truth for privacy-safe solutions.

Solutions that enable users to harness first-party data while maintaining consumer trust and helping to address privacy and regulatory constraints that impact the industry will be key. That's why we've made a minority investment in InfoSum, a data onboarding and analytics technology provider that enables direct connectivity of first-party data sources between advertisers, platforms, and publishers for discovery, matching, analysis and activation, all in a privacy-safe way. Critically, the platform ensures the non-movement of sensitive data (i.e. PII), meaning such information is never exposed to external sources.

Enabling the flow of data and insights between advertisers, media companies and technology platforms in a way that's compliant with CCPA, GDPR and other regional regulations, while returning audience match rates and analytics almost instantly, is a unique capability that will be necessary for the advancement of advertising.

3. Evaluate alternative engagement models

There is no doubt that identity is key to powering relevant advertising. Even basic ad serving features like frequency and recency control, which improve the consumer experience, are not possible without understanding a user's identity. Connecting more relevant ads to users is part and parcel to making advertising a better experience overall, however doing so in a privacy-safe way can be a challenge.

Models like contextual targeting, which has been around since the start of programmatic, are re-emerging as a method of choice for advertisers to provide a good user experience for potential customers. Not only does contextual targeting enable advertisers to reach audiences based on context, or categories of interest, rather than IDs, but it also supports a continued stream of advertising revenue that is essential for publishers on the bounds of privacy regulations.

Widely proven to help brands maintain the relevancy of their advertising to consumers, the accuracy and precision of contextual will only increase as technology continues to evolve. The better a platform can understand the true context of a page, the better the ad match, and thus, the better the consumer experience.

4. Diversify formats

In order to maximize media spend in a world without cookies, buyers need to diversify and expand the formats in which they share their message. Mediums and channels that aren't reliant on browser-based cookies, including CTV, digital out-of-home, addressable TV and data-driven linear TV, are continuing to grow – especially as viewing habits have shifted during Covid-19 – and are a safe bet for advertisers looking to engage relevant audiences across screens.

Long-form video offerings with high engagement will grow in importance, and buying strategies such as programmatic guaranteed, which enables buyers to easily reserve access to premium supply through a consolidated buying platform, will grow as the preferred transaction method.

Partner Q&A

SHOWHEROES

Dennis Kirschner, CMO

What are you most excited about in the year ahead in CTV?

We're excited about the opportunity to engage with a wider audience and grow this market even further. We want to empower every advertiser to participate in the digital TV ecosystem, benefiting from the advantages of both worlds: the standout brand experience that only the big screen can generate in combination with targeting and measurement capabilities of digital advertising and programmatic buying.

What is the biggest current challenge in CTV?

Although CTV offers a great opportunity for advertisers there can be issues with adoption. This can be narrowed down to three key areas:

1. Measurability of viewability and audience verification is limited due to the lack of VPAID/VAST 4 support.
2. User interaction is possible but needs different creative approaches. We are at the beginning of a learning curve here.
3. It is more challenging to build cross-device user journeys as TV devices are commonly shared by members of a household. This requires rethinking of household targeting and user identification concepts.

What is the biggest current opportunity in CTV?

There are multiple opportunities in CTV that will push advertisers to invest in this market. The main one is incremental TV reach, as CTV allows advertisers to access consumers efficiently and with the convenience of the big screen, especially those users who don't use linear TV.

What has been your proudest moment in the last year in CTV?

ShowHeroes is proud to offer CTV inventory from its premium publishing partners across Europe, powered by its proprietary delivery and optimization technology for video. This year in particular we were able to bring our products to new markets, including France and the Netherlands. What's more, our semantic targeting engine (SemanticHero) and our programmatic yield management (AdHero) both have made big steps forward, adding more features and capabilities.



PUBLICIS MEDIA

Edouard Brunet, Strategy and Product Director

What is the most exciting current trend in programmatic advertising?

At the moment, segmented TV is the top trend for me, particularly because I work in the French market where it was unavailable as late as earlier this year. So, there are a lot of new opportunities to personalize advertising that weren't available before. We are excited for our clients and what we can do for them.

What is the biggest current challenge you are facing in your work today?

One of the biggest challenges today is continuing to accelerate automation. Digital marketing is becoming more complex; we are facing a multiplication of platforms and data sources and the growth in the importance of KPIs in a context is more restrictive from a legal point of view. We must continue to automate and provide tangible results in order to provide as much value as possible.

What are you most excited about in the year ahead in digital advertising?

The biggest topic moving forward is around identity and measurement. The future means the loss of third-party cookies, and in some ways that is one of the most exciting things about the year ahead. There is a lot to do, and overcoming such challenges around identity is not something that we as an agency can do alone. We have to do all of this as a partnership and we have to decide on the metrics that matter. These partnerships are becoming increasingly important and we seek better solutions.

What projects have you and the Xandr team got coming up over the next year?

Our partnership with Xandr is actually very recent, but we knew from the beginning what we wanted to achieve, both in terms of products and expertise. Importantly, we also want to use technology that is fair, and we feel that Xandr is aligned with us and our partnership brings value to each other.

We will be continuing to work with Xandr as a DSP partner but will also be leveraging their technology to offer a curated marketplace to our customers. With identity advancing every day, we need to make sure we're regularly discussing developments with all our partners, including Xandr, to ensure that we are aware of current trends and adapting accordingly.

Did you know? Publicis Groupe was founded by Marcel Bleustein-Blanchet. He is credited with inventing radio advertising in France, helped create the first French opinion polls, introduced Édith Piaf to the French public, and also fought with the Free French forces during World War II.

PLAYGROUND^{XYZ}

Rob Hall, CEO

What are you most excited about in the year ahead in digital advertising?

The rise of attention-based advertising. The 'attention economy' has been spoken about for a while now, but this coming year we will see the rubber hit the road with the take-up of technology for brands to both measure and maximize actual human attention on ads. This evolution is going to transform how media assets are bought and sold. Viewability measurement drove seismic changes to how we operated as an industry – true attention metrics have the potential to be even more influential.

What is the biggest current challenge in digital advertising?

Distance. Whether it's building new technology, solving difficult problems or hiring great staff, it has all just become more difficult through the Covid-19 pandemic. We're finding that it is possible to grow and innovate, but you need to invest in new processes and adapt your culture to keep performing in this new environment.

What is the biggest current opportunity in digital advertising?

Using pre-bid attention signals to revalue media properties. Not all viewable impressions are created equal – imagine having an extra piece of intelligence that predicted which will yield high ad attention, and which won't. Using this signal, you could change what you'd consider paying for that impression. It is a huge opportunity that is completely untapped at the moment.

What has been your proudest moment in the last year?

Launching our Attention Intelligence Platform is something we're incredibly proud of, given the crazy technical challenges and everything that's been going on in the world. The cherry on top was being awarded the inaugural IAB Australia MeasureUp effectiveness award for our work measuring and optimizing attention in real time.

MiQ

Paul Silver, COO

This has been a challenging year for the digital advertising industry, what are some of the changes you have seen that you believe will last and do you see this as a benefit moving forward?

It's certainly been a tough year for everyone in all sorts of ways. But times like this also tend to produce the biggest leaps forward as we all have to find new ways of doing things, so that's exciting.

One of the biggest trends that I've seen emerge this year, and one that I definitely think will present a challenge and an opportunity over the next few years, is safe data democratization.

The consumer privacy landscape is changing rapidly and everyone in ad tech has to keep pace, which is why we're seeing a rapid evolution in how platforms design access to data assets. Whether that's through clean rooms emerging across the closed web from the likes of Google and Amazon or across the open web with companies such as Xandr, LiveRamp, or Infosum, there are all sorts of different approaches coming to market to make data access more private and more secure. These moves are exciting. Together, they'll make sure that we'll have a healthy, consented data ecosystem, even after the massive changes in the ways we gather consumer data come to pass.

That doesn't mean there aren't challenges. Companies will need to invest in new data engineering and processing technologies, so they're able to ingest new forms of data to find insights. And they'll also need to design new workflows and mechanisms for extracting value from these different stores of data.

Things are likely to become more fragmented with a new layer of complexity to contend with. But the companies who get ahead of that and are able to deal with the new era of data effectively are likely to find themselves in a really competitive position.

What is the biggest current opportunity in CTV/ online advertising/ programmatic advertising?

We see the biggest opportunities in two areas: omnichannel, and the cookieless future.

So, for omnichannel, the idea of TV is expanding and growing really quickly. It doesn't just mean the linear box in the corner of the living room. To marketers, TV today means CTV, TV retargeting (via ACR), YouTube, as well as addressable linear TV – and the most successful campaigns are going to be the ones that can connect all of these aspects together.

That's why we're seeing huge disruption in major markets, with big budgets flowing into these new ways of reaching consumers. As more campaigns run across the CTV space, with better targeting and better measurement in place, the more we're able to prove the value of TV advertising.

Beyond TV, we're also really excited about the continued growth of the newest programmatic channels like digital-out-of-home and audio. As more and more channels become addressable, we're going to find smarter and more innovative ways of buying these channels programmatically to drive tangible business value.

Then on the cookieless side, of course, it's a potential threat to nearly every single company in the programmatic industry. But at the same time, it's going to be a major opportunity for the businesses who are agile, who can experiment, and who can move the fastest.

The loss of third-party cookies is going to make the difference between programmatic on the open web and programmatic in the walled gardens even more stark. On the former, every company needs a solution for both the anonymous and authenticated states of the open web. It's likely that the solutions that emerge will be less globalized, so I expect to see more regional approaches.

Because of these challenges, there's likely to be a movement of investment into the closed web, but that only makes it more important that brands build some form of consistent views of customers across the fragmenting online experience. Clean rooms are going to have a massive role to play in that.

What has been your proudest moment in the last year in CTV/ online advertising/ programmatic advertising?

There have been a lot of proud moments this year as our teams have adapted and responded to an incredibly challenging time. But one of the proudest achievements has been the way we've set the pace when it comes to the new TV opportunities. In some of our largest markets, TV now represents 15% of all revenue, growing from 0% two years ago. The growth rate has been rapid and it's gratifying to see the investments we've made in our TV products pay off.



Un-sponsored Content

Get the inside scoop on the people and technology that make advertising possible with Xandr's Un-sponsored Content Podcast.

<https://soundcloud.com/user-634452212>



The Xandr Connect Trivia Challenge: Your Chance to Win!

Congratulations, you've just been inspired, informed and entertained by reading the entire issue of the *Xandr Connect* magazine!

But were you really paying attention? Time to find out.

Throughout the magazine we've included a number of trivia facts about the industry and Xandr and we hope you can recall them!

To prove it and be in with a chance to win a fun prize, just send us the answers to the below questions. But no looking back over the magazine, we're trusting you to try and answer from memory alone!

Please send your answers to
xandrtriviachallenge@bluestripegroup.co.uk
to be in with a chance to win!

Competition terms and conditions are on the
following page.

1. What was the term 'cookie' first derived from?
2. When was the first surviving print ad published?
3. What was the clickthrough rate for the first ever banner ad?
4. Who invented radio advertising in France?
5. Who created the world's first electronic television?

Official Rules

Xandr Connect Trivia Competition SPONSORED BY Xandr Inc.

1. **NO PURCHASE NECESSARY TO ENTER OR WIN A PRIZE. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.**

2. **Entry Period:** The Xandr Connect Trivia Competition (“Competition”) commences 9:00 AM GMT on November 16, 2020 and ends 6:00 PM GMT on November 27, 2020 (“Competition Period”). All interpretations of these Official Rules and decisions made by Sponsor relating to the Competition are final.

3. **Eligibility:** The Competition is open to attendees of the Xandr Connect event taking place on November 16th to November 20th, 2020.. Participation and prize award is subject to any applicable corporate policies, Xandr Inc. (“Xandr” or “Sponsor”), affiliated companies, subsidiaries, partners, dealers, manufacturers, distributors, sponsors, advertising agencies, promotion and administration agencies and any entity which is involved in any aspect of the creation, production, operation, execution or fulfillment of Competition, are hereinafter referred to as (“Competition Entities”). By participating in this Competition, entrants: (a) agree to be bound by these Official Rules and by the interpretations of these Official Rules by Sponsor and by the decisions of Sponsor; (b) acknowledge compliance with these Official Rules; (c) agree to comply with any and all applicable federal, state and local laws, rules and regulations; (d) agree to release and hold harmless Competition Entities from and against any and all claims, injury or damages arising out of or relating to participation in Competition and/ or the use, misuse or redemption of the Prize (hereinafter defined), and for any claim including claims based on defamation, publicity rights, invasion of privacy, copyright infringement, trademark infringement, or any other intellectual property related cause of action; and (e) agree that they are not associated with any Government Official.

4. **To Enter:** Entrants will be asked a series of trivia questions related to content in the Xandr Connect digital magazine being distributed to event attendees. An email address will be available for entrants to submit the day the magazine goes live. Entrants will have until 6:00 PM GMT on November 27, 2020 to submit their answers via the email address.

All information submitted by entrants is subject to and will be treated in a manner consistent with AT&T’s Privacy Policy . By participating in Competition, entrants hereby agree that AT&T may collect and use their personal information and acknowledge that they have read and accepted the AT&T Privacy Policy.

All entries submitted in compliance with these Official Rules and not disqualified are considered “Eligible Entries”. All entries become the sole and exclusive property of Sponsor. Entries will not be returned and receipt of entries will not be acknowledged. Proof of entry submission will not be deemed to be proof of receipt of entry by Sponsor.

5. **Prizes:** The Winner (hereinafter defined) will receive a prize based upon answering the questions correctly and then being chosen at random. The prize will be a pair of Bose headphones with a retail value of \$179.95.

By participating in the Competition, the Winner grants the right to Sponsor to use their name and photo in announcing the Winner of the Competition.

6. **Winner Selection and Notification:** The Winner will be randomly selected from among correctly answered and submitted emails, not based on time of entry. Sponsor or Administrator will reach out to the Winner via the email submitted by the potential Winner.

7. **Winner Verification:** The potential Winner may be required to prove eligibility within two (2) days of being notified of being a potential Winner. Providing the potential Winner is in compliance with the Official Rules, and when required have successfully proven eligibility, the potential Winner will be determined to be a (“Winner”).

In the event of non-compliance by a potential Winner such potential Winner shall be disqualified and all privileges otherwise due as a Winner shall be terminated and the next contestant with correct answers chosen at random will be substituted. Sponsor expressly reserves the right to delay the announcement of the Winner for any reason Sponsor deems necessary. In addition, Sponsor reserves the right to select an alternate Winner in event that a potential Winner fails to comply with these Official Rules.

8. **Prize Terms:** If for any reason any Prize is unavailable or any Prize or related event is delayed, cancelled or postponed, or for any other reason, Sponsor reserves the right to modify the Competition in its sole discretion and award a substitute Prize, or portion of Prize, of comparable or greater value as set forth in these Official Rules. No substitution, transfer, assignment or cash equivalent of the Prize, or any portion thereof, is permitted by a Winner. Competition Entities shall have no responsibility or obligation to a Winner who is unable or unavailable to, or who does not for any reason, accept or utilize the Prizes. All costs and expenses (if any) not specifically listed above as part of the Prize are solely Winner’s responsibility. Prizes are provided “as is”. Entrants acknowledge that Competition Entities have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, express or implied, in fact or in law, relative to the Prize, including any express warranties provided by a Prize supplier that are sent along with the Prize and any implied warranty of merchantability of fitness for a particular purpose. Arrangements for the fulfillment of the Prize will be made by Administrator.

All federal, state and local taxes and any other costs and expenses that may be associated with acceptance and/or use of the Prize not specifically provided for in these Official Rules are solely the Winner’s responsibility.

9. **General Terms:** Competition Entities are not responsible if Competition cannot take place, or if any Prize cannot be awarded due to delays, interruptions or failures due to acts of God, war, natural disasters, weather, acts or threats of terrorism, strikes, lockouts, labor disputes, work stoppages, fire, acts of government, or other events outside of the reasonable control of Competition Entities. If, for any reason the Competition is not capable of running as planned, including, without limitation, infection by computer virus, bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the reasonable control of Competition Entities, which, in Sponsor’s sole determination, corrupts or affects the administration, security, fairness, integrity or proper conduct of this Competition, Sponsor reserves the right, in its sole discretion, to cancel, terminate, modify, or suspend Competition or any part of the Competition. If Competition or any part of the Competition is terminated or modified prior to the closing date of the Competition, notice will be provided if time permits and the Prize will be awarded to a potential Winner to be selected from among all of the remaining uncorrupted Eligible Entries received prior to any such event outside of the reasonable control of Sponsor. Sponsor reserves the right to modify and amend these Official Rules from time to time during Competition for clarification purposes.

Entrants agree to indemnify and hold harmless Competition Entities from any and all liability arising out of or relating in any way to entrant’s participation in the Competition and to release all rights to bring any claim, action or proceeding against Competition Entities. Competition Entities assume no responsibility for and will disqualify entries that are: stolen, late, lost, illegible, incomplete, invalid, unintelligible, damaged, destroyed, delayed, misdirected, not received, or entries that have incorrect or inaccurate entry information, whether caused by any of the equipment or programming associated with or utilized in the Competition, or by any human, mechanical or electronic error which may occur in the processing of the entries in the Competition, or other errors appearing within the Official Rules or in any Competition related advertisements. Competition Entities assume no responsibility for any typographical or other error in the printing of the offer, administration of the Competition, errors in processing entries, identifying the Winner, in the announcement of the Prize and Winner, and the delivery of the Prize, any problems or technical malfunction of any telephone network or lines, computer systems, online systems, servers or providers, computer equipment, software, failure of any e-mail or players on account of technical problems or traffic congestion on the Internet or on any web site, or any combination thereof, including, without limitation, any injury or damage to entrant’s or any other person’s computer system/software related to or resulting from participation or downloading any materials in the Competition. Use of any device to automate or subvert entry is prohibited and any entries received by such means will be void. No software-generated, robotic, programmed, script, macro or other automated entries are permitted and any entries received by such means will be void. Sponsor reserves the right in its sole discretion to disqualify any person they suspect or find: (i) to have used a software generated, robotic, programmed, script, macro or other automated entry; (ii) to have tampered with the entry process or the operation of the Competition; (iii) to be acting in a disruptive manner, or with the intent to annoy, abuse, threaten or harass any other person; (iv) to display behavior that will bring such Winner or Competition Entities into disgrace; (v) to have provided inaccurate information on any legal documents submitted in connection with the Competition; or (vi) to be acting in violation of these Official Rules. ANY VIOLATION OF THESE OFFICIAL RULES BY A WINNER WILL RESULT IN SUCH WINNER’S DISQUALIFICATION AS A WINNER OF THE COMPETITION AND ALL PRIVILEGES AS A WINNER WILL BE IMMEDIATELY TERMINATED.

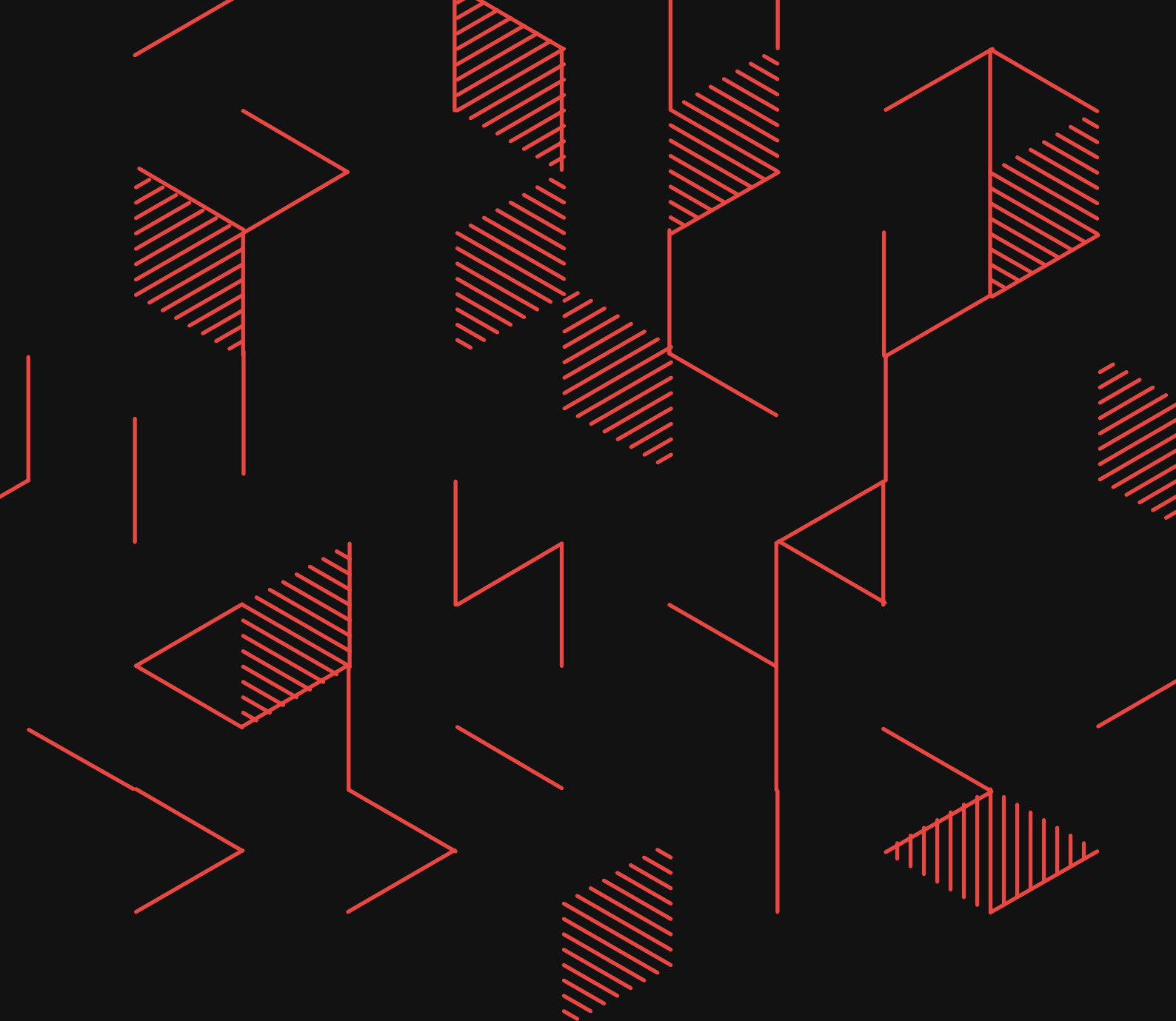
AS A CONDITION OF ENTERING THE COMPETITION, ENTRANT AGREES THAT: (I) UNDER NO CIRCUMSTANCE WILL ENTRANT BE PERMITTED TO OBTAIN AWARDS FOR, AND ENTRANT HEREBY WAIVES ALL RIGHTS TO CLAIM, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR ANY OTHER DAMAGES, OTHER THAN FOR OUT-OF-POCKET EXPENSES; (II) ALL CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THIS COMPETITION, OR ANY PRIZE AWARDED, SHALL BE RESOLVED INDIVIDUALLY -- WITHOUT RESORT TO ANY FORM OF CLASS ACTION -- BY BINDING ARBITRATION (BY A SINGLE NEUTRAL ARBITRATOR SELECTED BY SPONSOR IN ITS SOLE AND ABSOLUTE DISCRETION) IN ACCORDANCE WITH THE RULES OF THE AMERICAN ARBITRATION ASSOCIATION; AND (III) ANY AND ALL CLAIMS, JUDGMENTS AND AWARDS SHALL BE LIMITED TO ACTUAL OUT-OF-POCKET COSTS INCURRED, BUT IN NO EVENT SHALL SUCH CLAIMS, JUDGMENTS OR AWARDS INCLUDE ATTORNEYS’ FEES. THIS COMPETITION SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAWS OF THE STATE OF TEXAS.

ANY ATTEMPT BY ANY PERSON TO DELIBERATELY DAMAGE OR UNDERMINE THE LEGITIMATE OPERATION OF THE COMPETITION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAW AND SHOULD SUCH AN ATTEMPT BE MADE, SPONSOR RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEYS’ FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT PERMITTED BY LAW.

10. **Request for Names of Winners and Official Rules:** Rules and the name of the Winner shall be provided on request through December 31, 2020.

11. **Sponsored by:** This Competition is sponsored by Xandr Inc., 28 W. 23rd St., NY, NY 10010.

12. **Administered by:** This Competition is administered by the Xandr Inc.



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