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Subject: HPM - GMS Product Marketing & AdTech
Attachments: HPM September 5.msg; HPM August 28.msg

Highlights:

Upcoming AdTech releases.

Starting the week before AdWeek we will have a steady cadence of releases and events focused on our AdTech business. I wanted to take a minute to outline the major areas that I expect to roll out during the next three quarters. More details to follow on all of these.

- LiveRail Pub forum – The LiveRail team is holding an event in NYC for publishers and DSPs to get a sense for the latest developments on the LiveRail business and products. Their event should draw a great crowd this year. One message we will establish is that Facebook purchased LiveRail to invest in their business and better enable publishers to monetize. The core LiveRail mission remains the same – execution and offer only gets better.
- Atlas at AdWeek – At AdWeek we will unveil the relaunch of Atlas. Branding remains the same but will focus on a new value proposition focused on a people based world. We will really begin the conversation on comparability of real results.
- Audience Network launch – Follow-on on AdWeek we will be officially launching the Audience Network bringing it out of beta. The current success of the audience network is around the high CPMs we are seeing from ad units that we performing extremely well.
- Atlas at CES – During Q4 the team will focus on the next set of Atlas capabilities with the bidder (DSP) as a key component that will release in Q1. This will likely be a focus of our conversations and press at CES.
- Q1 LiveRail – There will be a major release for LiveRail in Q1 which will extend the core LiveRail capability to mobile and start to deliver on the full promise of the combined Facebook / LiveRail business.

As you can see we will have a steadily developing narrative around how we will be bringing people based measurement and delivery to all advertisers and publishers with a specific focus on mobile devices. The combined ad stack of Atlas – Audience Network – LiveRail will bring the success we have seen on Facebook to other publishers. We are already deep in conversations with key publishers and agencies for their support on Atlas and the broader ad stack.

DoubleClick & vCE.

Brad and Fred have been leading our work to understand how DoubleClick is going to be incorporating the Comscore vCE system directly into their tools. As we better understand the details we are trying to understand the implications for our business. I spoke with one of our agency partners who said that while they know the system isn't completely accurate, it will be hard to influence the thousands of people in their agency who use the DCLK tools everyday and just want to check the numbers and get their coffee. As she said, 80% accurate is going to be enough for people.

DCLK / vCE will either become the defacto standard for age & gender, become equally competitive with OCR, lose momentum to see OCR established as the standard or we will find out that age & gender doesn't matter. The most likely outcome is that OCR & vCE remain as competitive standards in the world. While we know the OCR reports are simply more accurate we believe that it will simply be easier for people to work with the standard that has the least resistance for them. Brad and Fred are developing the plan to counter vCE in the press and the market.

We are working through our response and the options that we have to establish our more accurate truth around age and gender in the market. We want to make sure that accurate data is the foundation for digital marketing. Age and gender are important for digital display but is a critical measurement and delivery requirement for video on desktop and mobile. Our LiveRail offering will eventually enable publishers to have extremely high accuracy for age, gender

and all of the Facebook targeting attributes. We do have open questions on how to best enable publishers who won't fully integrate LiveRail as their adserver (think Twitter and other's with home grown ad delivery systems).

While we work through the next releases of LiveRail we need to make sure that OCR momentum continues in the market.

Our work on establishing lift.

The team is making solid progress on how we would like to help the digital industry move to a world where they are measuring true sales impact and the incremental sales driven by each publisher. Mike [REDACTED] pointed out that we have a LONG way to go with the digital and social teams before we get to a place where advertisers are truly measuring all of the online and offline sales driven by their campaigns through the exposures. I agree completely – this highlights that we are embarking on a longer term effort that will require us to take smaller steps to help digital teams progress with us rather than jumping all the way to lift and incrementally. Starting next week we will begin posting internally to a broader audience to explain this work and start to lay out the steps.

Right now we are looking for the best words to describe this effort. "Lift" is accurate but may not be as simple as "sales" for broader messaging. Any ideas are welcome.

Product updates.

I have attached Mike [REDACTED]'s last two HPMs which contain a great deal of detail on our products. Feel free to reach out to Mike to get on his updates as they are a very thorough.

People:

Alexis [REDACTED] has stepped up and is leading very well on the brand side of our business.

Christie [REDACTED] is doing a great job leading our work around Lift. I have been very impressed.

Me:

Headed out of town for the weekend to watch Notre Dame vs. Michigan. Excited for the game and to catch up with my brother and dad.

DOCUMENT SLIPSHEET

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