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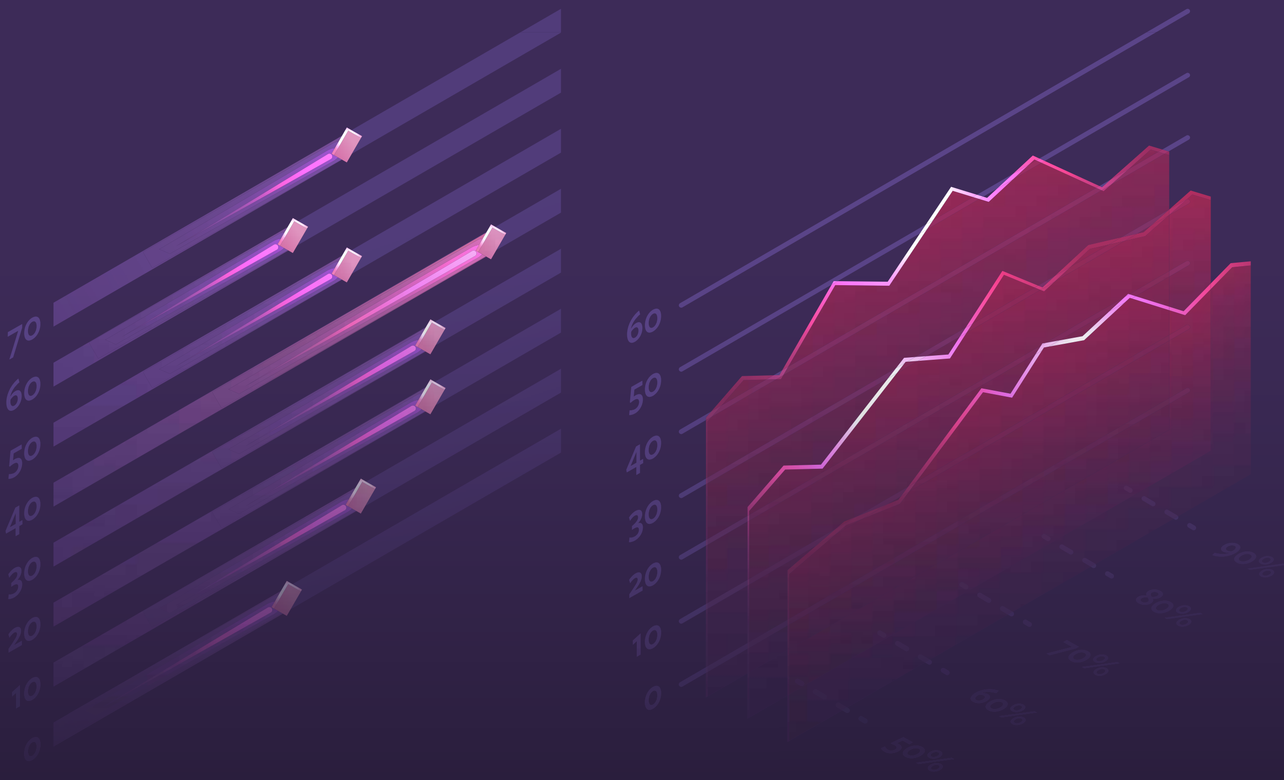

The State of Programmatic in JAPAC: Current and Future Drivers of Growth

Mat Broughton
Editor, ExchangeWire

In association with

OpenX

www.exchangewire.com | research@exchangewire.com

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Executive Summary

Programmatic advertising is entering its second decade and has become the dominant method for display ad spending. It's also capturing a notable, and growing, share of spend across other important ad types like mobile app and video as the technology advances and adapts to meet the changing needs of marketers.

In association with: OpenX

With recent industry innovations, such as ads.txt and header bidding, and growth signs across emerging channels, like audio, digital out-of-home (DOOH), and connected TV (CTV), programmatic is poised to attract a growing share of attention from marketers and publishers.

Mat Broughton
Editor, ExchangeWire

Featuring a unique mixture of established and emerging economies, the Japan and Asia-Pacific (JAPAC) region will undoubtedly see media and marketing professionals adjust their strategies to capitalise on these opportunities. To understand what this means for JAPAC's digital ad ecosystem now and in the future, it's important to take stock and assess the impact of programmatic across the supply chain.

This research, produced in association with OpenX, was performed to provide a comprehensive snapshot on the current state of the JAPAC programmatic industry and address its future development. With the aid of bespoke quantitative research, alongside thought-leading insight from media and advertising professionals, the report addresses the following:

- Growth of the programmatic industry in JAPAC over the previous year
- Prevalent factors driving increases in spend and where challenges remain
- Status of the adoption and use of ads.txt and header bidding by market
- Emerging programmatic channels responsible for future growth.

As detailed over the course of the report, a number of notable trends are apparent in JAPAC, despite the diverse economic climate and differing approaches to programmatic trading within the region. Investment in programmatic is growing. With approximately half of surveyed media and advertising professionals indicating budget increases of 25% or more, multiple factors are underpinning opportunities for growth in the region. Professionals are bullish on the future of DOOH, audio, and in-app advertising, while the innovative use of data and increased efficiencies offered through programmatic continue to drive growth in the region.

Budgets up

25%

Approximately half of surveyed media and advertising professionals indicated budget increases of 25%

Though there are plenty of reasons to be optimistic, it would be remiss not to observe that we are experiencing unprecedented times as the global outbreak of the Covid-19 strain of coronavirus threatens every economy across the world. With JAPAC among the first regions to face the pandemic, and likely to recover earlier than others, there has never been a more critical time to assess the current state of programmatic throughout the full supply chain to better prepare for when economies begin their return to normal.

While challenges remain both within the industry and outside of it, the outlook for the market remains positive for marketers, agencies, brands, and technology providers, alike.

Findings

76.6%
Of JAPAC media professionals increasing programmatic investment over the previous 12 months.

61%
Of JAPAC media professionals citing use of data as a driver for increased programmatic investment.

87.5%
Of JAPAC publishers using five or more header bidding partners (excludes publishers not using header bidding).

6%
Of JAPAC media professionals who believe all their traded inventory is ads.txt verified. The same proportion believe that none of their traded inventory is verified through the protocol.

44%
Of respondents citing DOOH as the most promising emerging programmatic channel in 2020.

Through February 2020, ExchangeWire and OpenX surveyed over 200 media professionals throughout the JAPAC region, assessing the market's standpoint on factors affecting investment.

The key findings from the survey were as follows:

1. Mature markets, like Australia and Japan, are still increasing investment, with respondents citing continued value in programmatic as the market diversifies with CTV, DOOH, mobile and video. Heightened focus on ROI and the development of sophisticated trading strategies are also fueling growth in mature markets.
2. Effective use of data and targeting efficiencies offered by programmatic are the top factors driving stakeholders across digital advertising to invest more in programmatic.
3. Adoption of ads.txt remains inconsistent, with only 6% believing all their traded inventory is ads.txt verified, and the same proportion believing none of their inventory is ads.txt verified.
4. Of publishers who use header bidding, nearly 90% are working with 5+ partners, and 44% are working with 10+ partners, yet there is no clear leader when it comes to containers/ wrappers to manage those partners.
5. DOOH and audio are edging out OTT/CTV when it comes to where the industry views the next most important channels of investment.

Growth of investment in JAPAC programmatic

Overall, JAPAC programmatic investment has grown significantly in the past 12 months. Over a third of respondents (33.6%) said they have increased investment by 25–74% from last year, while 13.9% of surveyed professionals say they have increased investment by over 75%.

On a regional basis, India is leading the way in terms of investing more in programmatic trading. A quarter of respondents in the country say they are increasing programmatic investment by over 75%, with 39% upping spend by a measure of 25-74%. Participants in established markets, such as Australia, are also allocating more budget to the channel, if slightly more tentatively. This is likely reflected by market maturity, defined as relative exposure and familiarity to programmatic trading within each country.

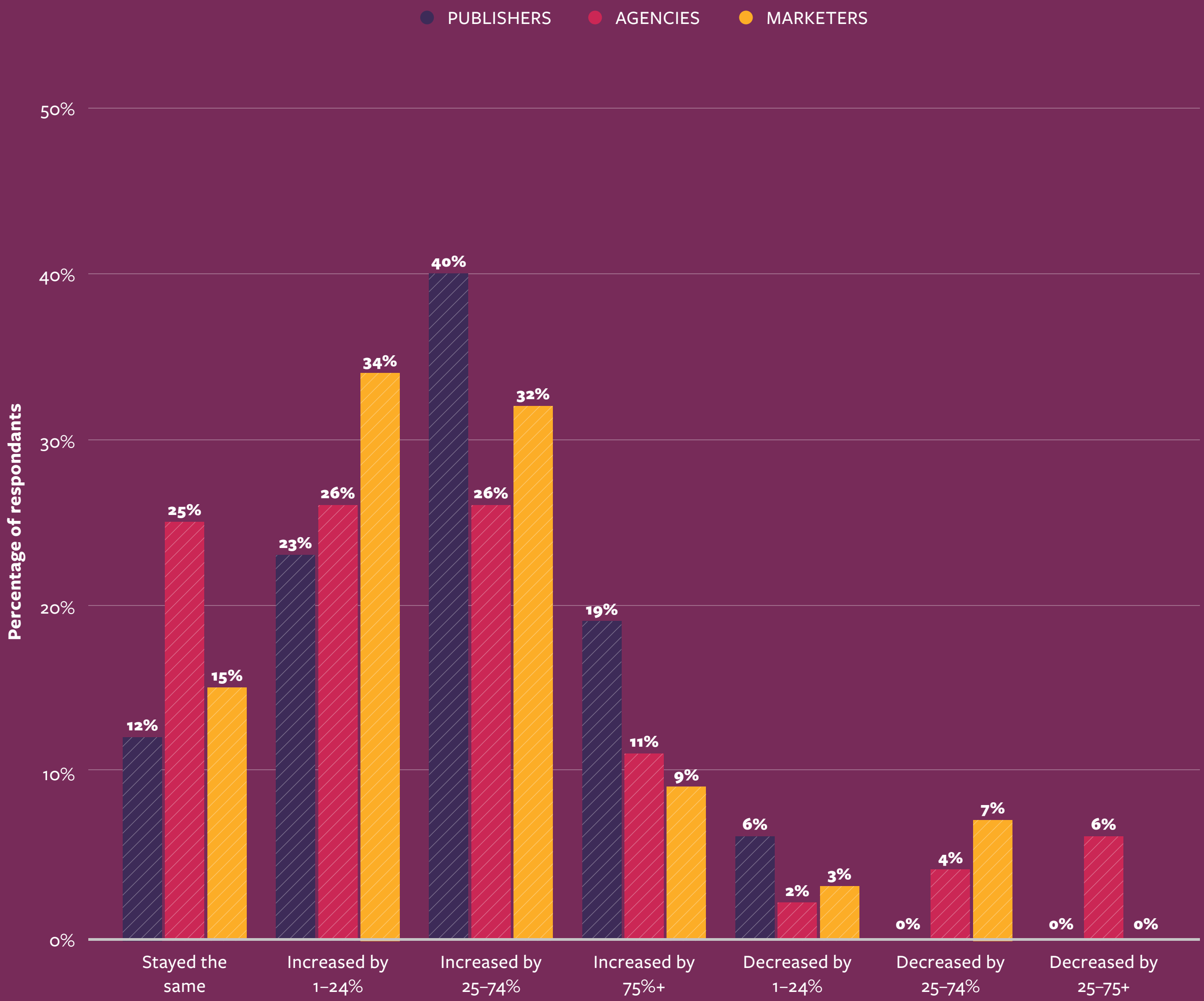
75%

of respondents in India say they are increasing programmatic investment by over 75%

John Harvey Faurholt, Head of Native & Display Advertising Partnerships, APAC, Microsoft, adds, "The Australian market is very broadcast-led, which can offer a diverse range of formats across multiple platforms. Traditionally, this offering is supported by a more direct-sold sales motion with programmatic playing the role of backfill. However, the market is rapidly accelerating toward programmatic, and due to some of the exciting developments in programmatic TV and DOOH in the region, I would expect the percentage of programmatic trading to accelerate in 2021. The Indian market is heavily weighted toward mobile and video, due to the explosion of affordable data plans and incumbent OTT players and YouTube. This combined with very savvy trading strategies and a heightened focus on ROI, has resulted in a sophisticated programmatic ecosystem."

Strong growth in programmatic budgets is also seen across each of the surveyed sectors. As Figure 1 demonstrates, publishers have generally increased their programmatic investment by the largest relative sum, followed by marketers, then agencies. Rather than suggesting agencies are not investing as much in programmatic, it likely instead highlights the bulk of their investment growth has occurred in previous years.

Figure 1: Change in programmatic investment in JAPAC during previous 12 months

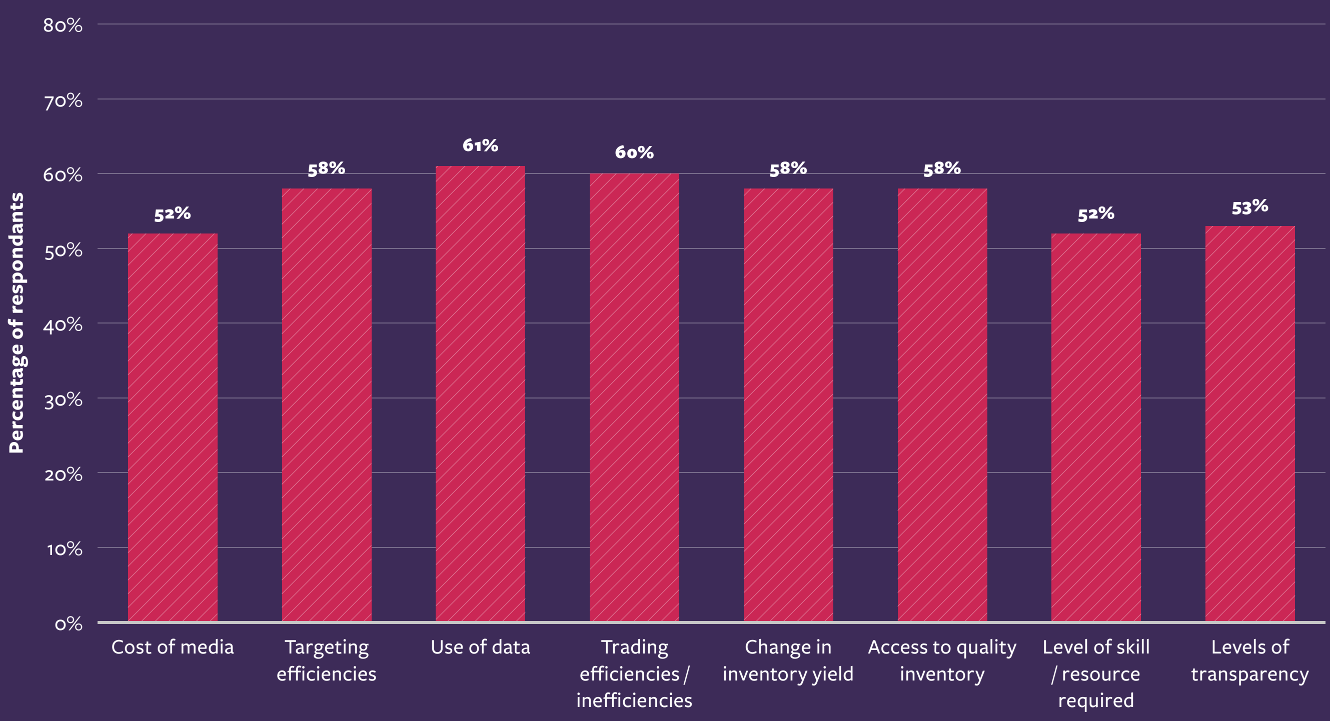


> The surveyed respondents identified a wide range of factors responsible for driving increased spend within the JAPAC region

KEY MARKET GROWTH DRIVERS

Unsurprisingly, given the substantial overall increases in their programmatic budgets over the course of the previous year, the surveyed respondents identified a wide range of factors responsible for driving increased spend within JAPAC. That said, across the surveyed countries and sectors, use of data (61%) and trading efficiencies (60%) were cited as the most significant drivers for increased programmatic spending, but only by a small margin (Figure 2).

Figure 2: Factors behind growth in programmatic investment in JAPAC



Examining each market:

1. AUSTRALIA

The efficiencies of targeting and trading were the most heavily cited drivers for programmatic trading in Australia, with 60% and 65% of respective respondents noting these as incentives.

Speaking on the state of programmatic in Australia, Faurholt adds, “It’s no secret that as a publisher we face the ever-present challenge of competing for buyer mindset against the Walled Gardens. Australia is a market which has done a particularly great job of working to ensure a diverse and fair programmatic landscape, but this requires a lot of due diligence across the ecosystem to help media professionals to keep costs down while still driving high value for advertisers. It’s incredibly important that we maintain a heightened awareness of buy-side KPIs and requirements so we can support buyers with competitive offerings and pricing which allows them to deliver both a robust and high-performing result to their clients.”

2. INDIA

Respondents in India were highly bullish on programmatic in general, with the overriding majority of factors included in the survey cited as being more of a help than a hindrance for increased programmatic spending. Use of data (69%), access to quality inventory (68%), changes in inventory yield (64%), and trading efficiencies (61%) were the most heavily-cited drivers towards increased programmatic spending.

Anushrav Gulati, Head of Indirect Revenue, Times Internet, cites the richness of data available in India as a result of its large mobile-connected user base as driving adoption of programmatic in the country. He adds, “videos are becoming one of the most consumed medium, providing better performance in engagement, VTRs and CPCV’s.”

Deepika Nikhilender, SVP Xaxis APAC, adds, “The combination of powerful data signals, like location and audience, and quality inventory has always delivered strong results in India and hence the proven formula to programmatic. This has demonstrated a good ROI and Indian CMOs have invested with accountability. This also provides an alternative to Google and Facebook, allowing marketers to diversify their investments.”

3. INDONESIA

Even more optimistic than their Indian counterparts, Indonesian respondents selected every factor listed in the survey as being more of a driver, rather than a barrier (see **Figure 7**), to increased programmatic investment, by a significant margin. The cost of media, use of data, and level of skill/resource required were the strongest drivers, each cited by 83% of respondents in the region.

4. JAPAN

Contrasting with the other surveyed markets, respondents in Japan appear to exercise a more cautious approach to increasing programmatic spend, with each factor in the survey described as more of a barrier (**Figure 7**) to increased programmatic spend than a driver. Notably, despite its attractiveness to the Indonesian market, the cost of media in Japan was the most commonly cited factor as hindering increased spend (75%).

The data provides key insight into the relative market maturity in each of the regions, with established markets, such as Australia, demonstrating a more measured approach in programmatic investment, while India appears significantly more bullish and experimental. This highlights the need for new market entrants to consider adapting strategies to each individual country within the region, rather than adopting a "JAPAC-wide" approach.

Speaking on the market diversity, Jonathan Mackenzie, Managing Director of Publicis Media APAC, added, "Australia is a mature market that enjoys a well-connected tech ecosystem, robust data offerings, some clients with their own tech stacks, and sophistication in measurement and analytics. The sophistication and complexity of this market speaks to why there may be more focus on details like percentage increments through efficiencies.

"Other regions continue to be anchored in more traditional thinking around price and talent as it relates to performance KPIs, but often demonstrate a greater appetite for innovation and experimentation.

"The results from Japan perhaps say more about the media market there than they do about the state of programmatic. Media in Japan is tightly controlled and historically has allowed less room for innovation and experimentation which is perhaps why investment in programmatic remains relatively nascent. That said, the situation is changing quickly. There is now an almost universal understanding of the space and a fast-growing demand for programmatic thanks to the high levels of accountability and transparency. A maturing media marketplace, a growing understanding and availability of data and a vibrant e-commerce scene suggest conditions are good for rapid growth of programmatic in Japan."

Assessing the responses on a sector-by-sector basis:

1. MARKETERS

Marketers were especially complimentary on the benefits of programmatic trading, with all surveyed factors being cited as more of a driver than a barrier to increased spending through the channel. The use of data (69%); trading efficiencies (65%); and changes in inventory yield (62%) were highlighted as the most prominent drivers.

Speaking on the strength of programmatic data use for marketers, David Porter, Vice President of Global Media at Unilever, said, "Data-driven marketing at scale is a priority for many brands. It presents the opportunity to give the public more relevant content at the right time and place for them, and to create relationships built on permission-based use of data to improve digital experiences. Programmatic buying fits well with this approach."

2. AGENCIES

For agencies, access to quality inventory (60%) was the most prevalent driver to increased programmatic spend. Targeting efficiencies, use of data, trading efficiencies, and changes in inventory yield were all additionally cited as drivers.

Nikhilender commented, "Quality inventory with brand safe environments is quintessential for brands to maintain their value and image. It is therefore not surprising that this is a dominant driver. But the key word here is also 'access' — having access to all the above via one unified platform and to be able to manage them to achieve the campaign's objectives is what is the most desirable advantage of programmatic."

3. PUBLISHERS

The overriding majority of factors assessed through the survey were identified by publishers as being assistive to increasing programmatic activity, with targeting efficiencies (58%), trading efficiencies, and cost of media (both 56%), the most commonly highlighted benefits.

Gulati adds, "Small and medium publishers in general are more P&L led and want to rightly maximize short-term upsides. Programmatic is the obvious choice. However, the large publishers in each geography think strategically and continue to invest in direct relationships with the decision makers. Such relationships help to be a part of the decision making rather than just executing a media plan and establish a balance between trading-led vs direct-sold."

With concerns over targeting in North American and EMEA markets driven by regulatory action and browser-led restrictions on third-party cookie usage, it is encouraging to see the effective use of data and targeting efficiencies standing out as primary growth drivers, particularly from the perspective of publishers.

"Publishers have mostly been at the mercy of technology controllers when it comes to monetising the supply, there has never been much investment on tech to deal with DSPs and exchanges at a more informed level, until now." Gulati states, "Most large and medium publishers have taken up initiatives to develop first-party data, especially to deal with cookie crunching. In the medium term, these steps will allow publishers to own data lakes, which can then be used to enrich and target a diverse set of cohorts, enabling more control of revenues."

> "The importance for marketers and publishers to continue to offer high-quality inventory programmatically cannot be understated

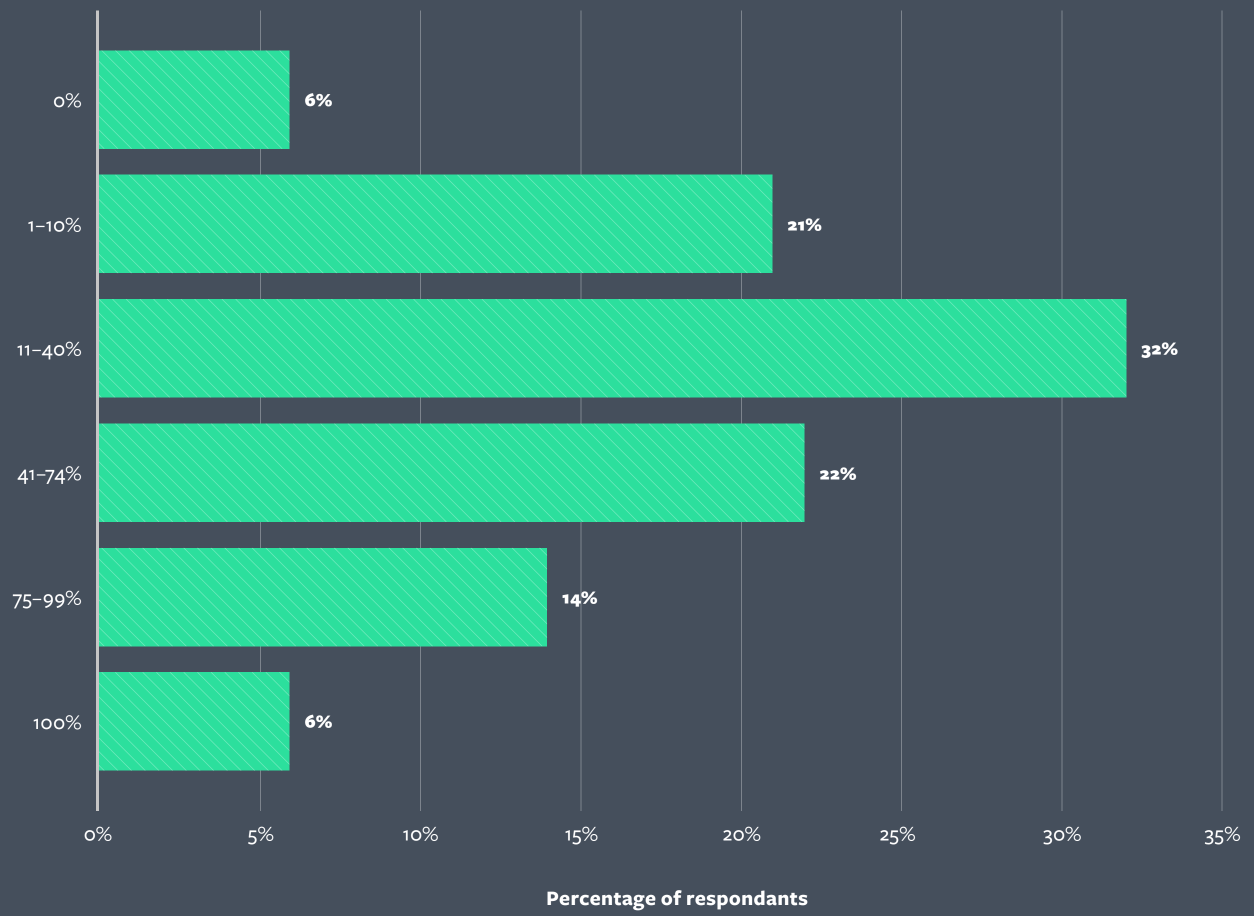
Aside from the emerging channels, the importance for marketers and publishers to continue to offer high-quality inventory programmatically (Figure 2) cannot be understated. This is because, despite ongoing conversations within the industry surrounding in-housing, fully outsourcing processes such as strategy, planning, and media buying/selling to agency partners remains the most common operating model within JAPAC according to the survey.

Mackenzie added, "Inventory quality is part of every new business discussion and often a KPI of agency performance and so the confidence we have in the supply available to us is absolutely critical. For several years, the challenges of navigating the digital ecosystem have been brought to the forefront in industry reports which have created an undue perception of risk associated with programmatic media buying. What we have realised in the last couple of years is that only collectively can we address these challenges, and as a result there has been huge progress as the industry has come together to take action."

A look at the adoption and use of two market trends in JAPAC: ads.txt and header bidding

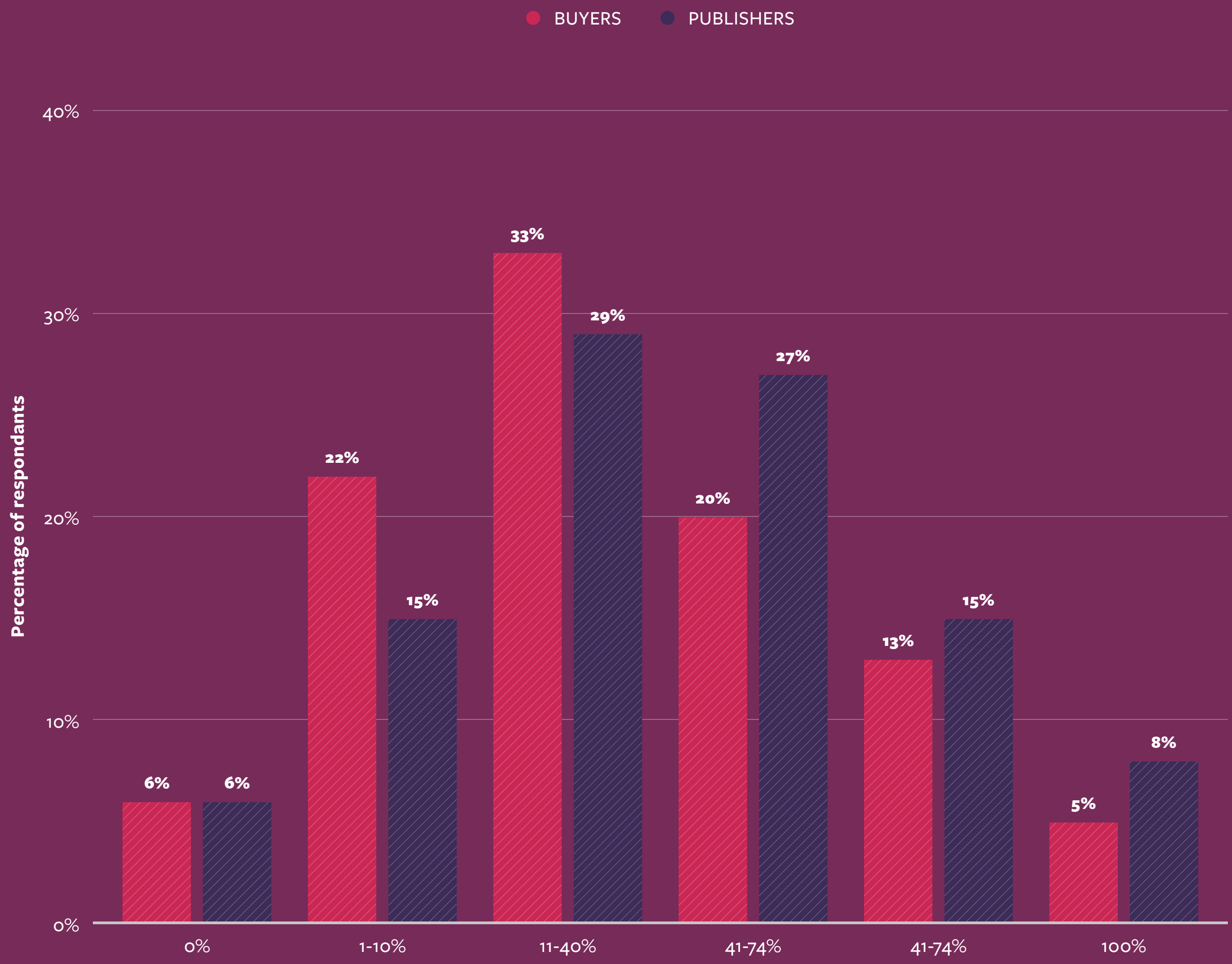
According to the surveyed respondents, ads.txt adoption across JAPAC remains highly inconsistent. Only 6% of participants across the supply chain believe all their traded inventory is ads.txt verified, with the same proportion believing none of their bought/sold inventory is verified through the protocol.

Figure 3: Percentage of ads.txt verified inventory bought/sold in JAPAC during the previous 12 months



Overall, publishers believe they are selling a higher proportion of ads.txt verified inventory than that being purchased by buyers (**Figure 4**); with 50% of publishers suggesting over 40% of their sold inventory is ads.txt verified. This compares with 38% of buyers believing the same proportion of their purchased units are ads.txt verified.

Figure 4: **Percentage of ads.txt verified inventory bought/sold in JAPAC during previous 12 months (publisher vs. buyer)**

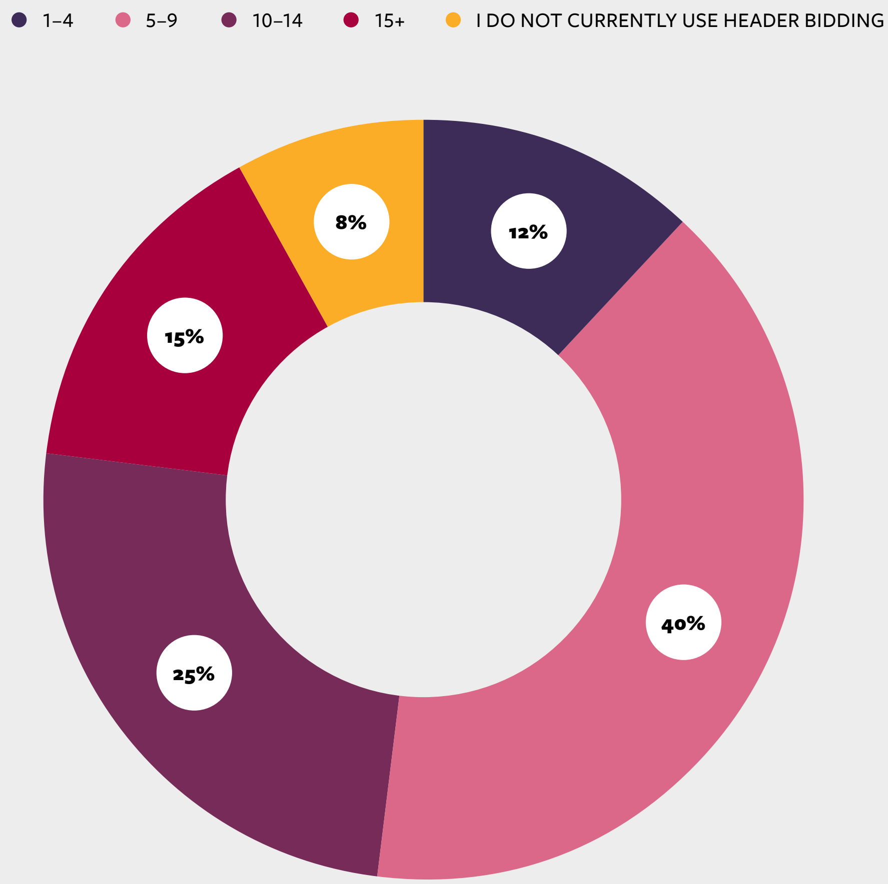


Though only showing a slight difference from the average (**Figure 3**), the discrepancy between sell- and buy-side could indicate either a greater adoption of ads.txt by publishers, or an element of buyer distrust in the supply chain. The latter of these could in turn be explained by a number of factors, such as a lack of adoption of open-source or paid ads.txt crawler tools. A lack of educational support for buyers may also be a contributing factor, as proposed by Faurholt, "Marketers may not be getting the same level of education or support around these initiatives in comparison to publishers and agencies, or they've historically depended upon their partners to manage this for them. I believe this will improve over time as the market continues to mature and as marketers gain more awareness and understanding. This is a great opportunity for the ad-tech players to lean-in to ensure all levels of an organisation become educated on the tactical knowledge, versus just driving conceptually with senior leaders."

Alongside ads.txt, we also assessed the adoption of header bidding by publishers throughout JAPAC.

In contrast to ads.txt verification, header bidding is widely adopted throughout the region, with only 8% of surveyed publishers not utilising the technique. However, there's a wide range in how publishers deploy the technology, with 52% of respondents using up to nine partners, and 40% using more than ten partners (**Figure 5**).

Figure 5: Number of header bidding partners publishers use in JAPAC (February 2020)



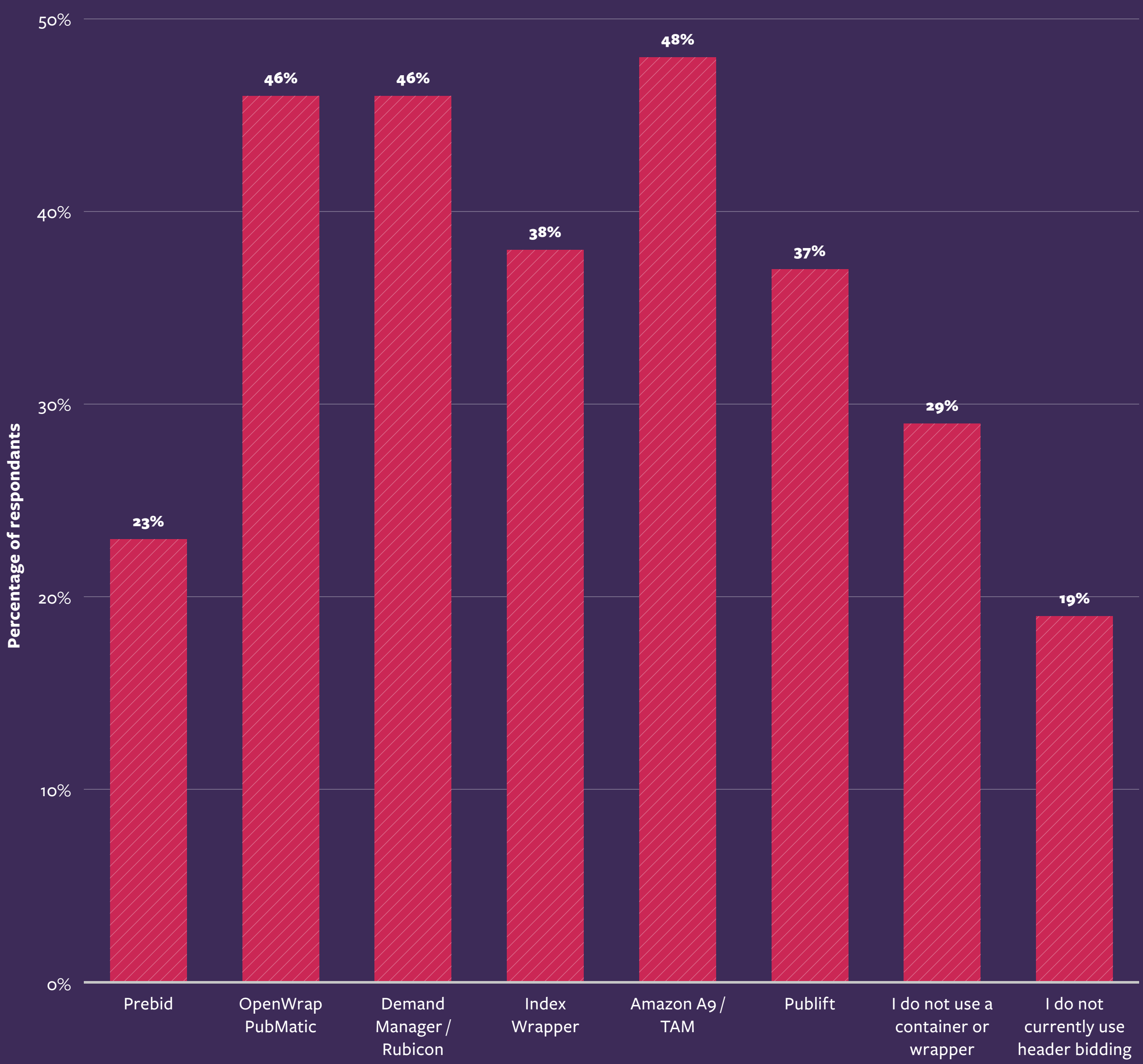
Regionally, Indian publishers use the most header bidders, with 29% of respondents claiming to use over 15 header bidding partners, and 36% between 10–14 partners. Excluding those which do not use header bidding, publisher respondents in Indonesia use a minimum of five partners.

Excluding publishers which do not use header bidding, only 12.5% of publishers use less than five partners. A total of 43.75% of surveyed publishers using header bidding have between five and nine partners, with the same proportion using ten or more partners.

Speaking on the market's profuse use of partners compared to Western markets, Faurholt proposes, "We see far more buyer oversight of the ad tech pipes connecting them to supply in markets like Japan for example, with some agencies developing their own SSPs and DSPs. While integrations like header bidding can offer a more efficient auction environment for your demand partners, how many you utilise is dependent upon how well-defined your "demand footprint" aspirations are. Our approach at Microsoft has been to have a strong vetting criteria for new demand sources, along with a well-defined testing methodology. Also focusing on metrics beyond just fill and ecpm (such as rCPM, response rate) can ensure accountability."

Given the expansive use of header bidding partners, the survey also looked into how publishers are managing wrappers and container solutions. Aside from Google's Open Bidding, which was not included in the research, the data shows no single wrapper or container solution dominating within JAPAC (**Figure 6**). The leading solutions employed were Amazon A9's Transparent Ad Marketplace (TAM) (48%); Pubmatic's OpenWrap (46%); and Rubicon Project's Demand Manager (46%).

Figure 6: Header bidding wrapper and container solutions utilized by publishers in JAPAC (February 2020)



As observed when assessing the key market growth drivers affecting the JAPAC programmatic market, the use of header bidding partners is highly indicative of market maturity. The disproportionately high number of partners in India and Indonesia is potentially due to a lack of education in appropriate use of header bidding, including the negative implications of using too many partners, such as increasing floor prices, or bid-request cannibalisation.

Gulati proposes an alternative explanation, “10–15 partners is overkill, but it’s also possible that many of these partners may not be compatible with existing ad server’s auction stack. By and large, revenue pressures were mounting for many in the industry even before COVID, and a larger number of partners may drive more revenues by reducing unfilled inventory.”

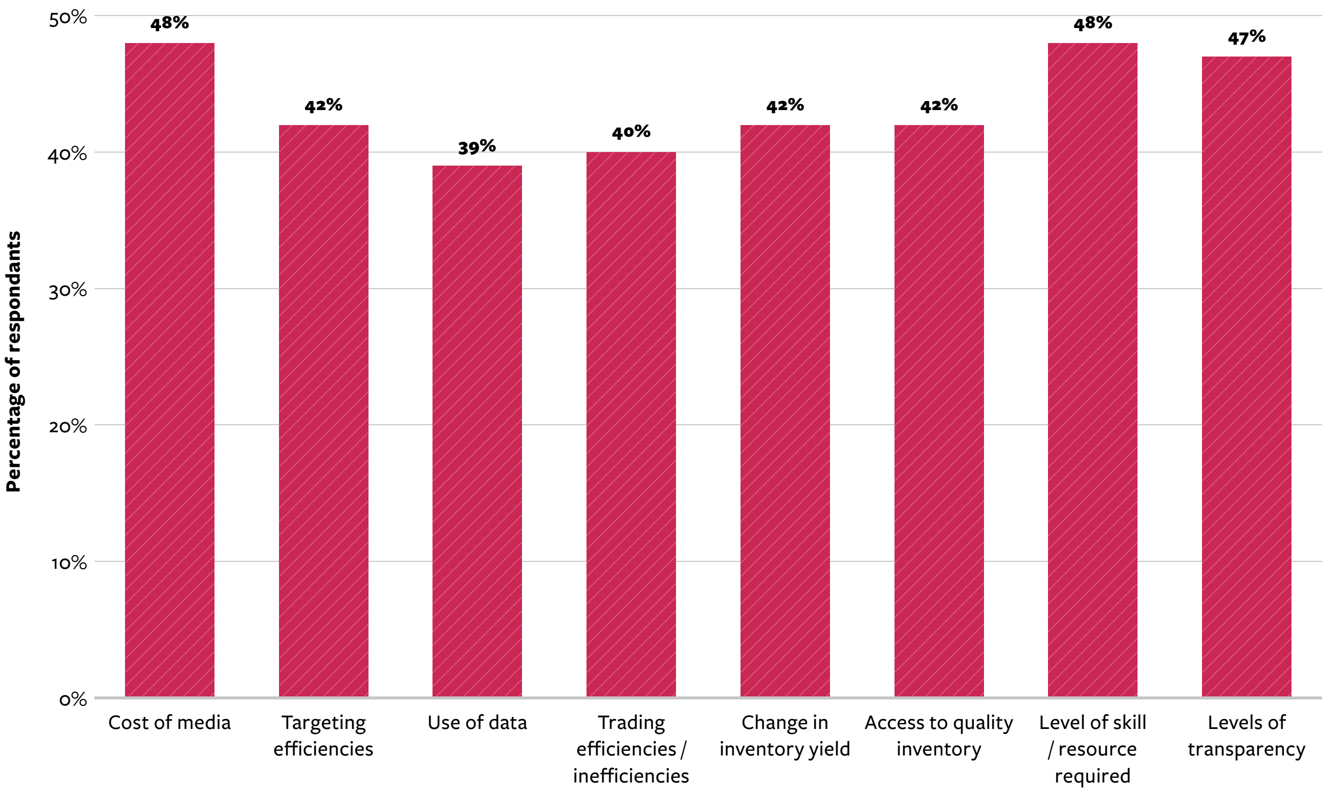
Addressing challenges facing the JAPAC market

While programmatic investment appears to be increasing across the surveyed JAPAC markets, challenges preventing further budgetary boosts have also been noted.

As highlighted in key market growth drivers (**Figure 2**), operators across the supply chain in Japan appear more pessimistic than their counterparts in India and Indonesia, with 16% of respondents claiming a decline in their programmatic spend over the last year, compared to a region-wide average of 8.9%.

While data and efficiencies across targeting and trading are driving programmatic spend, monetary and logistical efficiencies appear to be giving the most concern in JAPAC, with the cost of media (48%) and the levels of both skill and resource required (48%) the most prominent barriers to programmatic spend increases (**Figure 7**).

Figure 7: Factors preventing increased programmatic spend in JAPAC



Fears over the resources required for programmatic trading (48%) could be compounded by levels of transparency (47%), with buyers skeptical over losses through fraud and supply-chain inefficiencies. Inconsistent adoption of ads.txt may also be a contributing factor. Collaborative initiatives to boost adoption of ads.txt, and similar protocols such as sellers.json, could help mitigate perceptions that JAPAC is lagging behind other regions in terms of transparency.

Mackenzie proposes that the complexity of media pricing, rather than the cost of programmatic trading itself, may well be driving concerns over the monetary cost of advertising through the channel. “To address this, we need to get to an apples-to-apples comparison, which will not come from a CPM alone.”

He adds, “As a result, two things need to be put in place: First, a full understanding of the working versus non-working media costs. This requires advertisers, planners and procurement all to be on the same page and to understand not simply the cost, but also the importance and value associated with every element of a buy.

“Secondly, a robust measurement framework that considers true media performance. This has to be designed on a client-by-client basis and built from the client’s business KPIs and our ability to measure them. Conversations should be focused on higher quality metrics such as vCPM (instead of a cost metric like CPC or CPM.)”

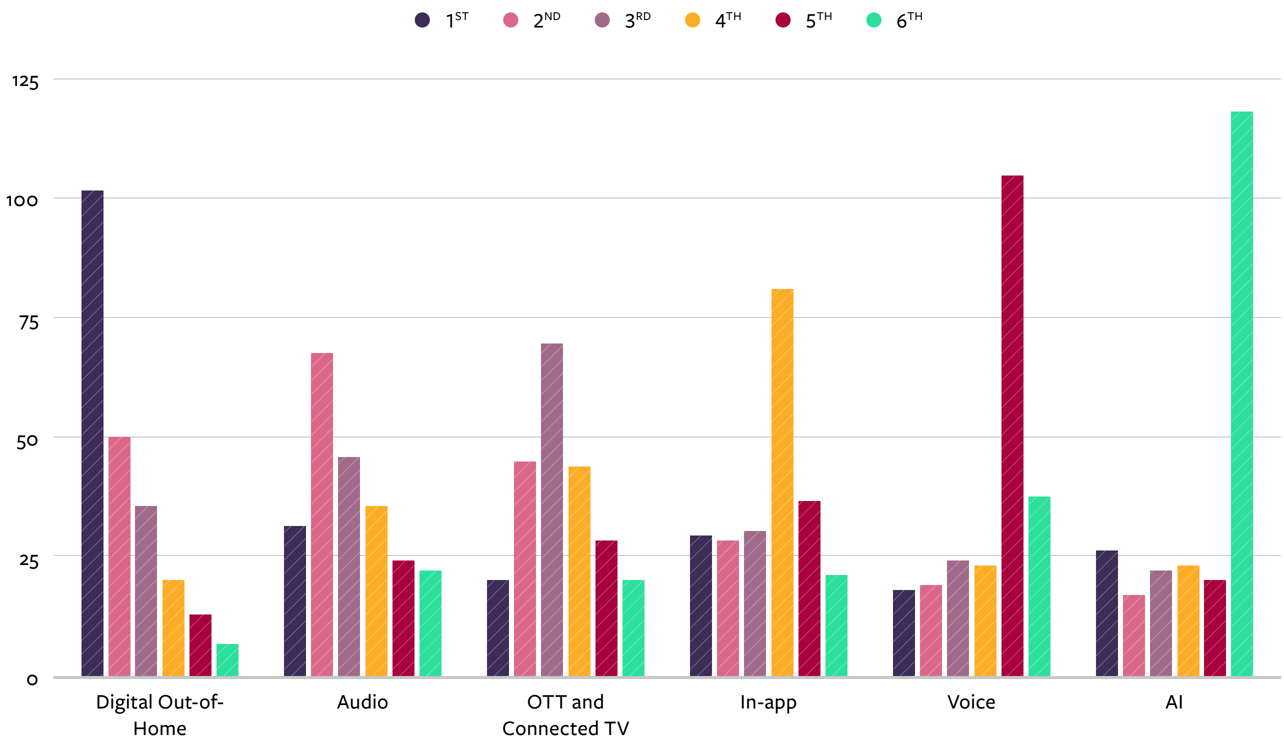
CHANNELS THAT WILL DRIVE FUTURE GROWTH IN THE REGION

Looking ahead to the remainder of 2020 and beyond, the focus is on emerging channels, which commanded the attention of many throughout the industry last year. Specifically, the surveyed included artificial intelligence (AI); audio; digital out-of-home (DOOH); in-app; over-the-top (OTT) and connected television (CTV); and voice.

According to respondents, one single emerging channel will be responsible for driving the majority of new programmatic investment: DOOH. This was apparent across all markets and throughout the supply chain, with a total of 44% of respondents citing DOOH as the most promising outlet for future spend (Figure 8).

Audio (14%) and in-app (13%) were highlighted as the next-most attractive channels by respondents, with audio favoured more in Australia and Japan, while in-app was supported more prevalently by professionals in India and Indonesia. Consumers in South Asia and Southeast Asia are particularly mobile-centric, with a rising middle class shifting internet usage to smartphones, explaining the attractiveness of in-app in these markets.

Figure 8: Identification of emerging channels driving increased programmatic spend in JAPAC through 2020



The near-universal backing of DOOH as the most promising emerging channel is interesting, not least as it is rare to find such broad consensus in the ad tech industry. The appeal of DOOH could be due to a number of factors.

Firstly, it has a more relaxed regulatory environment. As a result of it being a one-to-many medium it is unlikely to face scrutiny or immediate privacy-enforced changes to that currently facing display. Secondly, the channel has the potential to offer greater scale through greater availability once more inventory is digitised and traded programmatically, simplifying the complex process of buying physical OOH inventory. This helps mitigate concerns over the cost of media (see previous section on addressing challenges facing the JAPAC market). The digitisation of DOOH inventory could also open up a host of new inventory sources which are not currently available through traditional out-of-home placements. Finally, the digitisation of out-of-home media has led to a distinct increase in the number of programmatic solutions entering the market, which will accelerate over the course of the year.

> The digitisation of DOOH inventory could also open up a host of new inventory sources which are not currently available

"Programmatic may provide the OOH industry with a lifeline as it is becoming increasingly complex." Adds Porter, "Media owner packages have traditionally been built for even distribution, but with more and more geotargeting, programmatic would be a very useful simplifier for DOOH." However Nikhilender warns that the Covid-19 outbreak may force those in the industry to temper expectations for the channel in the immediate future, saying, "We see a lot of clients dropping their budgets and intentions to invest in DOOH. It will take some time for the potential to be picked up and restored to the original state."

One of the more surprising findings from the survey was that, despite ostensibly capturing the interest of the global media ecosystem across events throughout 2019, CTV and OTT did not rank highly as an emerging channel which would drive programmatic investment. Mackenzie believes that misconceptions over fragmentation within the market could be responsible for the finding. "There is some development that needs to happen here, but I believe interesting opportunities will emerge in this space relating to content and sponsorship of addressable audiences," he adds, "Right now, we buy TV based on metrics such as CPRP built from panel data, but with CTV you can start to buy TV based on all of the signals that you would typically expect from a programmatic buy – time, location, demographic, interest, purchase intent and so on. It opens up a world of possibility for precision planning in a TV environment with richer opportunities in both format and experience."

Porter adds that market ownership and development may explain the lack of enthusiasm for the channel at this stage. "In some markets OTT has already developed. In others, it is controlled by traditional broadcasters who may not yet share digital platforms' interest in -and understanding of- biddable markets. It will come in time. If most OTT is owned by traditional TV channels or ad-free global players, then it makes sense that programmatic investment will be limited in that market." He adds that the channel could prove highly complementary to DOOH, driving growth across both channels, highlighting that in China, both are "an integral part of many brands' multi-screen planning."

Summary & Conclusion

With investment soaring across the supply chain and throughout the region, the outlook for the programmatic industry in JAPAC is positive. Alongside established channels, the market is aligning behind DOOH, with audio and in-app advertising likely to fuel additional growth.

Whether these channels realise their potential in 2020, or if investment will instead flow through towards alternatives such as CTV and gaming, remains to be seen, though this is of course a global question.

Regardless of which channel new spend will be directed towards, the core attributes of programmatic in JAPAC, innovative use of data and trading efficiencies, will continue to attract players from every link in the supply chain. As economic recovery begins following these unprecedented times, these factors will prove critical in driving media growth at a regional and global level.

Investment in programmatic within JAPAC is growing
Programmatic investment across the JAPAC region continues to rise, with nearly half of respondents (47.5%) saying spend has increased by over 25% in the previous 12 months, while less than a tenth of those surveyed have reduced spend.

Multiple factors are driving increased programmatic spend
Additional investment in programmatic has been driven by the enticing advertising opportunities opened up through the effective use of data and efficiencies in trading and consumer targeting. Access to high-quality inventory was highlighted by agency professionals in the region, which should remain a continued priority for both buyers and sellers given the continued importance of service layer partners.

Adoption of ads.txt remains inconsistent
Variable adoption of the protocol could be contributing to concerns over the transparency within the programmatic supply chain, hindering future growth of spend. Initiatives to increase adoption of ads.txt, as well as those aimed at improving perception of programmatic integrity and transparency, could be highly significant in alleviating concerns over the monetary and logistical resources required to trade programmatic inventory effectively.

Header bidding usage is widespread within JAPAC
With over 90% of surveyed media professionals using header bidding, the technology is set to continue powering programmatic trading through 2020. However, a wide distribution of header bidding partners is apparent, with a potentially excessive number of partners employed by many, most notably within emerging markets. As familiarity and education in effective programmatic trading increases, distribution of header bidding partners may become more consistent across each region and publishers may eventually narrow in on a select few container solutions of choice in the years ahead.

DOOH is set to drive increases in programmatic budgets through 2020 and beyond
While the wider economy is undergoing a period of shock, sharp recoveries have been predicted by many. Once restrictions on movement are lifted, it will be interesting to note whether optimism remains around DOOH and whether out-of-home advertising budgets reflect that, or whether industry attention shifts towards home-based channels such as in-app and CTV.

In association with: OpenX

Sample & Methodology

The original quantitative research outlined in this report is derived from a survey of 223 media professionals working within a brand, agency, or publisher within the Japan and Asia-Pacific (JAPAC) region. The surveyed countries were Australia, India, Indonesia, and Japan. Data was collected from 3rd February to 24th February 2020.

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- Anushrav Gulati, Head of Indirect Revenue, Times Internet
- Jonathan Mackenzie, Managing Director, Publicis Media APAC
- Deepika Nikhilender, SVP Xaxis APAC
- David Porter, Vice President of Global Media, Unilever

ABOUT OPENX

OpenX powers highly relevant advertising at global scale, delivering quality and value to brands, publishers and consumers across every type of connected screen and ad format. The company's leading technology aggregates, curates and values consumer interest in real time on one of the world's largest and highest quality ad exchanges to ensure marketers reach exactly the audience they want. OpenX serves more than 30,000 of the world's most recognized brands, more than 1,200 publishers and more than 2,000 premium mobile apps.

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ExchangeWire tracks global data-driven and programmatic advertising, media buying trends, and the ad tech and martech sectors. Delving deep into the business of automated media trading and the technology that underpins it across multichannels (online display, video, mobile and social), the site aims to keep readers up to data on all the latest news and developments.

ExchangeWire provides opinion and analysis on the following sector companies: specialist media buyers, ad traders, ad networks, media agencies, publishers, data exchanges, ad exchanges and specialist ad tech providers in the video, mobile, and online display markets.

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