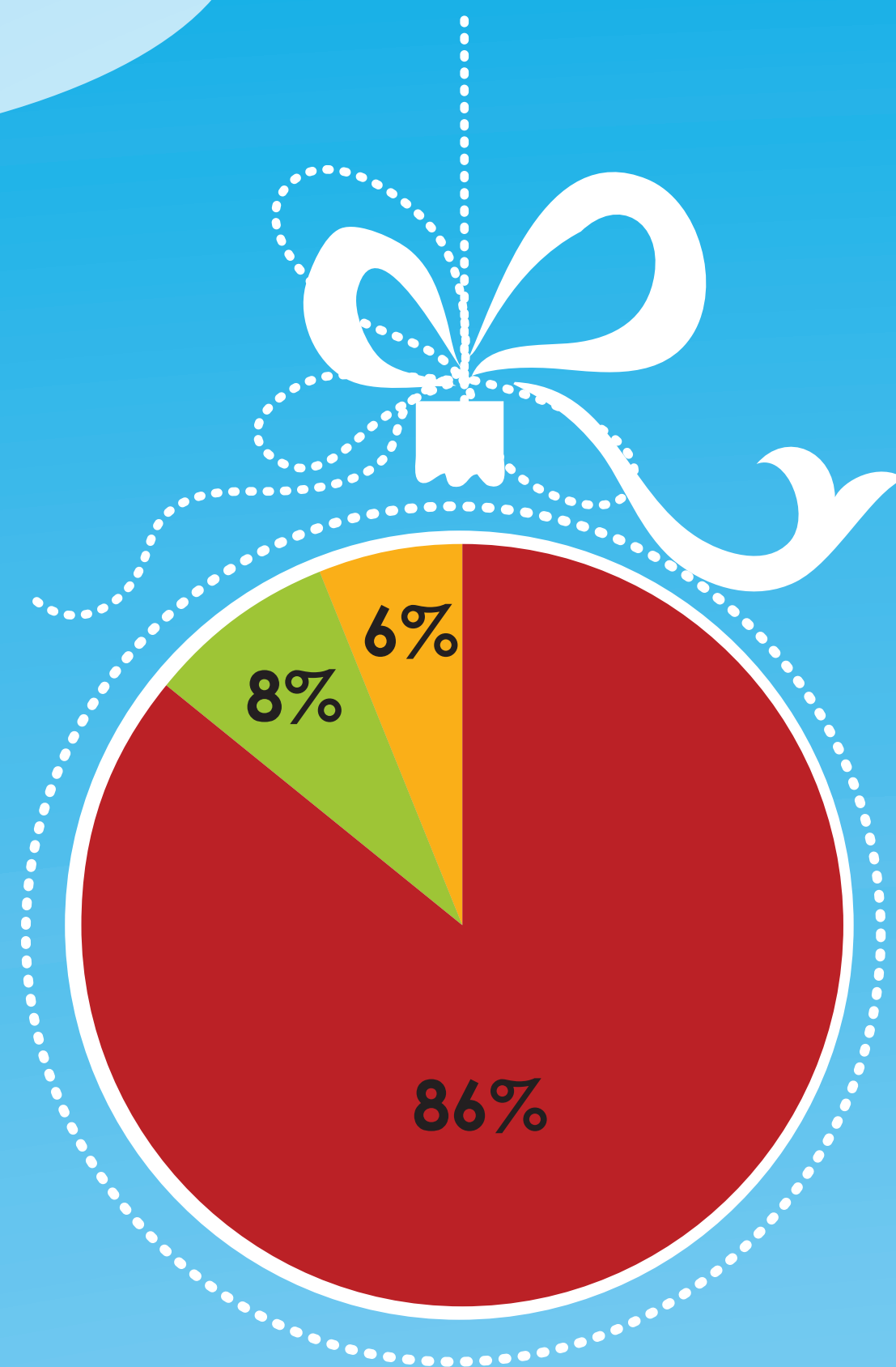
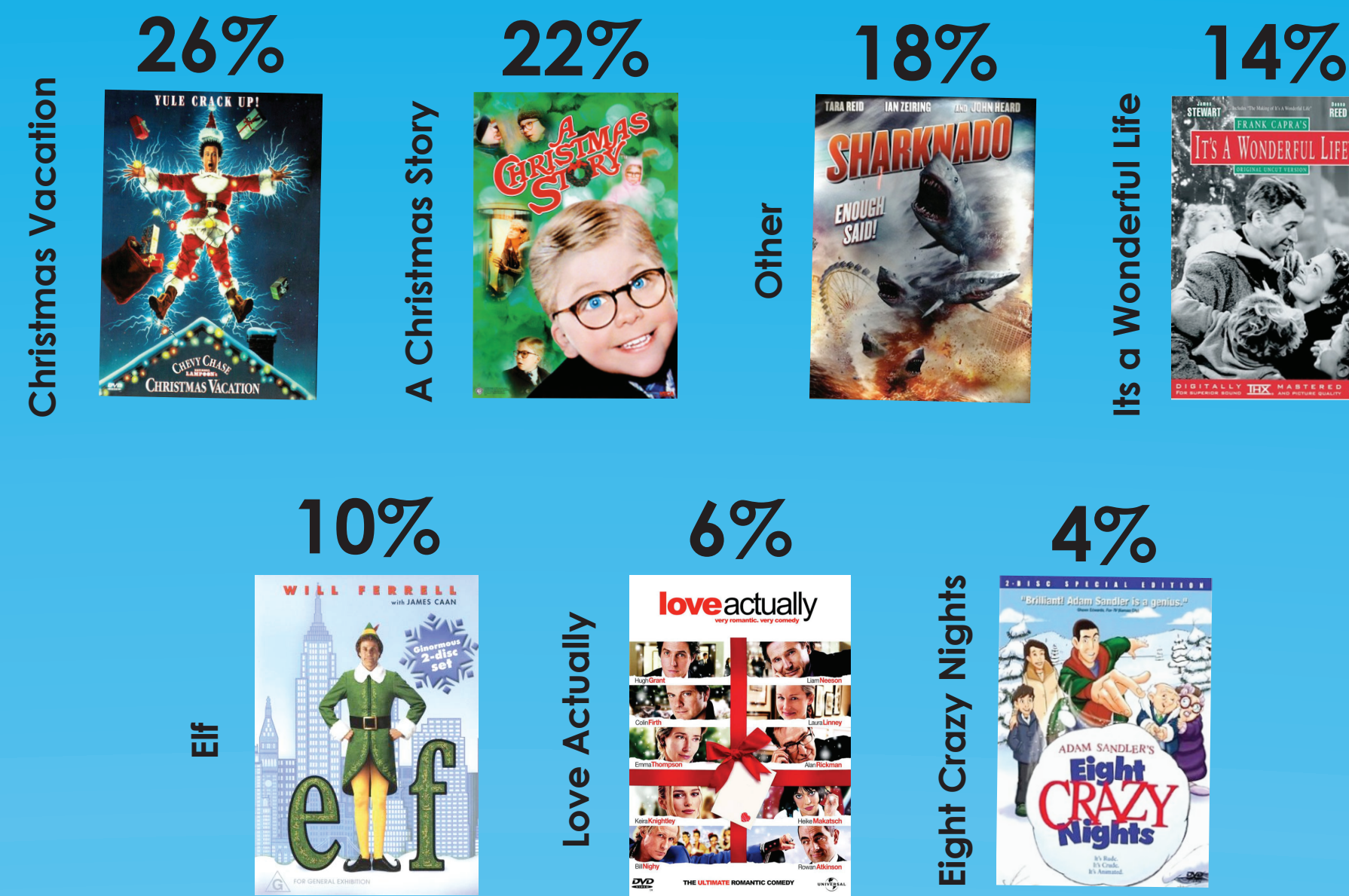


Increasing your programmatic inventory or spending in 2014?

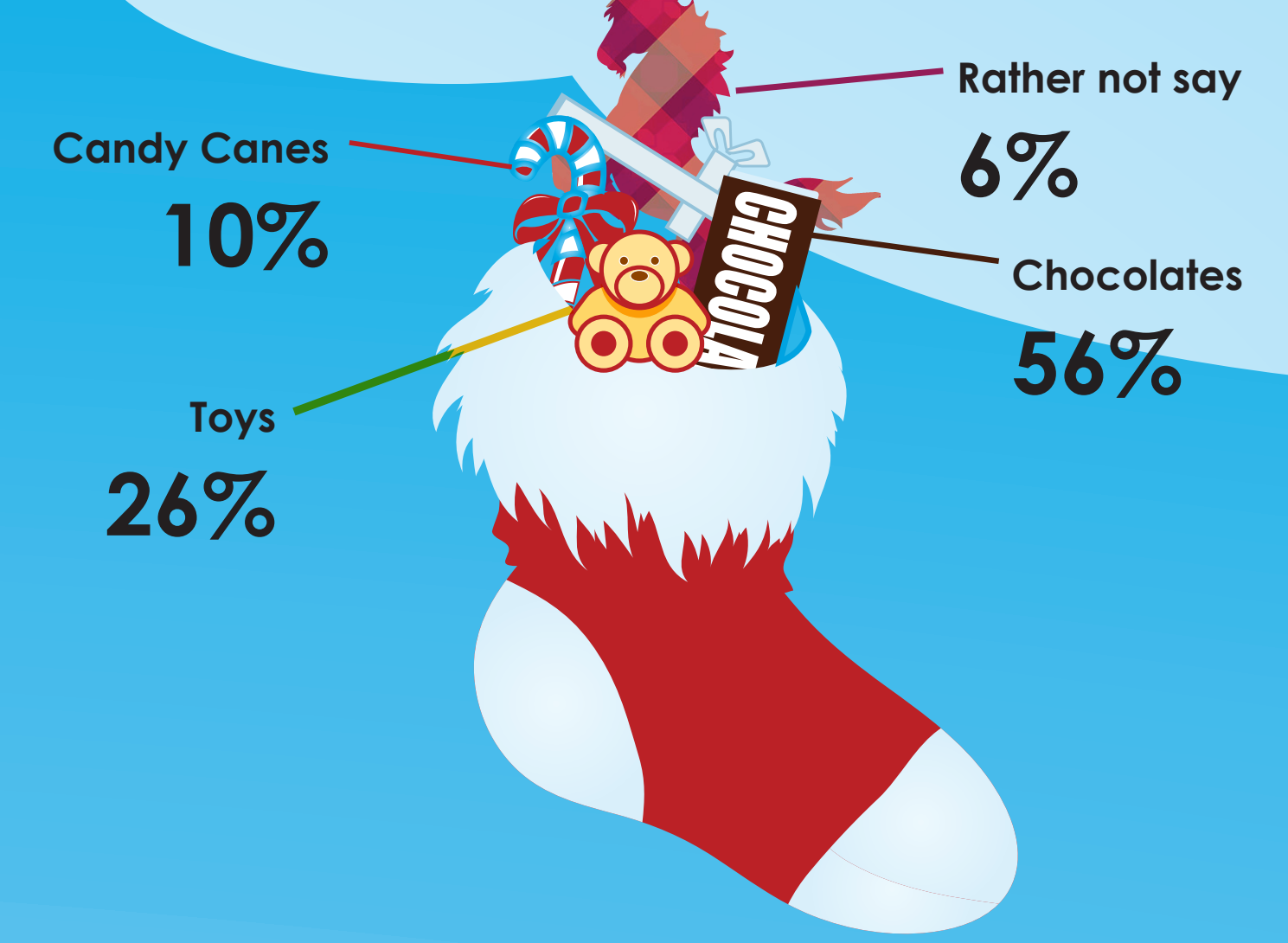
Increasing
Staying the same
What is "Programmatic"?



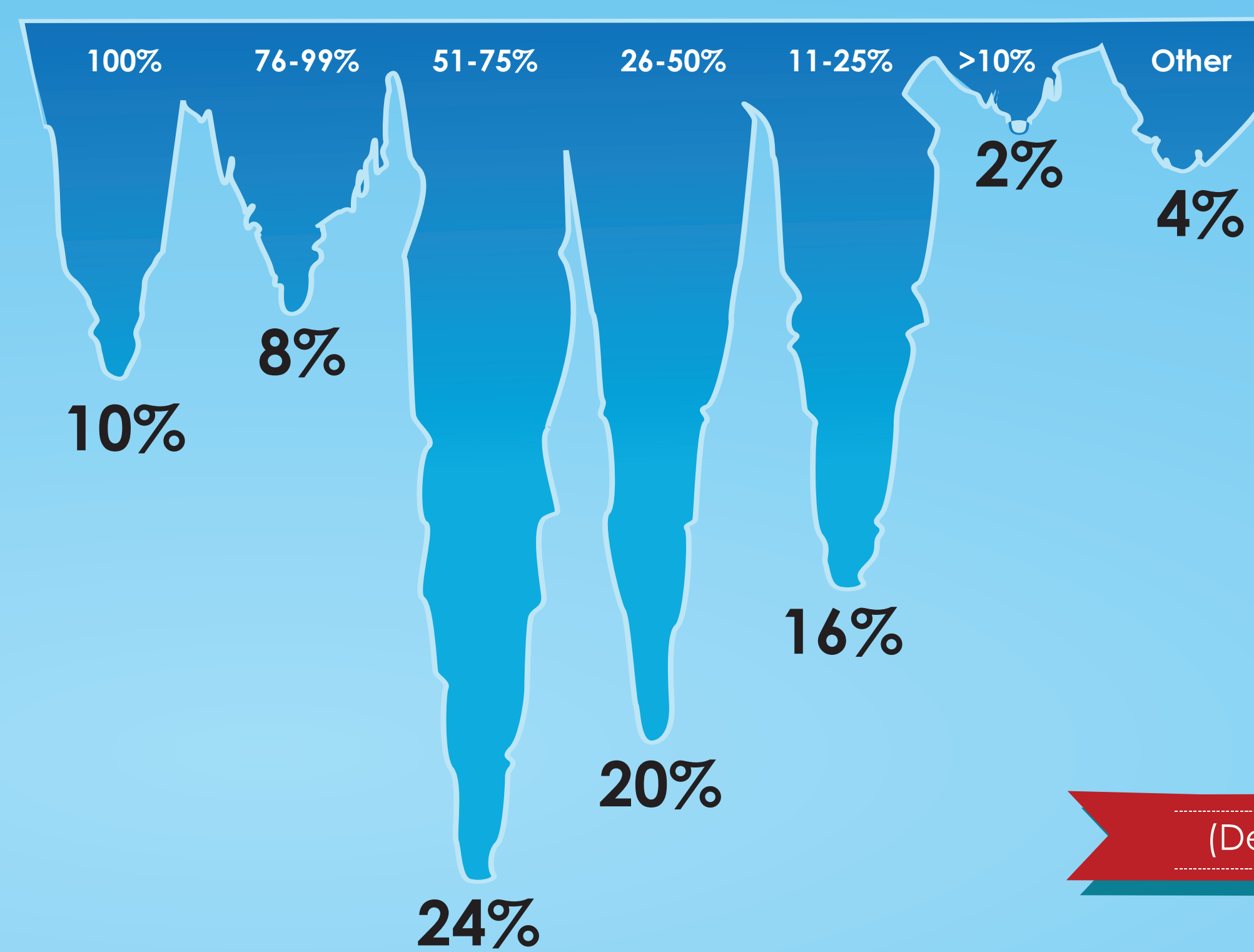
Favorite Holiday Movie?



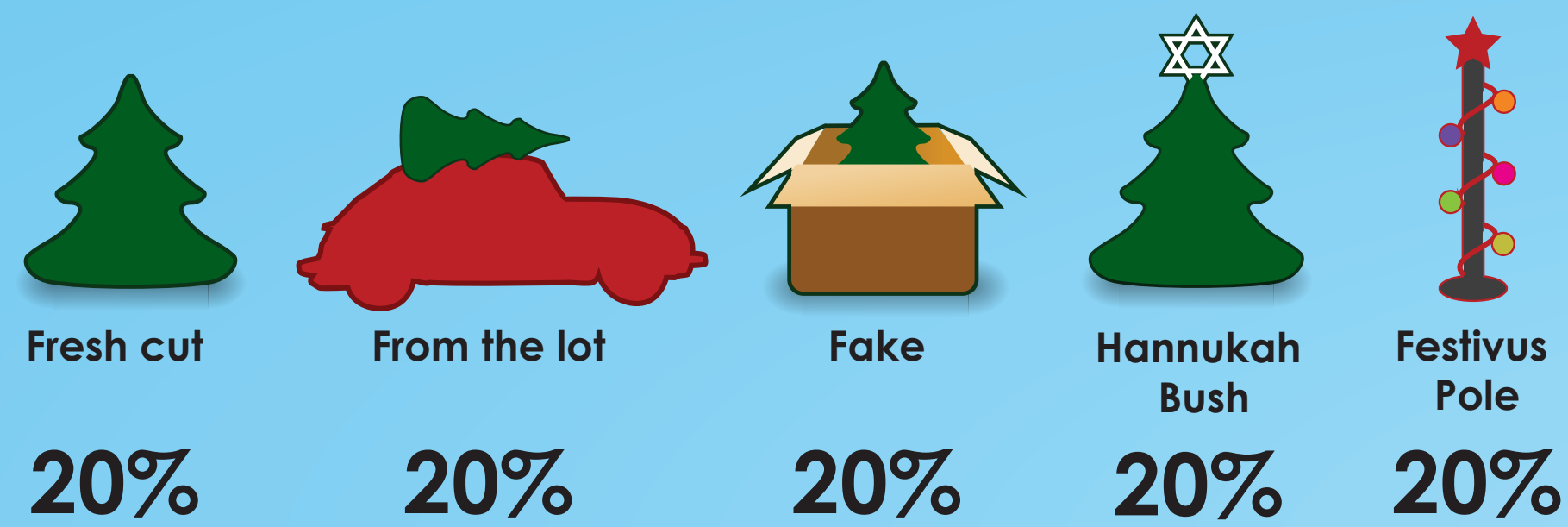
Favorite Stocking Stuffer?



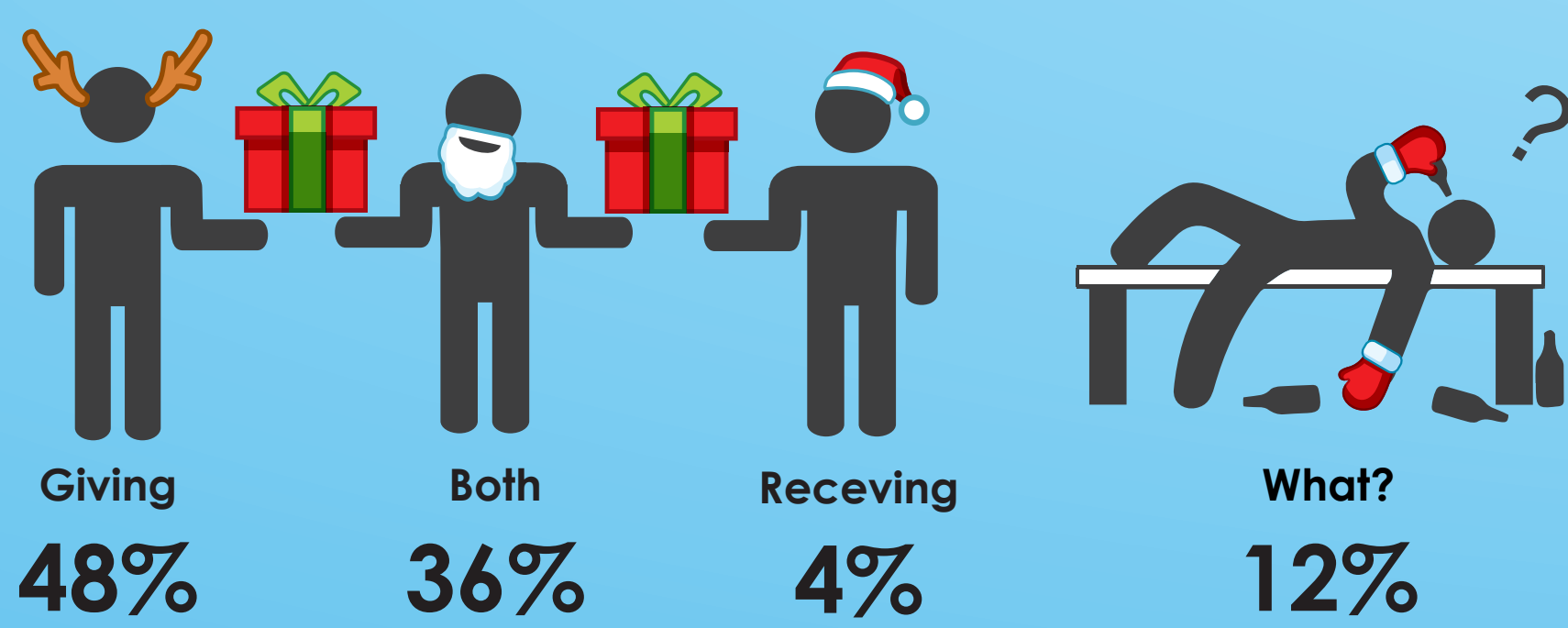
% of desktop inventory or spend available through programmatic in 2014?



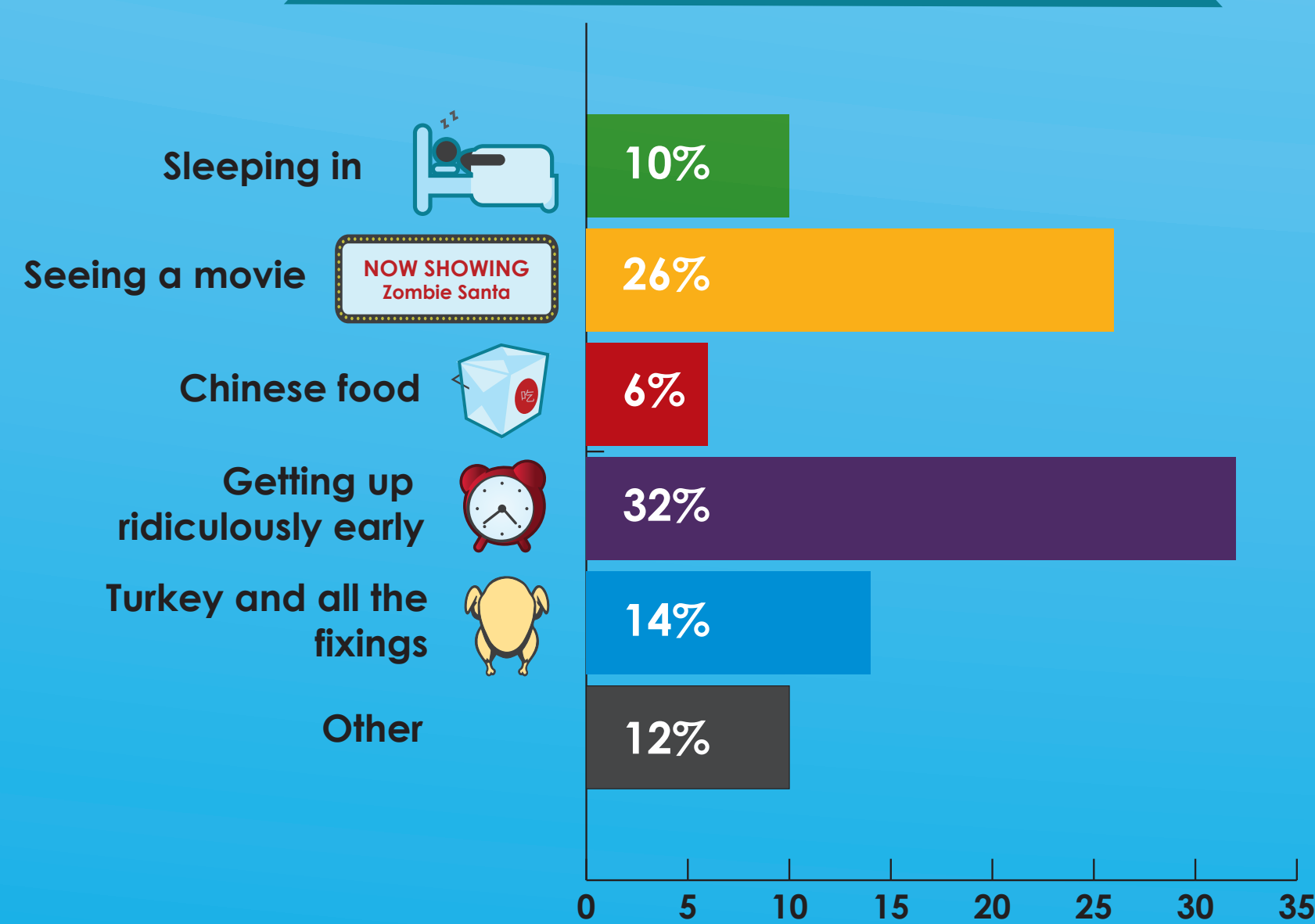
Prefer Real or Fake?



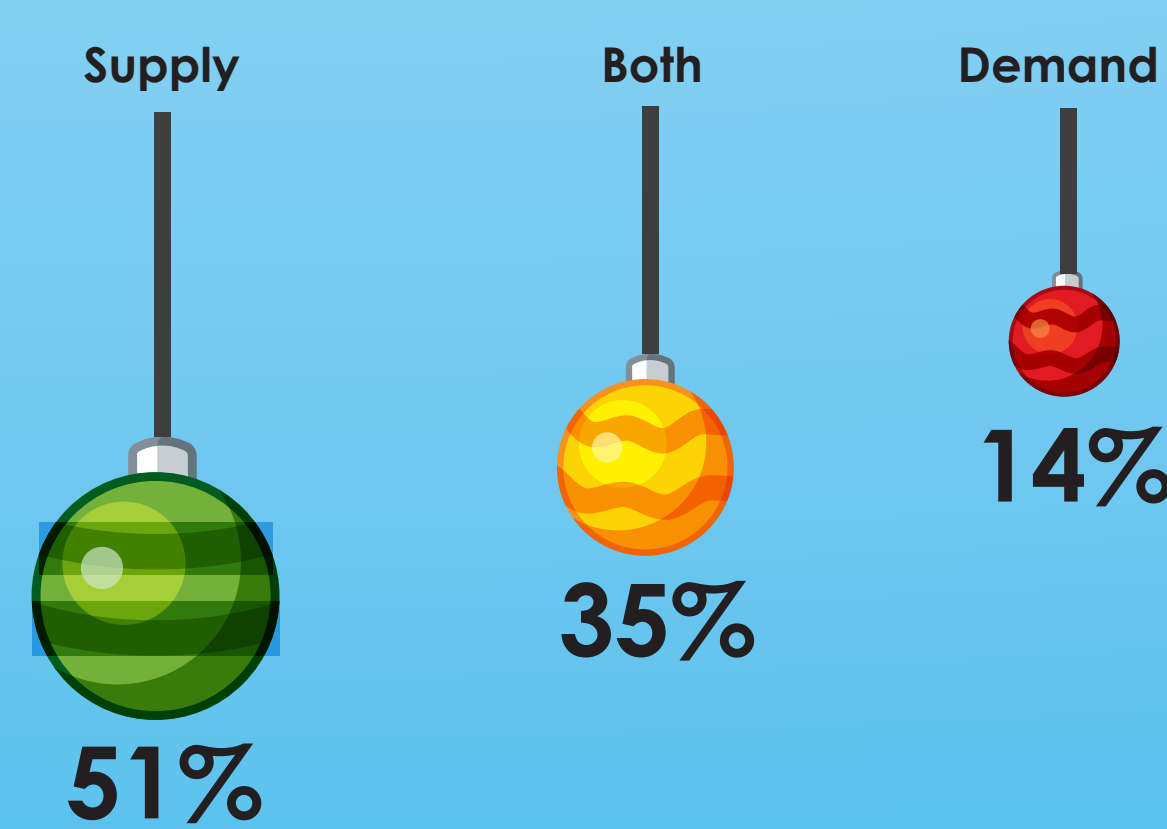
Prefer Giving or Receiving?



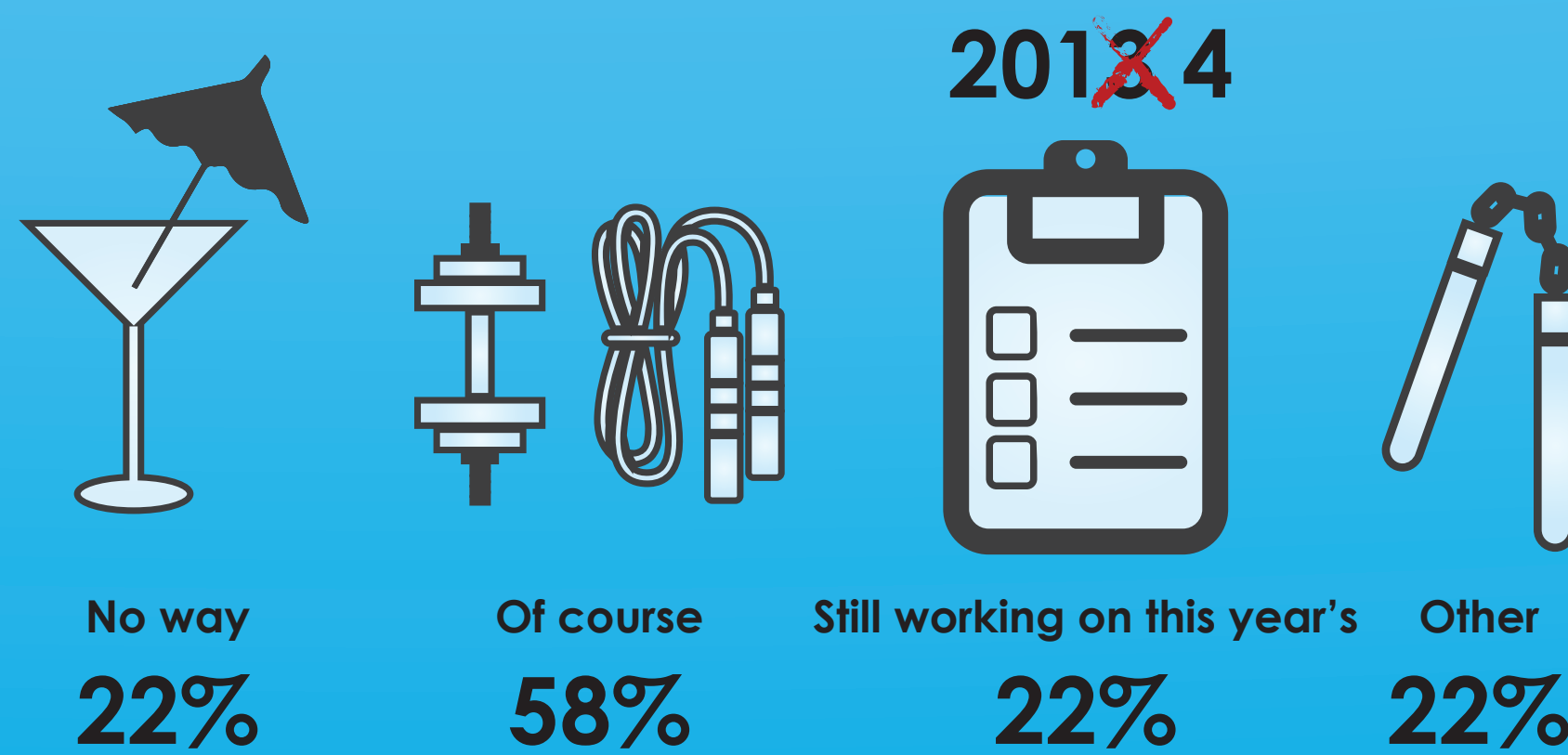
Christmas Day Tradition?



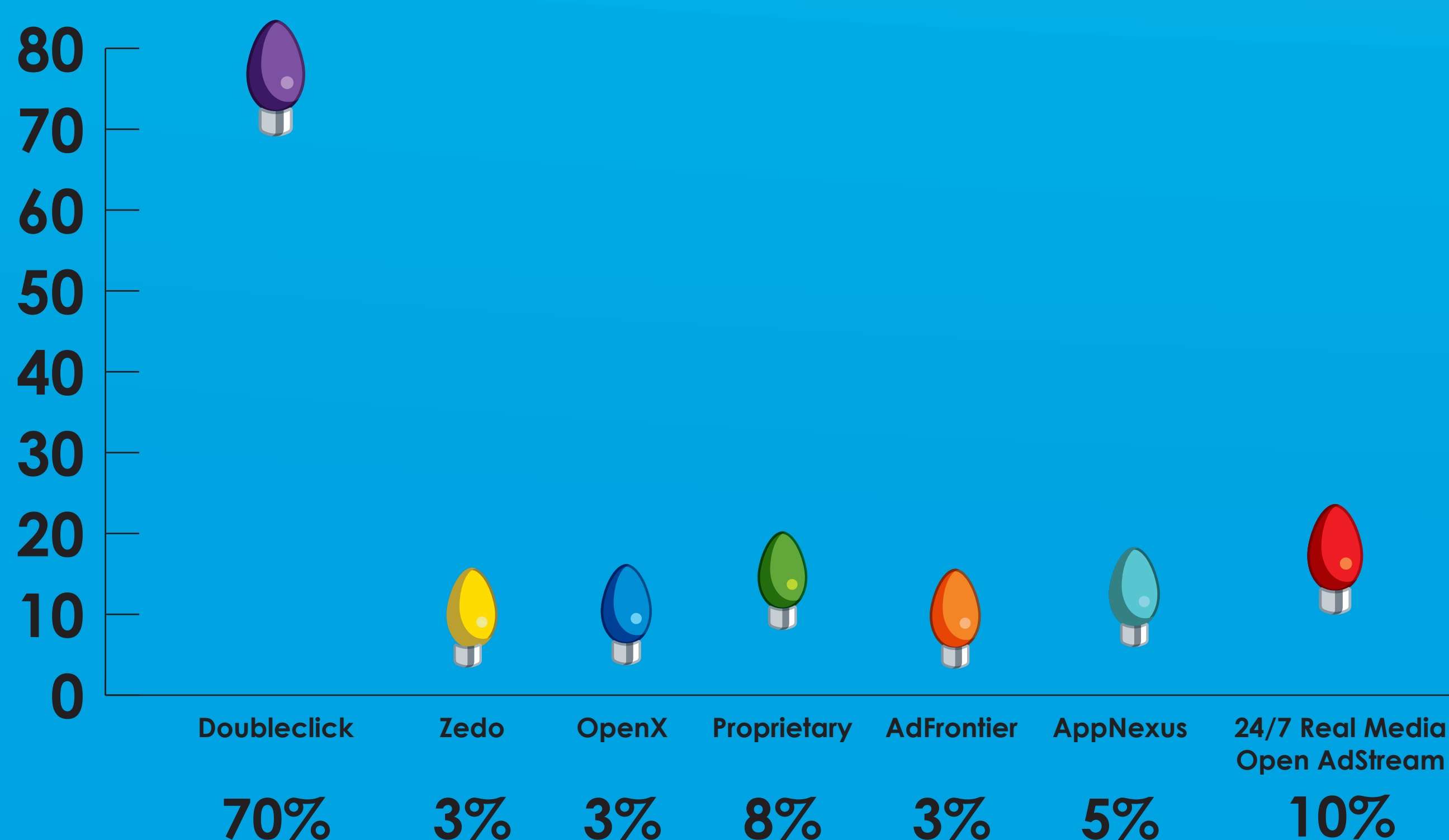
What side of the industry are you on?



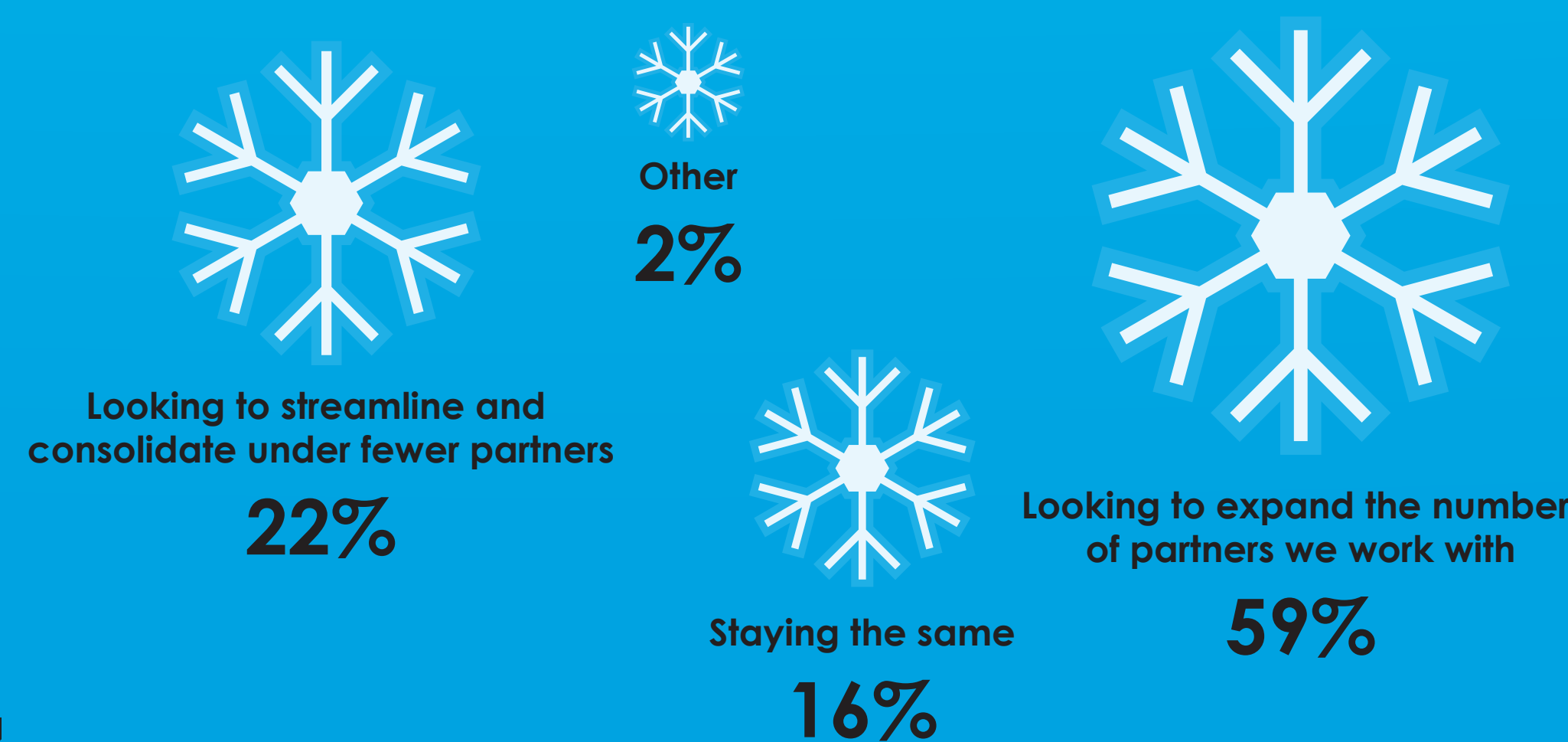
Planning a New Year's Resolution?



What adserver are you using?



What are your plans for business partners in 2014?



(Supply) What ad yield optimization platform are you using?

