

Susquehanna International Group, LLP

March 8, 2021

11:00am ET

Shyam Patil: Hello, good morning everybody. I'm Shyam Patil, the internet analyst at Susquehanna. Welcome to our conference call with LiveRamp to discuss the recent Google announcement, and its implications for LiveRamp as well as the industry. We're very excited to have with us today Anneka Gupta, the president and head of products and platforms, Travis Clinger, senior vice president of addressability and ecosystem Lauren Dillard, chief communications officer and head of investor relations. We're going to perform the call as a fireside chat, but if anyone in the audience has any questions please feel free to send them over to me via email. Many of you have already sent questions over, and we're going to do our best to get to them.

But if anybody else has any please again feel free to send them over via email. And guys, thank you so much for making the time to join us this morning, especially on short notice. I know it's been a very busy past several days. I know this is a topic that we're all trying to figure out. I thought I could start out with just a broader question, and I can throw it out Anneka to you. You know, Google made the announcement last week regarding Chrome and privacy, and you guys have done a great job with the blog posts and your point of view. But I was hoping just to level set everyone on the call today, can you talk about what this announcement means, what's new, what is and what isn't happening?

Anneka Gupta: Yeah, absolutely. So I think the headline here first is that nothing is changing with the way that LiveRamp is working with Google today, and nothing is changing really for our customers in terms of the options that they're going to have available to them in the future. So what Google very specifically announced was that on their DSP, which is DD360, they're no longer going to natively support audience based buying. And they're going to take a cohort approach instead, this is called FLOCs, which stands for federated learning of cohorts. And a cohort based approach is really a step above contextual, but it's very very far away from audience based buying. So they said we're not going to natively support audience based buying in our DSP.

And they said that they're not going to build their own proprietary ID to replace cookies. I know there was a lot of talk over the last 18 months about whether Chrome would introduce some kind of browser ID. And Google said very definitely, no we are not going to do this. They also talked about that they're still going to be dedicated to supporting publisher IDs like ATS so that publishers can connect their audiences into and make them, and enable audience based buying the same way that Google is able to do with search and YouTube today. So I think like again going back to the headline, nothing is really changing about this approach. It's what we expected was going to happen when third party cookies went away. Marketers will

still be able to do people based buys on DV360 through a private marketplace approach.

Where they can do it through their SFP and set up a deal ID workflow, and I think this really highlights the commitment that the ecosystem and industry are making around enabling first party relationships at the core of what ATS and Safe Haven are enabling.

Shyam Patil: Great, great, thank you. And if we take a step back can you just maybe help us understand how audience based buying is done today? Kind of pre-this change from Google, and then how things are going to work after the Google proposal goes into effect? I know you talked about PMPs and being able to use ATS within DV360. But could you just talk about how things are done today with LiveRamp's products and how that's going to change when Google's proposal goes into effect?

Anneka Gupta: Yeah, sure, Travis do you want to jump in, and then I can add to what you have to say here?

Travis Clinger: Yeah, definitely. So today you can think of us powering connectivity for Google in really three ways, so first we have their owned and operated properties. So these are YouTube and search, and we have an integration that's based on the authentication with YouTube and search there. So that's a Google customer match, that does not rely on third party cookies. That integration is already cookie-proof today and ready to go, and so our customers will continue to be able to use that in the future. The second way we have customers connect to DV360 today is we are just on-boarding directly to DV360. So this is where the customers uses LiveRamp to connect the audience in the DV360, DV360 is then able to buy on open exchange.

So we're going to talk about open exchange and then private marketplace deals. Open exchange is about 50 percent of total programmatic, and then private marketplace deals are the other 50 percent. Really the way to think of open exchange versus private marketplace deals is open exchange means the identity is done on the DSP. So we onboard into the DSP, and private marketplace deals means that the identity is done on the SSP side or the exchange and closer to the publisher. Today our integration with DV360 is based on the third party cookie, and so that's the integration that will be going away going forward. But we have another path for marketers to buy on DV360, and that's via those private marketplace deals.

And so here we have integrations with all of the leading SSPs, and the marketer can onboard their data there. And then match on our people based identifier using ATS and still buy on DV360. And we have marketers to do this every day today. As you get better access to publisher inventory you are able to view the identity on the SSP side. And then you are sometimes able to access more premium types of inventory that's not available for open exchange.

Shyam Patil: Excellent, that's very helpful. I got a question from the audience that I thought was relevant to what you just said, Travis. I'm just going to kind to loop that in. Why is DV360 allowing ATS to be used in P&P transactions but not the open web? And then the follow up question was should we be thinking about kind of your break out

being kind of along the lines of the market breakout where you said 50 percent open exchange, 50 percent P&P?

Travis Clinger: Yeah, so to answer the first question I think what you saw Google do in last week's blog post is they really kind of drew this line and said, as a company for our programmatic DSP we are not going to buy on other IDs. We're going to pass publisher IDs via our exchange, so they opened up the exchange, which support ATS IDs. And we are going to use authenticated IDs for our own owned and operated properties. But DV360 is going to focus entirely on Chrome's product, which is the FLOC. So I think the reason that DV360 would buy the private marketplace deal versus the open exchange using our ID is that the private marketplace deal is just like the concept of the publisher passing on ID. So the publisher is doing the matching with us directly on the exchange, and then the DV360 is just buying the aggregate ID.

You can actually think of a PNP ID as an audience ID, much like a FLOC ID except it's entirely audience based on that publisher's first party match to marketer first party data. So I think that's why they've kind of drawn that distinction there. To answer your second question. When you look at the identity link enabled campaigns that we have today we have a bunch on both private marketplace deals and open exchange. So we're up to 45 DSPs now bidding on IdentityLink, including the Trade Desk, Media Mass, Amobee, Criteo. Then we have all of the major SSPs, we just had the last major SSP, Xandr sign on and announce with us last Wednesday. And all of those support private marketplace deals on the IdentityLink. So I don't know that I could give an exact breakdown, you know, which what percentage of our marketer data flows through P&P versus open exchange.

I would say, you know, in the campaigns that they were running on IdentityLink this quarter it's probably roughly about even, maybe even leaning a little bit more towards the P&Ps. And I think again you get to when you are general market audiences you want to often connect those audiences to really premium publisher inventory. You're already paying a premium CPM because it's a data driven audience. And you know that you're getting better results, so we do see a lot of those marketers look for the P&P deals. The Fitbit case study we actually ran last year where we saw two times better ROAS, that was all executed via P&P and then the DSP was just flying the audience based deal.

Anneka Gupta: I think just to add to what Travis said, one thing to remember is that the rest of the DSPs that are not DV360 are still going to be able to do audience based buys. Google's announcement is really focused around its own DSP. It's not about the rest of the ecosystem and the rest of the industry. And at the end of the day what Google, what Apple, what all these companies are trying to do is fundamentally restrict cross-site tracking. So the fact that I went to NewYorkTimes.com, and also went to USAToday.com, and went and played games on another website, like they don't want companies to be able to use the data of what websites that I went to, to target ads.

Fundamentally what ATS is doing and what LiveRamp provides is one to one addressability when you have a first party relationship already. So for instance if I'm a customer of Target, and I register on the NewYorkTimes.com, and I have a first party relationship with both of them, what ATS enables is for Target to find me on NewYorkTimes.com. But we don't enable anything related to cross-site tracking, it's really about enabling these one to one relationships, which is very much in line with what all of these companies are trying to enable and committed to supporting.

Shyam Patil: Thank you, that's very helpful, and I actually was going to get to that in a minute. I had a follow up that I was going to ask later, but I think I can ask it now. Regarding the amount of, you know, say business that you guys transact through DV360 that uses an ID or cookie today or uses LiveRamp today on the open exchange. Do you think that that business goes to other DSPs, Anneka to your point that will transact on identifiers? Or do you think it goes PMP or both? Just how are you thinking about how that evolves?

Anneka Gupta: So I think that taking a step back, when brands are working with LiveRamp they're working with us because they want to leverage our omni-channel capabilities to help find their audiences across all the ways that consumers are consuming content. So that means finding their audiences within the big walled garden like a Facebook or a Google, finding their audiences within the mini walled gardens and other premium publishers like a Snapchat, or a Pinterest, or a TikTok. Or finding their audiences across the various ways that consumers are consuming video content today, both linear TV, addressable TV, OTT, CTV, streaming apps, et cetera, and then of course across the open web. And so what LiveRamp is doing is we're enabling our customers to activate their audiences across all of these channels. And then enable measurability and accountability on the back end of that.

When we look at open web, which is one slice of this, we think that if customers want to be doing audience based buying, which all the trends show that marketers are spending more and more on data driven audience based buys versus on broad, you know, national TV buys and things like that. So I think like what we'll see is that there is going to continue to be more money funneled into audience based buying that could be distributed differently across the open web, across PMPs, across premium publishers. But in ever one of those cases LiveRamp has a very important role to play, in that we are connecting audiences across all of these mediums. And then helping our customers measure the impact and ROI of their spend across all those big channels as well.

Travis Clinger: And just to add to Anneka's comments too, I think in our conversations we've had with the open internet DSPs and SSPs over the past five days since the announcement there is a lot of excitement about moving these clients from DV360 to either doing private marketplace deals on the SSPs. Or moving to a different DSP, you know, most clients are already going to have multiple DSP contracts. So if they work with DV360 chances are they also work with a MOBI or media mass at the Trade Desk. And so this is the opportunity for those DSPs to then take on the audience based buying that DV360 was doing. So I think you see a lot of opportunity out there that the open internet platforms are looking at. Because they now have

access to people based identity, whereas DV360 will only have that on the private marketplace side.

Shyam Patil: Got it, that's very helpful. I think kind of sometimes what gets lost in all this is why audience based buying is important for publishers. You know, who need to exist so we can get content, I was wondering can you guys just talk about that a little bit? Just why is audience based buying, you know, important for pubs? How does it fit within their business models? I think everyone kind of talks about consumer privacy and all that. But what I think is lost is how we all get content and why we get it for free. Can you just maybe spend a couple minutes just talking about that?

Anneka Gupta: Sure, I'll start at the high level, and then Travis you can jump in as well. So I mean I think if we look at the way that the internet economy works is there is a ton of publishers, there is a lot of voices that can be heard because of the nature and distribution model of the internet. But the fact that there is all this free content out there, that content has to be monetized somehow. And today that content is monetized through ads, and there is an emergence of subscription services. But the vast majority of the content on the web is free, and in order for there to be a vibrant community of voices, and publishers, and perspectives that are shown on the internet we have to figure out a way to help publishers monetize that.

Today when someone is monetizing through ads and when they're able to tie data to that ad inventory, their CPMs are 90 percent higher or more than what they would be without any data tied to those ads. So if you start talking about an economy where there is no audience based buying you essentially break the internet.

Travis Clinger: Yeah, and I think just to add briefly to that, you know, the publishers also look at the largest publishers in the world, who are Google and Facebook. And the reason that Google and Facebook have been so successful is that they are doing exactly what ATS does but on their own properties instead of for the open internet. You can think of ATS as really leveraging the learnings of Google and Facebook, and saying when you have authenticated inventory we know it performs better. We know it can connect to marketer data, it drives higher yield, and that's why Facebook's inventories are 100 percent authenticated. And why Google created the carve out on Wednesday saying publisher first party data is so important, because Google's primary revenue source is still YouTube and search. So they are protecting that while enabling the other publishers in the open internet to also use their authentication.

So as Anneka mentioned we have seen for example in Safari, that when you have ATS running and no third party cookie you can see a 350 percent increase in CPS. So the publishers know that the best inventory they can have is authenticated inventory because it can be linked one to one with marketer data. And get those really high value CPMs, and then the publishers also know that the inventory is authenticated, the marketers can measure it. And so every impression that is bought on ATS becomes measurable for our marketers. Driving more value on the publisher's side but also on the marketer's side.

Shyam Patil: And that data point, Travis, that 350 percent can you maybe just give a little bit more detail there, just for some of us who maybe aren't as deep in the weeds on kind of asset terms. Just what do you mean by authenticated inventory, you know, how do you guys authenticate inventory? What that list is, and what are you comparing it to just so we can get a sense?

Travis Clinger: Yeah, definitely, so you can really think of this as a publisher who is ATS compare the inventory that uses ATS where users share their identity with that publisher, either via logging in on the publisher's website, clicking through on a newsletter, signing up for text alerts. So they share it once every 30 days and then the publisher holds their identity server side. So kind of in the backend with their CRM system or perhaps using their first party cookie, and then that inventory becomes addressable. So all that inventory, every time that user visits that publisher's side with ATS running the marketer can connect that to LiveRamp's people based ID. So the publisher looked at the CPMs when a user was using ATS, and then they look at the CPMs on Safari when just the user didn't login. So just a person landed on the site, didn't login at all.

On Safari when you use ATS you got a 350 percent increase in the average price paid for an impression, so the CPM of that impression. And then even on Chrome where you have third party cookies, and the user could still be connected to the cookie base for today. We saw when you're running ATS you still got a 50 percent increase in the value of those impressions versus Chrome, even with the third party cookie. So this is really something that we're rolling out to all of our publishers. We have an analytics module that lets them really dive into the exact value of their authenticated inventory. And then that can help publishers authenticate how they get more authentications, right? Because we recognize not every publisher is going to have 100 percent authentications. We expect instead the authenticated world to be somewhere between 25 and 30 percent, and it's these analytics tools that help publishers see that value and really double down on authentication strategies. Like creating new newsletter products, or creating a content wall where you have to sign in to access content after a couple of free articles. And so we're really seeing our publishers start testing this and rolling these solutions out so that they can increase the amount of their authenticated inventory.

Shyam Patil: And that 25, 30 percent that you expect, what do you think is going to happen with the rest of the inventory to make it I guess, you know, I don't know what the right word is, data driven or targetable?

Travis Clinger: Yeah, so I think we look at the internet as really separating out into three chunks. So there is going to be the 25 to 30 percent that is authenticated. This is going to be the most valuable part of the internet, this is going to allow those marketer data driven campaigns. If you look today marketers don't use data for every campaign. In fact it's still a minority of campaigns that have lots of first party data being applied to them, so that 30 percent is going to meet the demand that marketers have for addressable data driven campaigns using their own first, second, or third party data. Then you're going to have the FLOCs, and the cohort based, which is going to be helpful for prospecting campaigns, for more contextual type targeting.

And then you're going to have contextual, and then what we are looking at doing is we're going to layer on ATS in all three. So we have ATS focusing in the authenticated. But we're also exploring ways of how could we tie ATS to the FLOCs to allow expansion at the FLOC level. And then we just launched a partnership a few weeks ago with Media.net, one of the leading contextual platforms, to connect ATS to contextual inventory as well. So that you can harness the best of both worlds. You're using your marketer first party audiences on authenticated publisher inventory, but also knowing the exact context of the user while they're browsing the publisher at the moment so that you can optimize your buy.

Shyam Patil: Excellent, that's very helpful. I wanted to get a little bit in the weeks, you know, we've gotten a lot of questions around what are the differences between cookies, and identifiers. And you guys have talked about this a little bit, but wondering if we could just maybe dive a little bit deeper there? You know, how IDs work versus cookies, is there any new challenges that are going to arise? If we could just touch on that, that'd be great.

Travis Clinger: Yeah, sorry again maybe start this and then Anneka please chime in. but so really when you look at the third party cookie out there, so that is a browser based ID. So that is where you are able to set an ID that represents the browser. An average person is going to have anywhere between three to ten cookies depending how many devices and browsers they have. And the cookies are constantly being reset. Every company in ad-tech has their own cookie, and it kind of becomes like a bunch of currencies. And you're constantly trying to map one cookie to the other because if, you know, we at LiveRamp don't know what the Trade Desk cookie is for a user then we can't communicate data to the Trade Desk to help connect to that user.

So you add this really inefficient system, and so about four and a half years ago that's why we launched an initiative with the industry to move from cookie based buying to people based identity. And we were the first ever company to put our people based ID in the programmatic digistream. We are still the only people based ID in the programmatic digistream available for both private marketplace deals and for open exchange. We now have 45 of the world's largest DSPs buying on this. This is a global product that works in APEC, in the EU, and in the US. And then we also support the private marketplace deals, and connect people based ID on the SSP side.

And we know that buying on people based identity just works better than buying on third party cookies. Even when you have cookies available our case studies who again and again that you get better return on ad spend. You can measure ever single impression you buy. You can connect those impressions to offline results and show what is your true ROAS, not just what is your online conversion metrics. We've seen better click through rates, we've seen better effective CPMs. Overall it's been a win for both the marketers and the publishers. The publishers get a better CPM, but the marketers get far better results that justify paying that higher CPM. So what we are doing now is we are shifting our marketers away from buying on third party cookies to buying on people based identity.

In Q3 alone last quarter we more than tripled the number of IdentityLink enabled campaign, and then this quarter we expect similar growth in the number of IdentityLink enabled campaign style marketers are running. And so we expect as we look towards January of next year, when Chrome is sun setting the cookie, that all of our marketers will have already shifted over to buying on people based identity. Which today still leverages the scale of the cookie, but also leverages the ATS. And then they will be good and ready to go as Chrome turns off the final sunset of the cookie next year.

Anneka Gupta: The other thing I would add to what Travis said is that using ATS and our people based ID approach is very consumer friendly. Because it relies on, and I spoke about this before, it relies on the consumer having a relationship with the publisher and a consumer having a relationship with the brand. So the relationship with the publisher is cause if I am registering to a publisher's website, or to their mobile app, I have, like I have a relationship with that publisher. And on the brand side typically the data that we see coming in from brands is from their loyalty card programs, or their email marketing programs. So it's a place where I have given my, I have given my information and my consent to the brand as well. So I think this system, we're very excited about it because not only is it better for the industry at large, but it's better for consumers.

Shyam Patil: Excellent, I wanted, Travis I got a question just from the audience, just wanting to just clarify something you said. Did you say that ATS could connect with FLOCs?

Travis Clinger: So it does not today, it is something that we are exploring. So to go into a bit of detail of what a FLOC is, so every browser that operates with Chrome is going to have a FLOC ID. And FLOC, kind of playing on the bird analogy here, the idea is that you essentially watch these FLOCs of browsers move around the internet and you are able to understand some of them. So for example maybe you are a bank you and you see that there are four or five types of FLOCs that consistently visit your bank. So there is something about those users, you know, there is something that draws them to your bank. Well some number of those users are going to be authenticated. They're going to login into your banking site, they're going to login to publisher sites. And so this creates a huge second party data opportunity, and it's something we've been exploring from our safe haven of could you use the authentications across different FLOCs to help drive insights.

So right now very preliminary, but something that we are watching really closely as the FLOCs move out of beta of how could ATS help connect into FLOCs and help educate publishers and marketers on what those FLOCs really mean.

Shyam Patil: Perfect, perfect, and next question, Anneka you just touch on this with your response, and you touched on it previously as well. Just on ATS, I get a lot of questions on kind of how this is constructed. And I think you just talked about it a little bit, but just if there is anything else to add on how it's constructed I think would be really helpful.



Anneka Gupta: Yeah, sure. So I think that the key points are that it's based on first party relationships, which I talked about. So a consumer has to have a relationship with the publisher, with the brand in order for ATS to even function. So that's a critical philosophy on which ATS is based. I think the second piece is really around the omni-channel nature of ATS and our RFID space. So Travis talked about this a little bit, ATS is a people based ID. And because of LiveRamp connectivity, omni-channel connectivity into the ecosystem ATS in conjunction with all of our integrations into walled gardens, premium publishers, TV space enabled through omni-channel addressability and measurability for our customers.

And I think the third piece to understand is that what we have built with ATS is a robust neutral infrastructure that's deeply embedded into the ad-tech ecosystem. So it's deeply embedded with publishers, with SSPs, with DSPs, and ultimately with brand. And ATS is really the only neutral identifier available in the bid stream. Like everyone that's talking about creating their own IDs are doing so typically to promote their own media spend. And to in some ways create their own mini walled garden. And ATS really serves and LiveRamp serves as that neutral translator between all of these ID spaces. We're helping take the fragmentation of digital experiences and make that simpler for our brands, and simpler for them to deliver personalized consumer experiences.

Shyam Patil: Great, great, and I know that ATS isn't constructed on just emails. But Google made this comment, you know, that email based IDs aren't sustainable, somewhat ironic that it would come from them given Gmail and how they push that. But how do you kind of, what do you think about that, how do you respond to kind of that comment?

Anneka Gupta: Yeah, it's a great question. So ATS is not an email based ID, it's not based on email based IDs. So when a publisher, when like I go to a site like New York Times and login, if New York Times is ATS enabled essentially LiveRamp will receive a hashed email address. But then we will create an ID that's our people based ID that is not any sort of derivation of the email address. And embed that with the publisher, and this is a really important step. Because I think we do not believe that it is secure, or it's consumer friendly to be passing around hashed or encrypted email addresses. And Google agrees with that point as they showed in their commentary last week. The way that we're constructing our ID is very much, it's very much not a derivation of the email address. And that I think makes it a lot more secure and consumer friendly.

Lauren Dillard: Hey, and then also this is Lauren, I might just add too, I feel like a statement like that can almost also be read very anti-competitively. Because Shyam to your point and what Anneka discussed earlier around publisher's business models, and this is something that Google does itself for its own and operated properties like search and YouTube. And so I feel like if you kind of like take a big step back publishers need ways to effectively monetize their inventory, and addressable or audience based buying can't only be reserved for a few big platforms. And if Google were to move in that direction I think it would be met with a ton of antitrust scrutiny.

Shyam Patil: That's a great point, thank you. So next question I think is on everyone's mind, you know, is and I think you guys addressed this at the beginning. But how does the announcement change the way you work with your customers and Google, if at all?

Travis Clinger: Yeah, so I think it really doesn't change it, in fact it reinforces that there will be people based IDs. You know, I think really one of the key parts of the announcement was that Chrome is not going to block these IDs. They are going to enable ATS, they are going to enable their publishers to use ATS via the Google exchange. So I think when you look at the marketer use cases we fulfill, whether it's using Google's owned and operated properties, or using Google DV360 to buy outside, those use cases are still going to work push cookie. We are still going to be able to enable people based identity. I think in fact the announcement has created a bit of a tailwind for us over the past five days. We have had a lot of publisher calls now coming in and saying, OK this was a bit of a wakeup call. You know, we hadn't really heard much from Google since January of 2020. There was speculation that perhaps the third party cookie would remain, that it may be delayed.

This cleared all of that up, this reconfirmed that we have nine months. We are four and a half years in our journey in developing a new people based infrastructure. When you look at anyone else who is trying to put their ID in the digistream they are nowhere close to the level of sophistication, the number of partners, and the development that we have done and the products we offer. So we've really seen publishers leaning in, it's been really helpful from a BV perspective. And then the same are marketers, this was a bit of wakeup call to every marketer. Because this announcement made such news, each marketer got calls saying, OK I use DV360. What do I do now? What does this mean for me? And so we're seeing marketers really lean into LiveRamp and their first party audiences and want to test. And when you look at other identity resolution providers out there, LiveRamp is the only provider that can test today.

So we are challenging, we issued a blog post on Friday challenging all of our marketers to test the people based real ID, or use a new DSP internet for 30 days. Because we're ready to go. We have ATS scaled today. We have people based identity today, so we are here to support them. So I think we are kind of excited about the tailwinds that this announcement has made, from a strategic point of view, from a functional point of view for the marketer nothing has changed to this announcement. Instead this has just created a lot of noise that we are looking to channel into momentum to push both marketers and publishers forward with adopting ATS.

Shyam Patil: That goes back into my next question, Travis, which is there has been some debate with investors. You know, does this slow or does it accelerate, you know, conversations with customers, sales cycles, et cetera? What are you seeing? What do you expect to happen, you know, slow down or acceleration in adoption in sales cycles of ATS?

Anneka Gupta: I think what we're already seeing is an acceleration in adoption. We've seen that over the past couple of quarters with the number of brands running campaigns, the

amount of publisher adoption we're now getting. And that momentum is now slowing down, if anything as Travis said last week's announcement highlights the importance of publishers and brands finding solutions, testing them out, and adopting new ways to enable addressability. Because they're going to need to do that. They're going to need to get that setup before the end of the year in order to enable all of the strategies that they've been using for the past 20 years to do targeted marketing and to ensure that every dollar they're spending has high ROI.

Shyam Patil: Excellent, and I've gotten, I know we have about 7 minutes left. I've gotten a bunch of questions from the audience. I'll try to go through these one by one. OK, the first one is though Google will not create alternative IDs, where will they allow them/not allow them?

Travis Clinger: Yes, I think on the first question, so Chrome is allowing them across publishers. I think one important part of the announcement is Chrome is not going to block these IDs. So from a browser perspective they are not blocking these IDs. From a Google platform perspective they have their own authenticated IDs for their own and operated inventory, which is YouTube and search. We are already connected into those, and then they are going to pass the IDs for publishers on the exchange. So they will enable publishers to pass their own authenticated IDs like ATS via the Google exchange. And then for the DV360 platform they will still buy deal IDs, so private marketplace deals where the publisher has matched identity using ATS. They will just not use ATS on their open exchange. So really if we kind of scope the announcement, we're really looking at it only affects open exchange on DV360.

Shyam Patil: Great, and another question, how will LiveRamp work with Google owned and operated properties, you know, particularly search and YouTube?

Anneka Gupta: So today we already work with marketers to bring in their first party data to create audiences within search and YouTube. So that they can target specific, do audience based buys across those channels. And we enable measurability by connecting in omni-channel transaction data and conversion data into these platforms, such that Google can produce better measurement reports. These relationships are not going to change. Google has talked to us about the fact that they so want to enable all of these use cases, it's something that's very powerful and has a ton of adoption with brands and advertisers globally. And in fact many of these programs we've been expanding outside of the US to enable global reach. So that is something that we've heard time and time again, there is a commitment that Google continue to want to support these kinds of programs.

Shyam Patil: Great, next question from the audience, could LiveRamp see a tailwind to CTV or any other products post this announcement? And is it possible you see a headwind anywhere?

Anneka Gupta: Yeah, I mean I think the tailwind is this, marketers again are spending more and more dollars on data driven marketing methodologies and audience based buying. And the more that we can enable that across every piece of ad inventory, every piece of content, the more marketers are going to adopt some of these other

channels. Especially as channels like direct DV360 audience based buying go away. So we're already seeing so much momentum in CTV driven by consumer behavior changes, and driven by a shift of spend from national TV buys to more accountable ways of advertising for TV and video. And so we definitely see that this can be a huge tailwind for every data driven marketing channel, whether it's TV, whether it's other premium publishers in the open web through other DSPs.

Shyam Patil: Another question is, and I think you guys already answered this. But maybe to ask it directly, you know, can Google in any way deprecate your ability to use ATS in their ecosystem? Outside of using DV360 for the open market buys, is there anything they can do to deprecate your ability to use ATS in the Chrome ecosystem?

Anneka Gupta: So ATS is not reliant on, and this is one of the fundamental principles of it, is not reliant on decisions made by any of the browser makers or device makers. If they were to shut off the ability for ATS to operate they would have to essentially shut off the ability for publishers to pass any kind of ID in the bid stream in order for them to enable audience based buys on their inventory. And I mean I just don't see a world where that's possible, how can Google defend that when they're enabling audience based buying across their own owned and operated properties? To basically say that the entire ecosystem is not allowed to do audience based buys of any kind, even when the publisher has a first party relationship with the customer, that would be a pretty drastic move for Google to make and have a lot of antitrust implications.

Shyam Patil: Excellent, and I know we're about out of time, so I want to be respectful. You know, thank you so much for jumping on the call on short notice. This was extremely helpful, I know for me personally and I'm sure for everyone listening in to shed some light on what this announcement means and doesn't mean. So thank you guys so much for taking the time on a Monday morning to jump on the call and share your thoughts.

Lauren Dillard: Thanks for having us.

Anneka Gupta: Well Shyam, thank you and the SIG team for the opportunity to do so.

Shyam Patil: And if anyone has any follow up questions that we didn't get to, please feel free to email me or Lauren directly at LiveRamp. And we'll all do our best to address them. I hope everyone has a great rest of the day and week, and Holly I'll turn it back over to you to conclude.

Operator: Thank you, ladies and gentlemen, this does conclude today's conference call. If you have any questions please reach out to your Susquehanna representative. You may disconnect your phone lines at this time and have a wonderful day. Thank you for your participation.