Public Media Digital Audio Exchange

Maximize the value of your podcast & audio streaming content
Public Media Digital Audio Exchange Goals

1. **Maximize Revenue for Public Media Digital Audio** -- All publishers have excess inventory; PMDAE helps leverage that for the system

2. **Preserve Direct Sales Opportunity** -- The PMDAE avoids sales channel conflict, protects direct sales, and protects against antitrust with fair business rules

3. **Create a Local Sales Opportunity** -- In late 2022, we plan to trial local-market sales by participant stations

4. **Keep Public Media Podcasts Premium**
Unsold Inventory turns into Premium

Public Media Digital Audio Exchange

Direct Campaigns
Unfilled Impressions

kpbs
WHYY

News
Business
Arts & Culture
Music
Demographics

Direct Campaigns
Unfilled Impressions

npr
PMDAE Requirements

1. Publisher must have compatible ad server (AdsWizz, Triton, or VAST-supported)
   a. If using StreamGuys to access AdsWizz for podcasts, podcasts must be hosted on StreamGuys and station must be using SGRecast
   b. If using Audioserve from StreamGuys for station live streams, no additional technology is required.
2. Publisher must have existing sales relationship with NPM
3. Publishers should have 100,000 monthly downloads/streams across portfolio
4. Individual podcasts/streams should have a minimum of 25,000 monthly downloads
Public Media Digital Audio Exchange Model

1. Publisher signs non-exclusive participation agreement
2. Publishers connect podcasts and streams to PMDAE. Ad units include :15s/:30s
3. Podcasts/Streams are grouped into topic
   a. Every topic must have at least 5 podcasts(streams) from 2 publishers
4. Publishers set private CPM floors for each podcast/stream
5. Unsold inventory flows according to Publishers’ rules
6. Publishers approve campaigns
   a. Creative is pre-vetted according to NPR digital underwriting guidelines
7. Publishers receive a ~54% revenue share payout on impressions run (net revenue of Gross Media Value)
## Business Model

### NPM as Seller

<table>
<thead>
<tr>
<th>Fee denominator</th>
<th>StreamGuys Clients</th>
<th>AdsWizz Direct Clients</th>
<th>3rd Party SSP Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>NPM (Seller Commission) Incl. tech fee</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
<tr>
<td>of Gross CPM</td>
<td>20% $200.00</td>
<td>25% $250.00</td>
<td>25% $250.00</td>
</tr>
<tr>
<td>NPM (Production Fee)</td>
<td>$50.00</td>
<td>5% $50.00</td>
<td>5% $50.00</td>
</tr>
<tr>
<td>of Gross CPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AdsWizz (Market Operator Fee)</td>
<td>5% $50.00</td>
<td>5% $50.00</td>
<td>10% $100.00</td>
</tr>
<tr>
<td>of Gross CPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>StreamGuys Service Fee (Platform Operator Fee)</td>
<td>10% $100.00</td>
<td>0% $</td>
<td>0% $100.00</td>
</tr>
<tr>
<td>of Gross CPM</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AdsWizz SSP Fee</td>
<td>10% $60.00</td>
<td>10% $65.00</td>
<td>0% $</td>
</tr>
<tr>
<td>Net CPM after NPM &amp; PMPE MO fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3rd Party SSP Fee (Non-SG/AW)*</td>
<td>0% $</td>
<td>0% $</td>
<td>10% $60.00</td>
</tr>
<tr>
<td>Net CPM after NPM &amp; PMPE MO fees</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Station Publisher</td>
<td>54% $540.00</td>
<td>59% $585.00</td>
<td>54% $540.00</td>
</tr>
<tr>
<td>Net Revenue of Gross Media Value</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
<td>$1,000.00</td>
</tr>
</tbody>
</table>

*Using 10% as an example connection fee for a non-StreamGuys/Non-AdsWizz SSP*
Revenue from 3 Sources

**Primary Source of Revenue**
- Sold by the sales team at National Public Media
- Actively Managed by NPM Digital Operations
- Creative vetted to NPR Guidelines

**Secondary Source of Revenue**
- NPM manages AdsWizz programmatic demand for viable opportunities.
- Actively Managed by NPM Digital Operations
- Creative vetted to NPR Guidelines

**Coming Soon in late 2022**
- Stations sell into the Exchange within their own DMAs
- Actively Managed by NPM Digital Operations
- Creative vetted to NPR Guidelines

*Net to Publisher revenue % depends on what SSP a Publisher is using*
Timeline

Now

Phase I

Direct Sales & Programmatic Audio

- Earn passive revenue from unsold inventory
- Prove out the concept

Phase II

Add Station Sales

- Trial local station sales
- Prove product in market
- Achieve reliable scale
- Work out local seller terms
- Ensure value for NPR and station partners

EOY 2022

2023

Phase III

Expand

- Scale the Exchange
- Grow available inventory
One-time setup
Workflow

1. Sponsorship order is placed
2. Ad copy is vetted and approved via NPR Creative Guidelines
3. Approved audio ad is recorded
4. Order is trafficked via AdsWizz
5. Digital Ad Ops monitors and optimizes delivery
6. Delivery report and invoice is sent to Sponsor
Getting started

Sign a non-exclusive representation agreement with National Public Media

Participate in a one-time setup to connect publisher’s ad server and AudioMax, the sell-side platform (SSP) used by the exchange.

Access the AudioMax platform to review creative and run reports.
- Publishers using AudioServe from StreamGuys to access AdsWizz will be placed in a shared, centralized AudioMax platform operated by StreamGuys
Questions?

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