

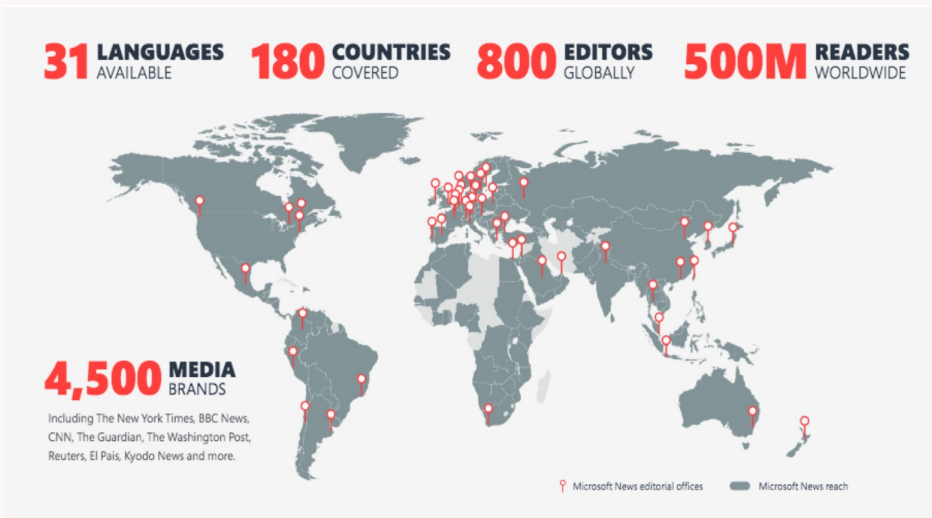
PARTNERSHIP NARRATIVE

Microsoft News & MSN

Microsoft News and MSN monetize their premium video inventory from the world's best journalists with Xandr Monetize across the globe

Microsoft News, is the publishing platform that delivers high quality news from the world's most popular and trusted publishers across a variety of web and mobile experiences as well as a growing number of syndication partners.

With coverage across 180 countries, 500 million readers worldwide digesting content from 4,500 brands, the need for a partner with innovative video technology solutions that could deliver unique video demand across the globe was key.



“Xandr has been a key partner in ramping up our video monetization efforts based on their innovative video technology solutions and capability to bring us unique video demand. We launched with a single video ad format in one market and expanded our offering to include three video formats in 60+ global markets, including broad reach in Europe and emerging markets. As a result, we've seen high-quality liquidity and driven powerful network effects.”

Katie Ritter,
Business Operations, Program Manager, Microsoft

When first building their video monetization strategy, Microsoft News and MSN decided to leverage three different video ad formats, including instream pre-roll, outstream in-article, and “BannerStream,” Xandr's unique suprauction technology enabling multiple media types to participate in a single unified auction.

User experience is one of Microsoft's top priorities, and they have designed their pages for maximum video viewability.

Viewability across Inventory:

- ✓ **87% Instream**
- ✓ **82% Outstream**
- ✓ **90% BannerStream**

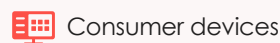
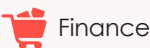
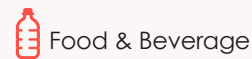
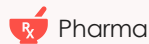
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As such, buyers are attracted to their inventory for its brand safety and high video viewability and completion rates, which perform 8% better on the Xandr platform than on other partners. Microsoft inventory is measured as greater than 87 percent viewable for instream pre-roll, greater than 82 percent viewable for outstream inventory, and 90 percent for BannerStream.

With more than 160+ million available impressions on average each day, Microsoft News and MSN's scale supports a high degree of audience buyer match and we see more than 1,100 daily buyers across a variety of verticals purchasing Microsoft's supply through both deals and open exchange. Xandr's integrated platform allows for seamless access to these demand sources.

Most recently, Microsoft worked collaboratively with Xandr and was an early adopter on Xandr's Prebid Server Premium to help consolidate their demand for video and native through the tools on Xandr Monetize, allowing for efficient PMP buying and providing advertisers a unified path to access Microsoft. Today, Microsoft is among the more than 1,800 direct publishers using Xandr Monetize to monetize their premium inventory.

Premium buyers and brands across major verticals, including:



160M+

Impressions available each day globally

1,100+

Active daily buyers on Microsoft inventory

8% **Better Performance**

with completion rates on the Xandr platform

“As a long-time Xandr partner, Microsoft Advertising appreciates the benefits of the Xandr Marketplace which gives buyers the best of both worlds: access to unique, custom AT&T audiences and Microsoft’s premium, brand-safe supply. Video is one of the many touch points Microsoft Advertising has with consumers, so collaborating with Xandr on a cross-screen marketplace that holistically safeguards consumers preference and is privacy compliant is directly aligned with Microsoft Advertising’s strategy.”

Kelly Davidson
Director, Global Partnerships,
Microsoft Advertising

Microsoft News

Microsoft News is a publishing platform that delivers high-quality news from the world's most popular and trusted publishers, across a variety of web and mobile experiences for Microsoft as well as a growing number of syndication partners.



Microsoft's MSN is a custom curated collection of the best in news, sports, entertainment, money, weather, travel, health and lifestyle, and more.

Contact Us

Reach out to GSETSales@xandr.com to learn more.