

Case: Johnny watching *Rhino Rodeo*

Johnny is about to watch his favorite web series called *Rhino Rodeo*. He is currently living in the **Netherlands**. The web series *Rhino Rodeo* has its own website but **hosts its high quality videos at MIG69**. Johnny is not the only one watching the series. *Rhino Rodeo* has **1 million video views a month**. *Rhino Rodeo* set their **coverage at 50%** in MIG69, meaning that **500.000 video views get served with an ad**. Johnny is lucky and gets one...

1 Select network by region

Johnny is living within the EU. This means that network C is excluded.

2 Highest CPM

Both networks A and D have a higher CPM than B. Network B is excluded.

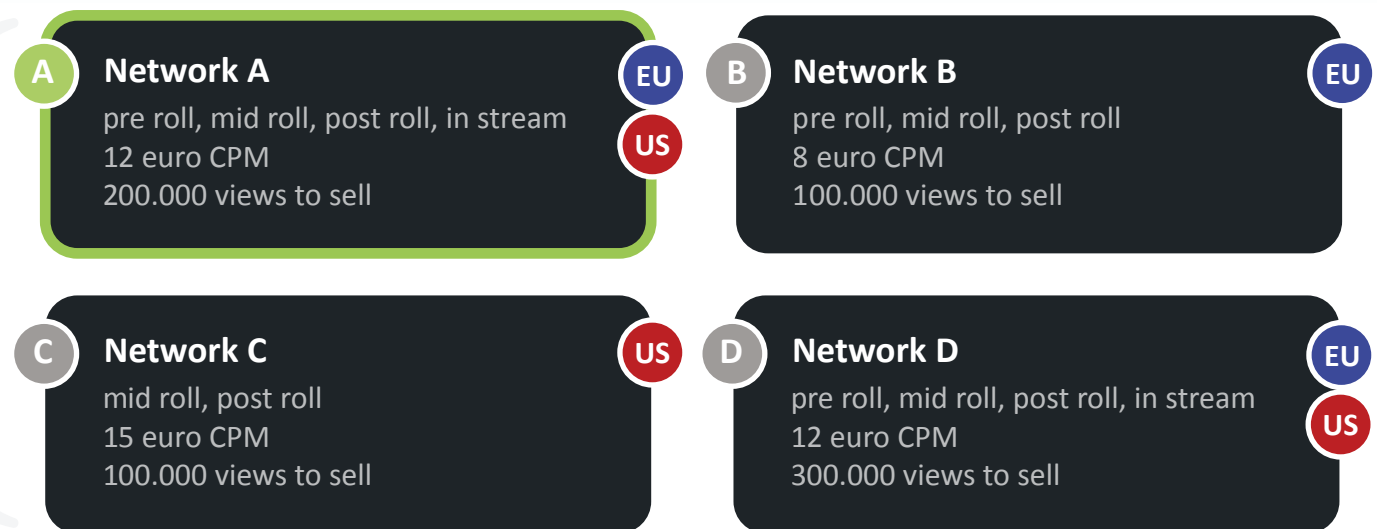
3 Type of advertisement

Pre roll gives a higher revenue. Network C would have been excluded.

4 Filling gaps

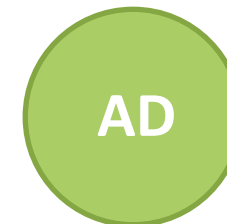
Besides Johnny's there are 499.999 other video views to sell ads on. But network A only has 200.000 to sell.

MIG69 finds gaps that other networks can not fill with ads and selects other networks with second best options to maximize revenue!



Network A

- Right region
- Highest CPM
- Pre roll



Johnny

Johnny gets to view a high quality ad. No less effective text ads.