

August 03, 2020

BSE Limited

P. J. Towers, 25th Floor,
Dalal Street, MUMBAI – 400001.
Scrip Code: **532368**

National Stock Exchange of India Limited

Exchange Plaza, Bandra Kurla Complex,
Bandra (E), Mumbai-400051.
Symbol: **BCG**

Dear Madam/Sir,

Sub: An overview of Programmatic Advertising

Please find a presentation that gives a brief overview of Programmatic Advertising. Brightcom is considered one of the global leaders in Programmatic Advertising. Kindly disseminate the same to the shareholders of the Company through Stock Exchanges.

The same is also being made available on the website of the Company at www.brightcomgroup.com.

This is for your information only.

Thanking you.

Yours faithfully,

For BRIGHTCOM GROUP LIMITED



M. SURESH KUMAR REDDY
CHAIRMAN & MANAGING DIRECTOR
DIN: 00140515



BRIGHTCOM GROUP

PROGRAMMATIC ADVERTISING

– AN OVERVIEW

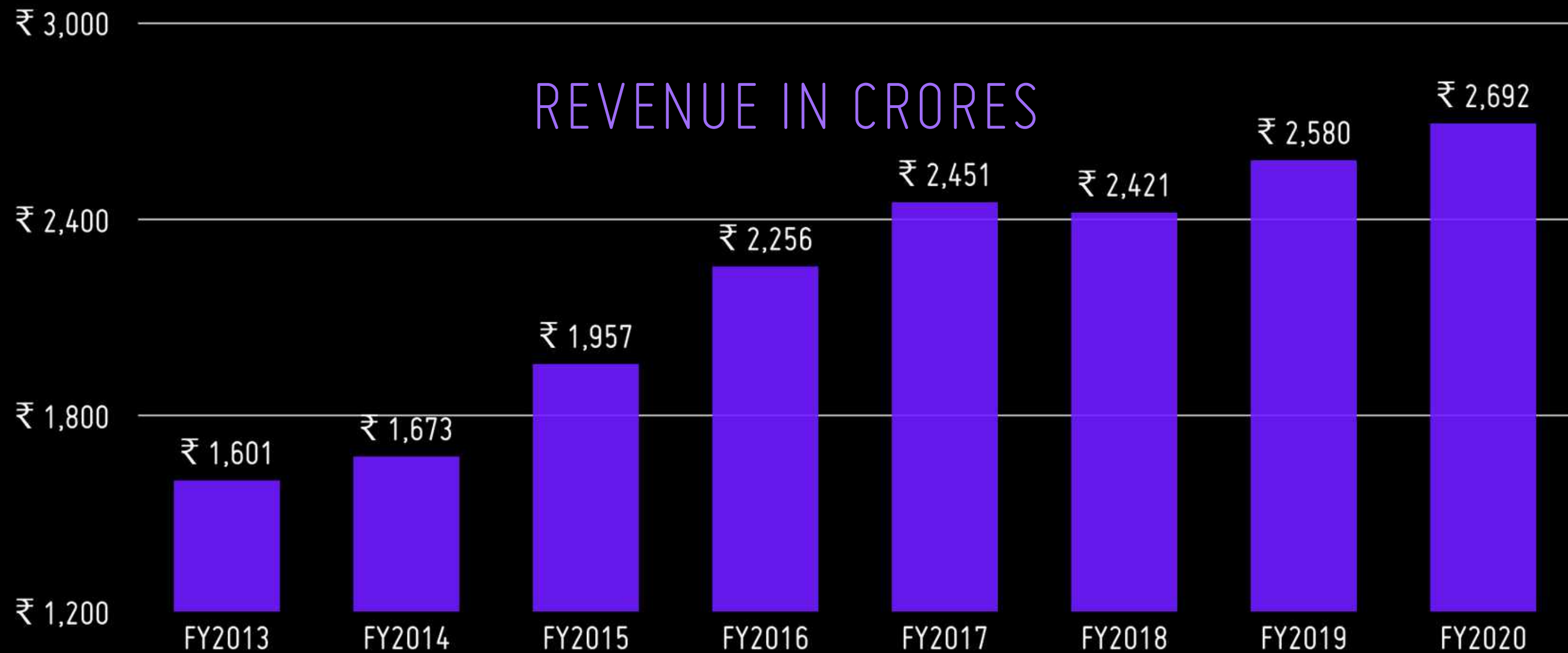


WHAT WE DO

- We provide an ad sales platform for our media owners or digital publishers
- Our focus on the needs of our publishers allows us to offer premium traffic, quality assurance and exclusive media opportunities to ad buyers
- Most buyers are ad agencies or other technology companies



BCG BY NUMBERS




1998
FOUNDING YEAR

REVENUE
RS. 2700 CR

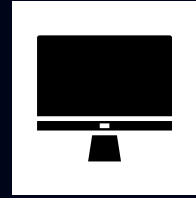
RS. 440 CR
PAT

GLOBAL EMPLOYEES
462

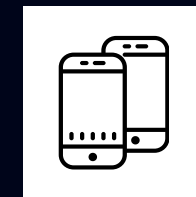


MOST EFFECTIVE ADVERTISING
IS DONE BY SMART TARGETING

HOW MANY ADS DOES ONE SEE IN A DAY?



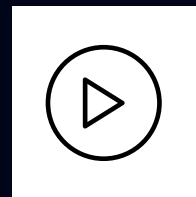
900 ON DESKTOP



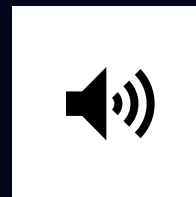
450 ON MOBILE



200 ON FB



30 VIDEO ADS

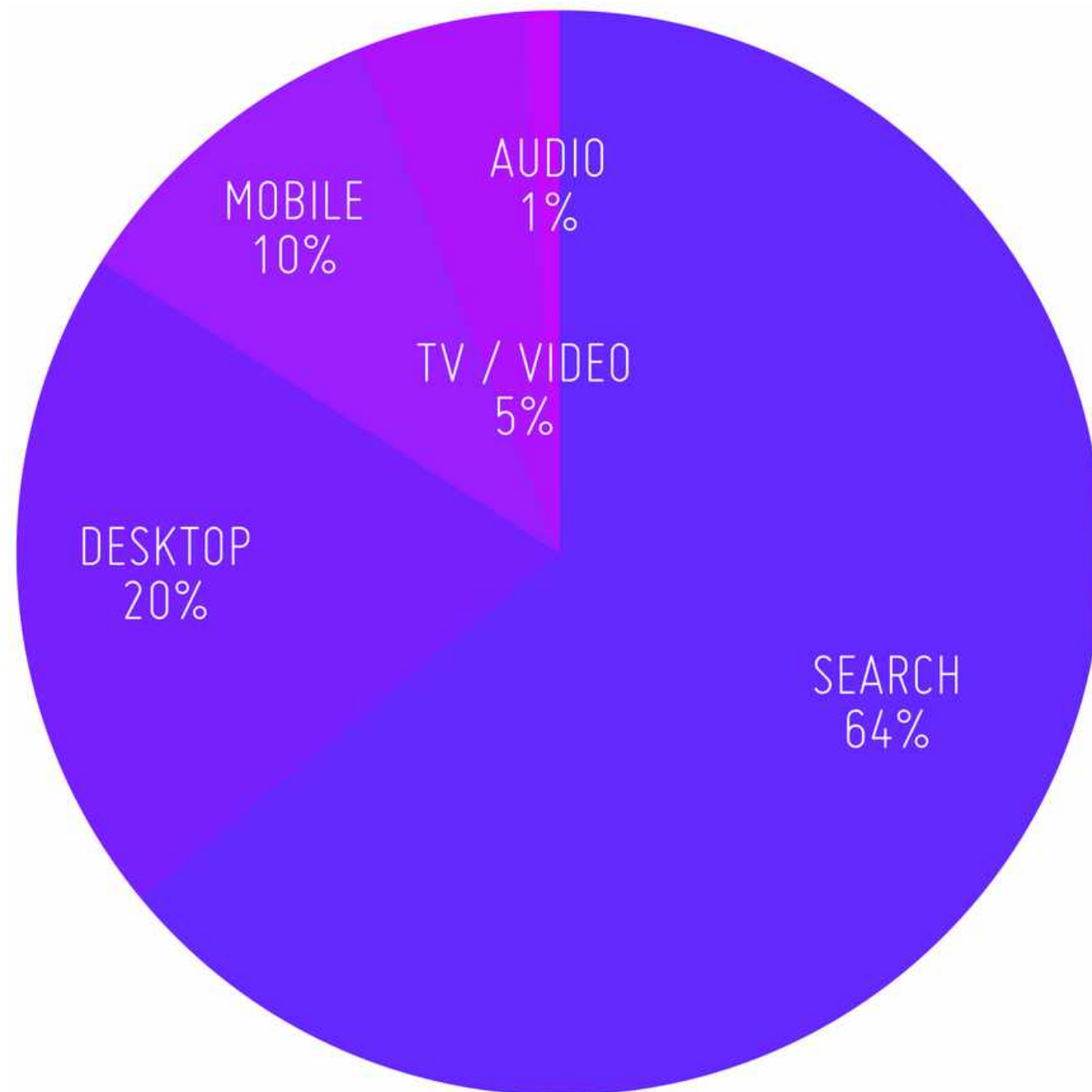


7 AUDIO ADS



ALMOST 0 PRINT ADS

HOW IS THE SPEND DIVIDED?



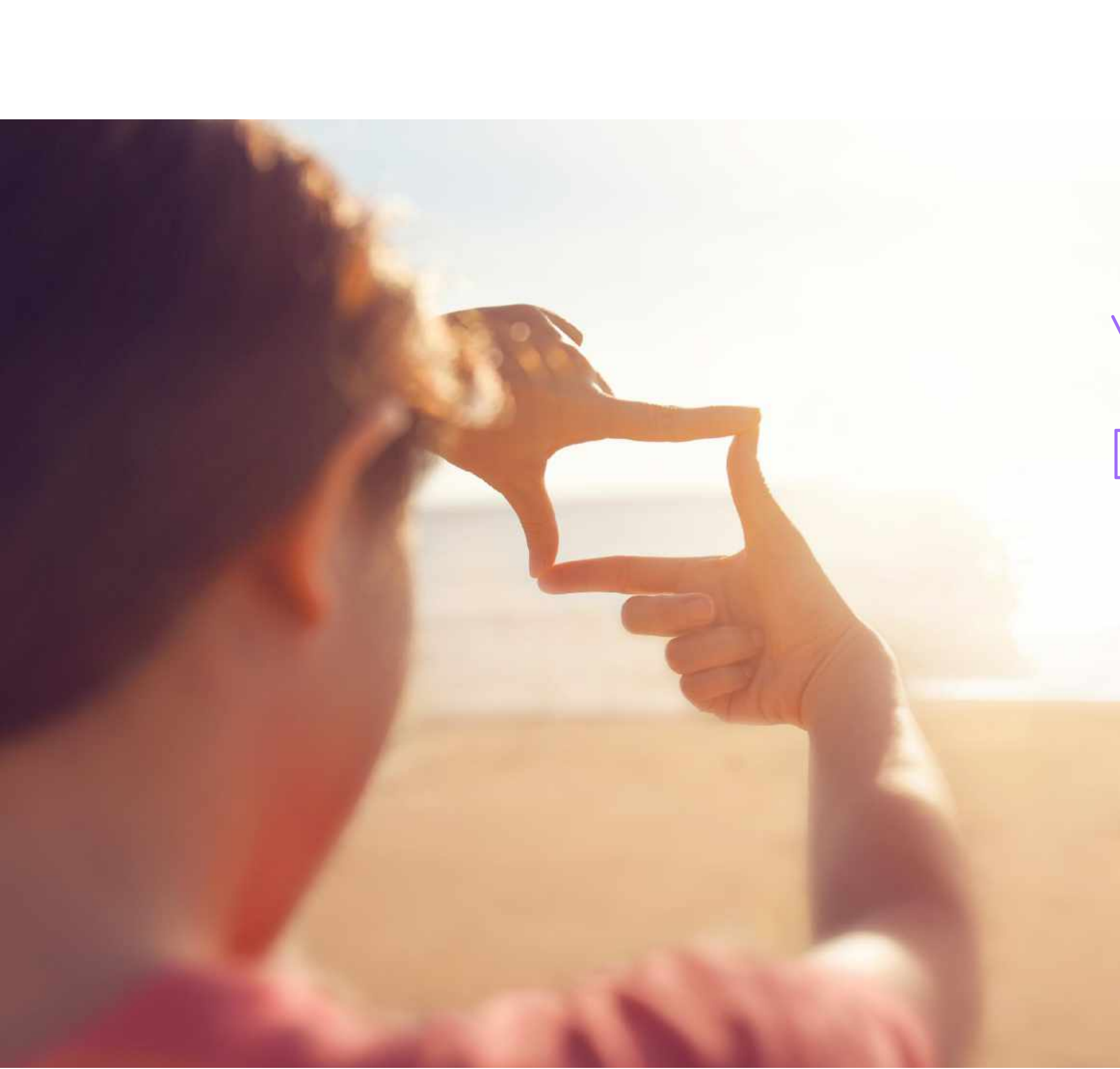
THE ADVERTISING SPEND
ALWAYS FOLLOWS THE
CONSUMER USAGE



HUGE CHANGES ARE COMING
ACROSS ADVERTISING BEYOND
JUST MOVING TO DIGITAL

IT'S THE
MARKET





YES, ALL TRANSACTIONS WILL BE DONE BY PROGRAMS

- Eventually big part of ads will be digital
- Future of media is digital and programmatic
- \$730B global ad spend
- \$230B linear TV ads
- \$50B is display ads

PROGRAMMATIC ADS

Programmatic advertising refers to real-time advertising technology that allows websites and advertisers to participate in a “stock exchange” type of a trading arena

After setting the parameters and goals, they can sell and buy advertising space in hundreds of sites to reach a target audience, with thousands of changes and adjustments made every second.

Marketers will continue to move in the direction of programmatic because this is a more measurable and accurate domain in terms of reaching a specific viewer



PIE SIZE

OUR PLATFORM REDUCES THE
MIDDLEMEN AND MAKES IT
EFFICIENT FOR BOTH ENDS:
AGENCIES AND PUBLISHERS

\$1 AD SPEND

ADVERTISERS/ AGENCIES (\$1)

DEMAND SIDE PLATFORMS

NETWORKS/ EXCHANGE

AD SERVING

DATA PLATFORM

SUPPLY SIDE PLATFORMS/ YIELD MANAGEMENT

PUBLISHERS/ CONTENT OWNERS (\$0.40 - \$0.50)



WHAT WE DO

Provide a self-service platform to agencies to pick 2-3 billion digital ad opportunities each day from huge choice of options

Provide a platform for the digital publishers to put their ad inventory, so that they maximize monetization

AGENCIES

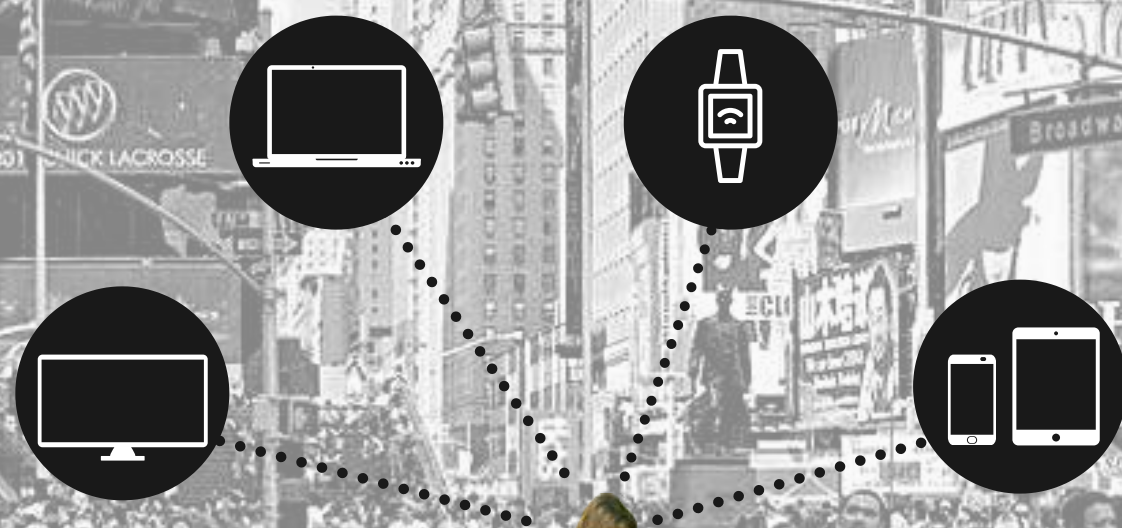
We provide agencies a software platform

Creating room for their advantage

We are an enabler not a disrupter



WE ARE OMNI CHANNEL
CTV/OTT, MOBILE, VIDEO, AUDIO,
EMAIL, DISPLAY, SOCIAL, NATIVE



WE BUY FROM ACROSS THE ENTIRE INTERNET

EVEN MEDIA THAT IS NOT DIGITAL WILL ALSO BE TRANSACTED DIGITALLY OVER THE INTERNET



SOME OF THE MARQUEE BRANDS WE WORK WITH

MOST OF THE MAJOR ADVERTISERS HAVE RUN A CAMPAIGN THROUGH OUR SYSTEM ONE TIME OR ANOTHER



TESTIMONIALS



JAN VAN DER
CRABBen, CEO

WWW.ANCIENT.EU
"We've worked with Brightcom for a little over a year now. They have become one of our top revenue partners, simply by adding their demand to our existing ad setup. The team is always helpful, personal and very quick to respond (no helpdesk ticketing system), which is something we definitely value a lot. As an added bonus, they always pay on time!"



BARBARA SULLIVAN,
ADVERTISING
OPERATIONS
MANAGER

GSN
"Brightcom is a professional company always quick to respond. They deliver quality ads at good CPM's"



TONY LAGRAVENIS,
PROGRAMMATIC
PARTNERSHIPS

PHILLY.COM
"Compass is extremely easy to navigate and offers detailed reporting. Also, it allows me to view the performance of my Brightcom campaigns against multiple metrics. Compass Reporting gives me the information needed to run a successful campaign"



KATELYN DUFF,
CHIEF REVENUE
OFFICER


DIVISION-D
"Brightcom has been a valued partner of Division-D's since 2012. Their team of publisher account managers is incredibly responsive, constantly working with Division-D on ways we can scale and grow our partnership"



MIKE LLOYD,
MANAGER CLIENT
SERVICES

NAF DIGITAL
"I have been using the Compass UI for the last few months, and I have to say it is a very intuitive system to use. It makes it easy to quickly review the active campaigns and see how they are performing. Pulling reports is simple and all the options allow me to get granular when needed."



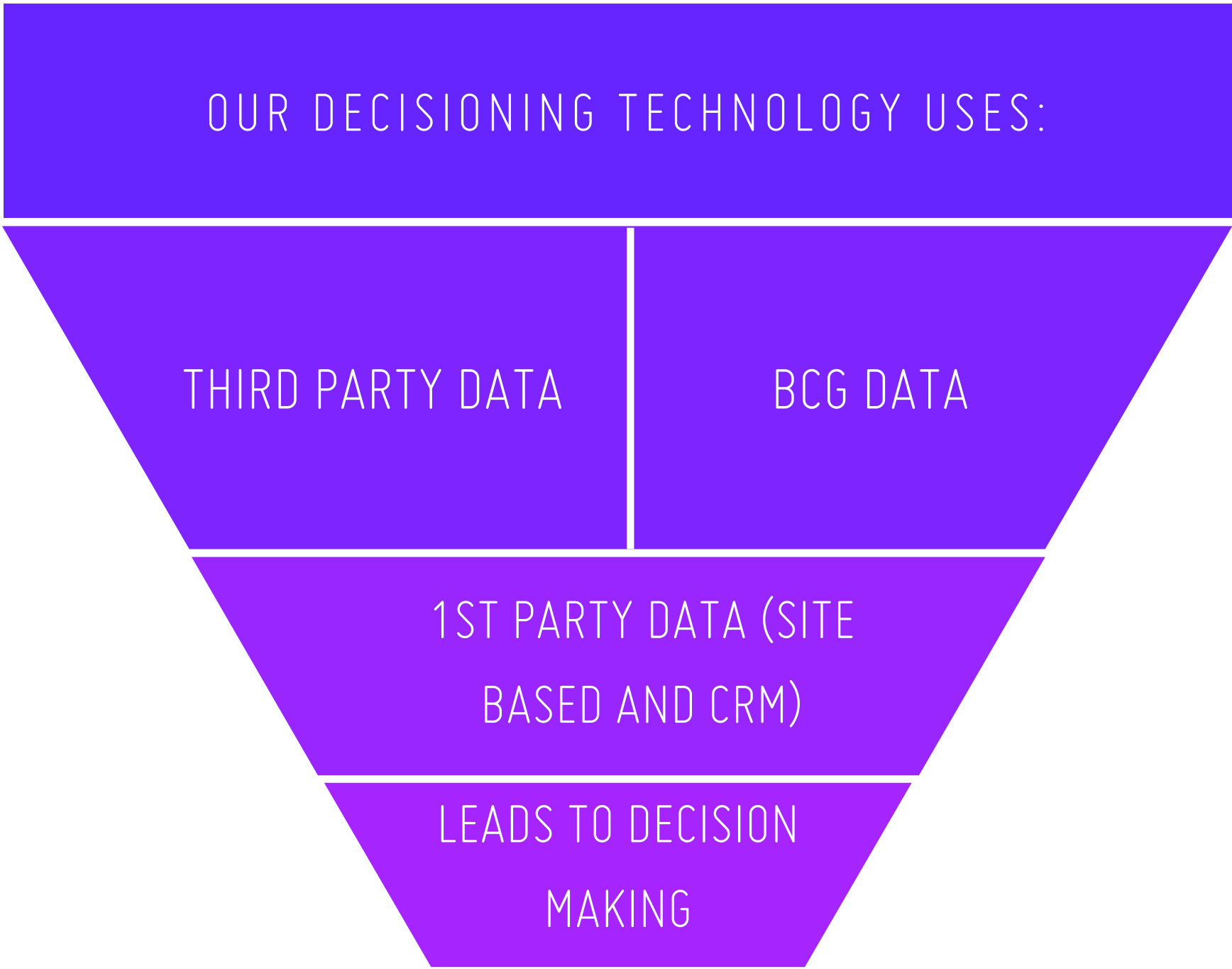
- 
- An overhead view of a business meeting around a wooden table. Several people are seated, working on laptops and reviewing documents. One document features a line graph with data points from 1998 to 2012. The graph shows a significant peak around 2002, followed by a decline and then a gradual recovery. The y-axis ranges from -10 to 10. The x-axis lists years from 1998 to 2012. Other documents on the table include a bar chart and a document with a diagram of a hexagon. A smartphone and a notebook are also visible on the table.
- Agencies (and their brands) need a trusted tech partner to share their data
 - They also need someone with deep reach into the publishers universe to access the most relevant inventory
 - Publishers need a dependable platform that caters to their monetization needs



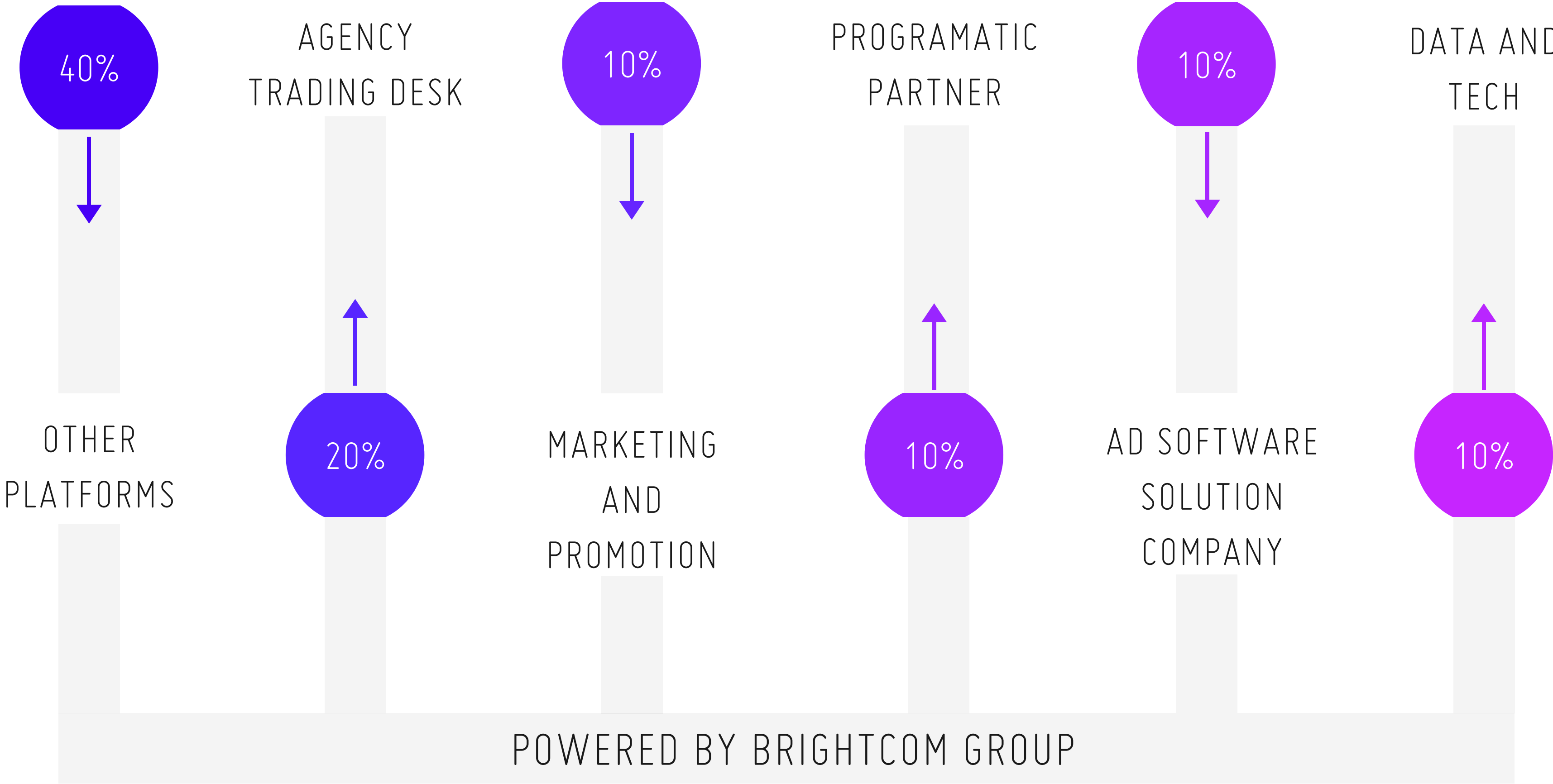
OUR TECHNOLOGY

DATA MANAGEMENT PLATFORM

THE DECISION MAKING FUNNEL

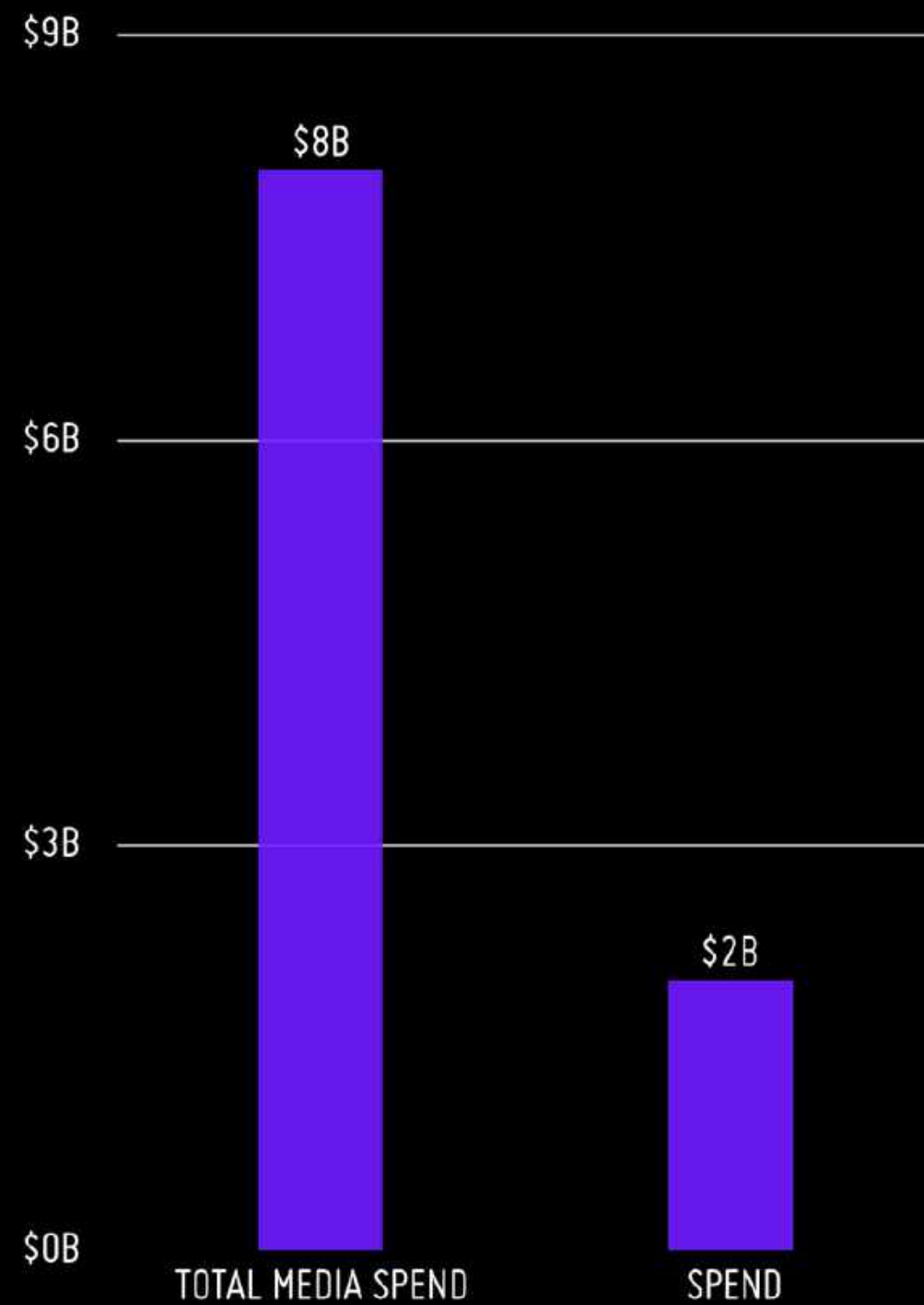


WE WIN MORE OF THE BUDGET



LARGE BRANDS HAVE JUST STARTED IN PROGRAMMATIC.

Large advertiser total media spend (2017)



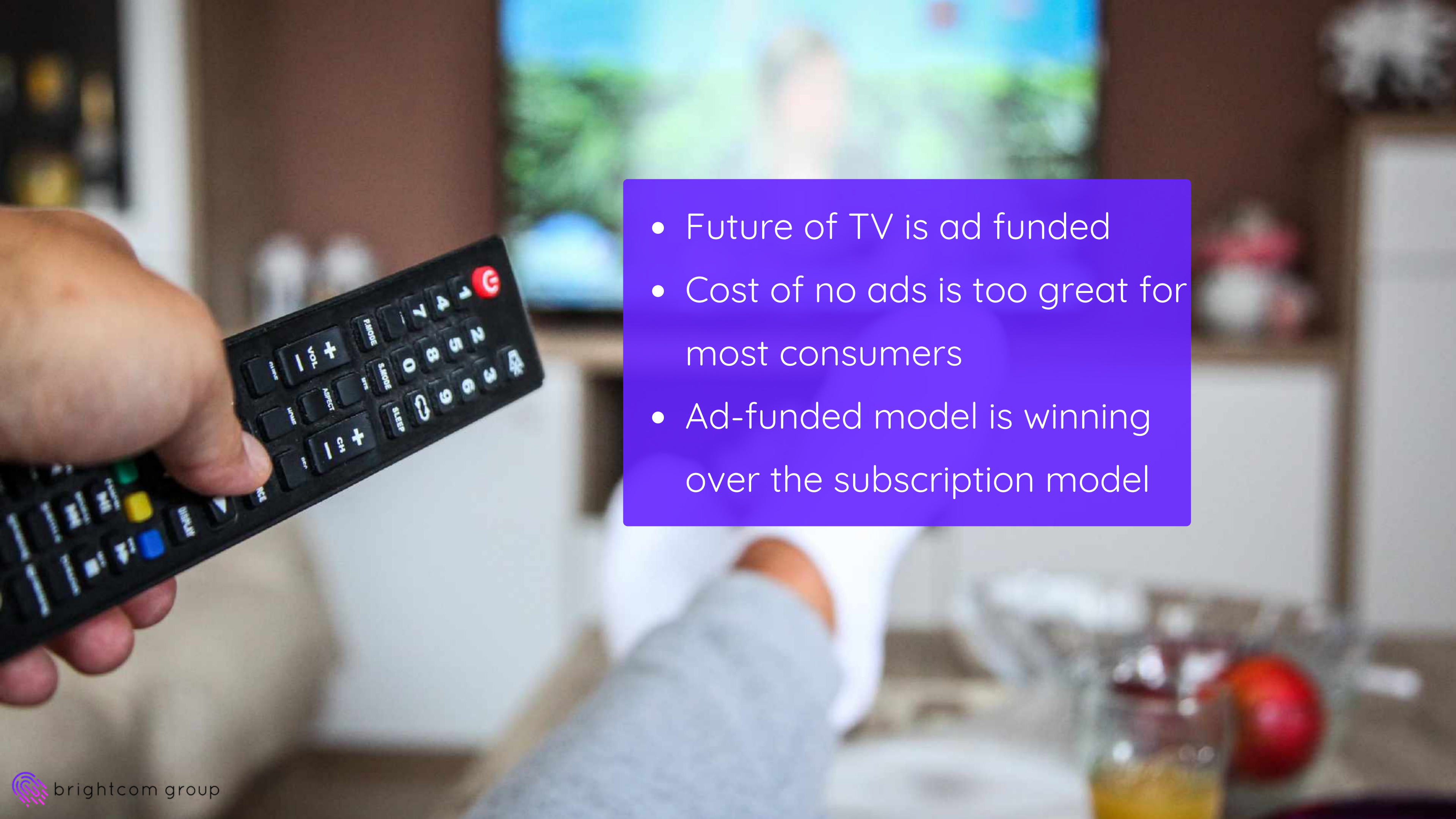
Large advertiser
programmatic media spend (2015-2017)

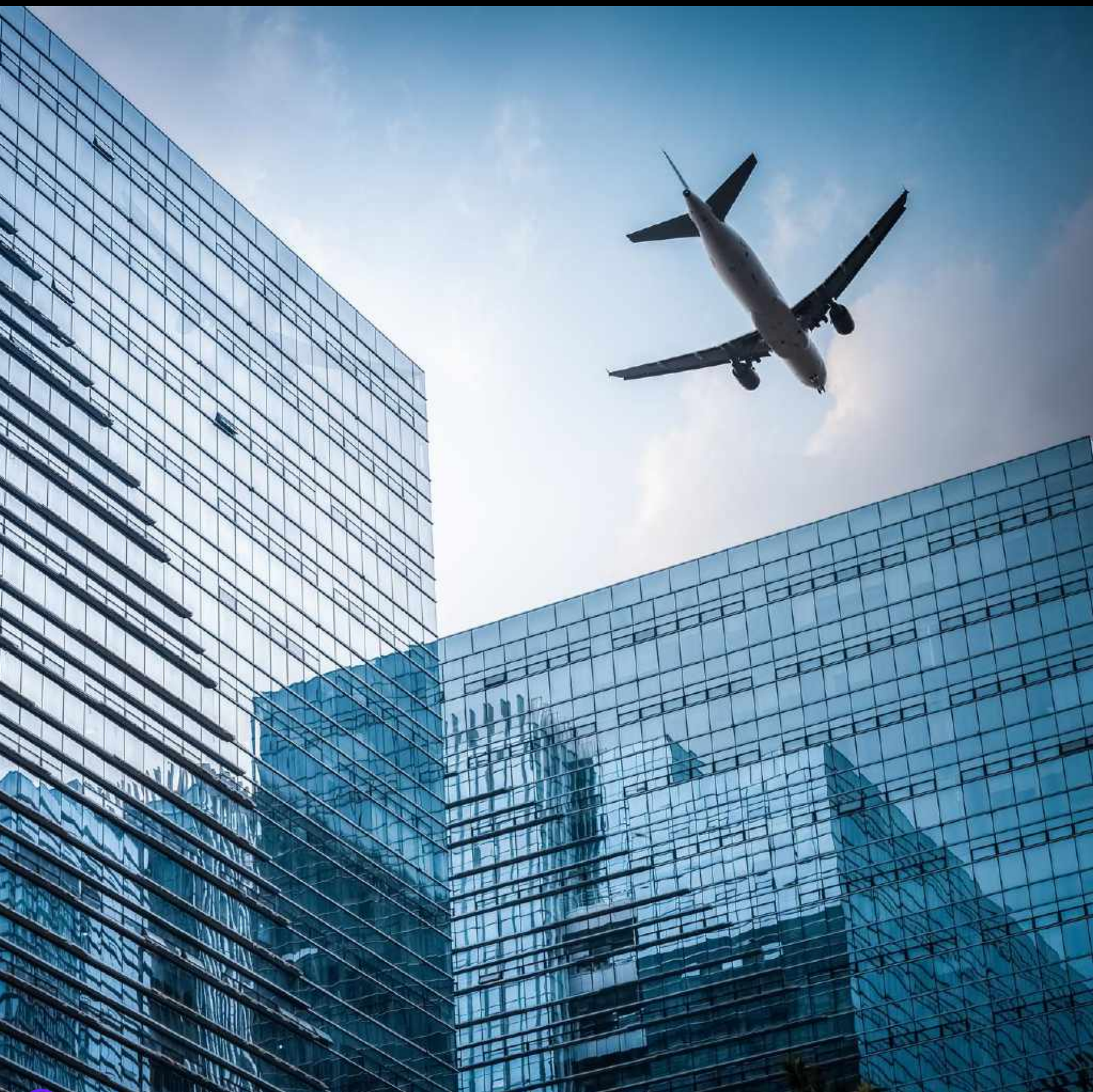




REPORTING

- Most transparent and most detailed
- Simplified user interface
- Leads to transparent reporting

- 
- Future of TV is ad funded
 - Cost of no ads is too great for most consumers
 - Ad-funded model is winning over the subscription model



WHAT'S THE FUTURE

- OTT based Ads
- Global expansion
- AI based tools to assist the buyers and sellers
- Continue to provide a platform for buyers to objectively and precisely buy ads
- Continue to be the destination of choice for the top publishers, apps and widgets

MEASURED APPROACH OF
PROGRAMMATIC ADVERTISING
ENSURES THE BEST RESULTS

