

An aerial view of a city skyline at dusk, featuring numerous skyscrapers and buildings. A prominent yellow light beam or lens flare effect runs vertically through the center of the image, highlighting the text. The sky is a mix of blue and orange tones.

PANGAEA ALLIANCE

The world's premium publisher alliance

Alliances: Data and Scale

The Pangaea Story

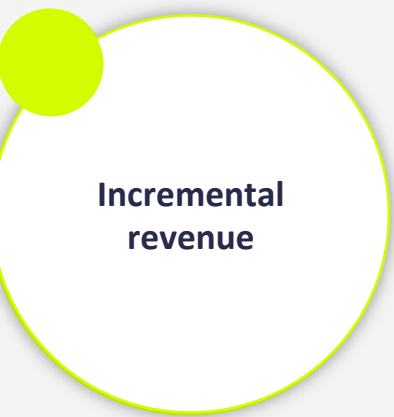
Fiona McKinnon

@turnleft_fiona

@pangaeaalliance

Alliance Partner Attributes

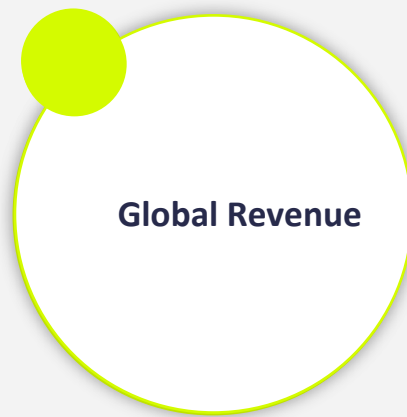
finding common ground



Responsibility:
to quality content,
advertising &
journalism



Shared audience insights and profiles



Price point that make sense as a combined offering



Commonality of products, formats and technology



Shared vision of industry challenge and success

Pangaea Alliance Members

relationship based on similarity of interests, nature, and qualities



By working together we aim to be a catalyst for positive change in the digital media news industry

Why Advertisers Work with Pangaea

Offering something new



Finding hard-to-reach audiences. affluent, business-focused



Viewable inventory: trusted, brand-safe environments



minimal price points: easy to plan & buy

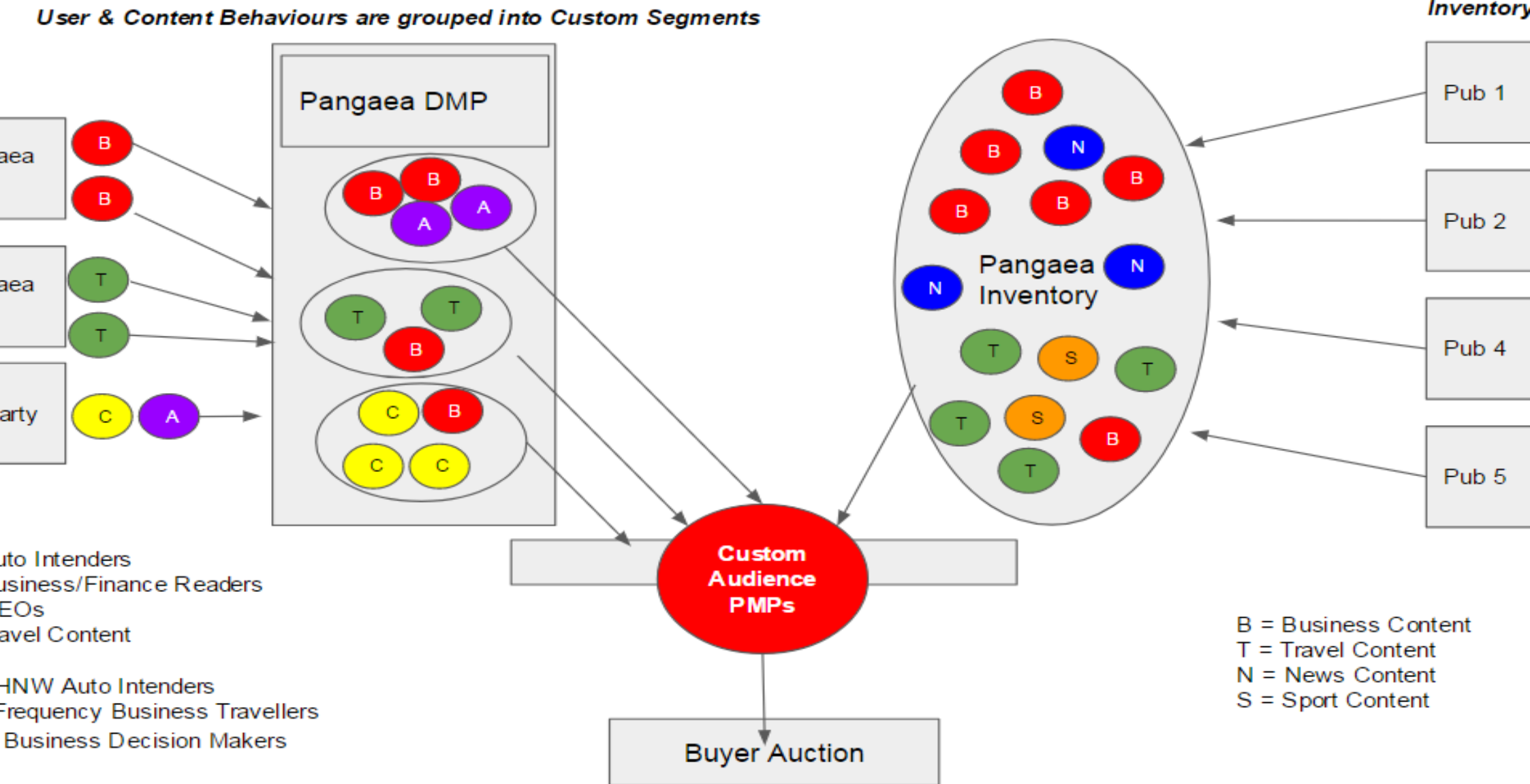


Global reach through one channel



Unique data sets insights

Creating Custom Currency: Content Segments



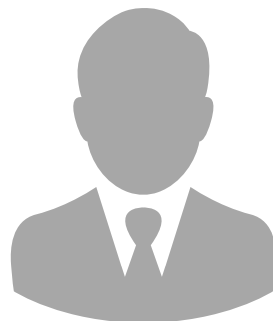
The Sales Offering Behind the Data Stack

'THE BUSINESS DECISION MAKER'

Reads 5+ business pages a month across all publishers

Reuters in the morning, Guardian in the afternoon

Also big consumer of news & tech content across CNNi & Fast Company



Pangaea segments users based on their reading habits across billions of pages impressions a months

This helps create unique, premium audience segments at vast scale.

News

Current Affairs

Tech

Biz & Finance



Layering 3rd Party Data & Context



220m

Unique users worldwide

3.1bn

Impressions per month

46%
Motoring enthusiast

67%
Tech enthusiast

36%
3+ private investments

23%
6+ business flights a year

33%
Earn £250k+

25%
Travels first/business class

40%
Keeps up to date with the latest fashion and trends

£173k
Ave. value of investments



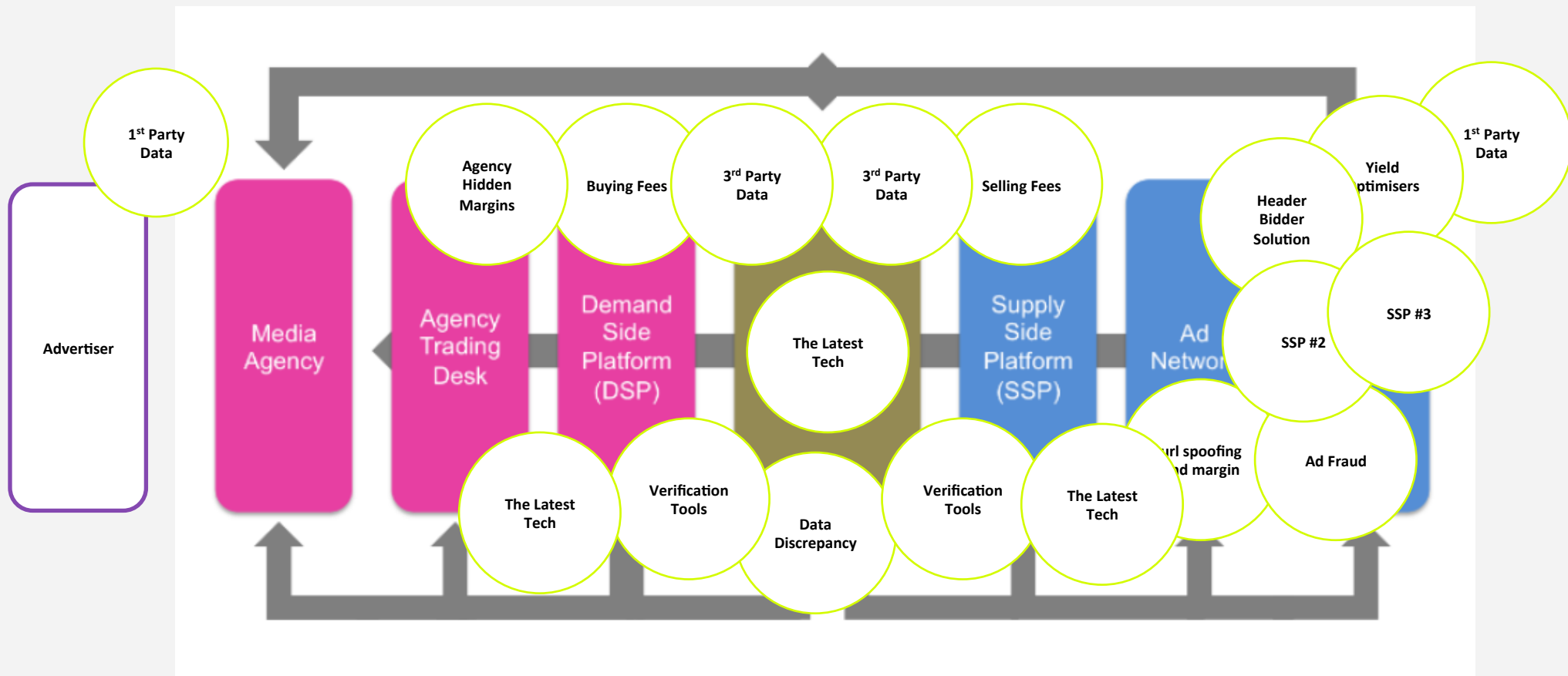
Solving New Challenges as an Alliance

The ad tech and programmatic industry challenges are well documented:

- The digital programmatic advertising market is suffering from a **lack of trust**
 - **Ad fraud and url spoofing** are directly hitting the pockets of Premium news brands
 - Methodology **inconsistency and data discrepancies**
 - Programmatic trading hides a **plethora of vendor and tech fees**
 - Current **opaque trading practises** are exacerbating these issues
-
- All of the above create **declining returns** for Premium Publishers

Change Through Collaboration

See Transparency & Keeping More of Your Revenue



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See Transparency & Keeping More of Your Revenue



ong Term Vision

Objective: Create Transparency and Accountability

- To create a **universal trusted programmatic trading ledger**
- To **build a centralised dashboard** that provides cost and vendor transparency in online ad trading
- To **demonstrate the legitimacy, and value** of each partner in the trading chain
- Through transparency; to **deliver greater value to Publishers, Advertisers** and therefore Consumers
- To allow Publishers and Advertisers to **make more informed decisions on ad tech costs** and value
- To **create a standard for responsible ad trading**

- **Retain and Return more revenue to Premium Publishers**

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