

## Ad-Driven Technology

### 100% In-View and Viewable

Great ads are useless if no one ever sees them. Rather than a one-size-fits-all solution, Underdog Media's owned and operated ad units drive results by having direct publisher partnerships, outside the normal ad stack. EDGE by UDM unique video and display ad units run across mobile and desktop with high viewability and performance.



#### EDGE by UDM

- Standard IAB Display and Video
- Top Countries: US, Japan, Turkey, Egypt, UK and Germany
- Primarily Open Market Demand Driven Audience Demand
- Top Brands: Walmart, Toyota, Microsoft, Lowes, Capital One, Best Buy, HBO, Home Depot and etc.



#### 2 Billion Impressions + 200M Monthly Uniques

- Prebid and OpenRTB Auction (majority Prebid)
- Top SSP Partners: Xandr, Verizon, Criteo, OpenX, SpotX, Pubmatic and more
- Top DSPs (via SSP): DV360 (formerly DBM), Adobe, Amazon, The Trade Desk, Basis, AdRoll are just a few



#### 100% O&O Inventory Managed by UDM

- Ads.txt, Seller.json, GDPR and CCPA compliant
- 1000+ Domains
- Video and Display across mobile and desktop
- Unique and Exclusive Inventory