

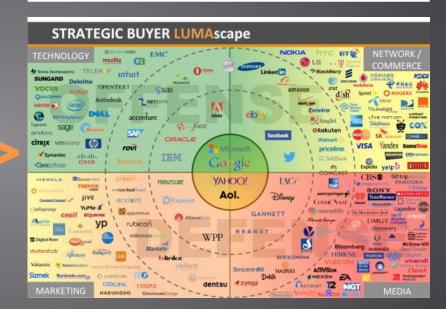
# Digital Brief 001

The Good, the Bad & the Ugly of Digital Advertising

## **BAD:** Digital Supply / Demand Imbalance

**SUPPLY DEMAND** 





2,500 companies

200 companies



## **UGLY:** Digital Supply / Demand Imbalance

SUPPLY DEMAND



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2,500 companies

LUMA

200 companies

50 prioritized





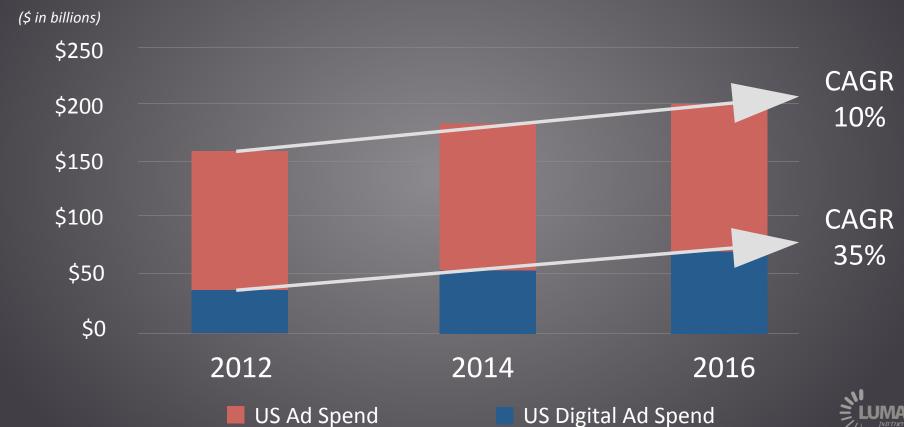
## What's the Good News?

3 Things:

- 1. Secular Organic Growth
- 2. Changing Business Models
- 3. Scaled Exits

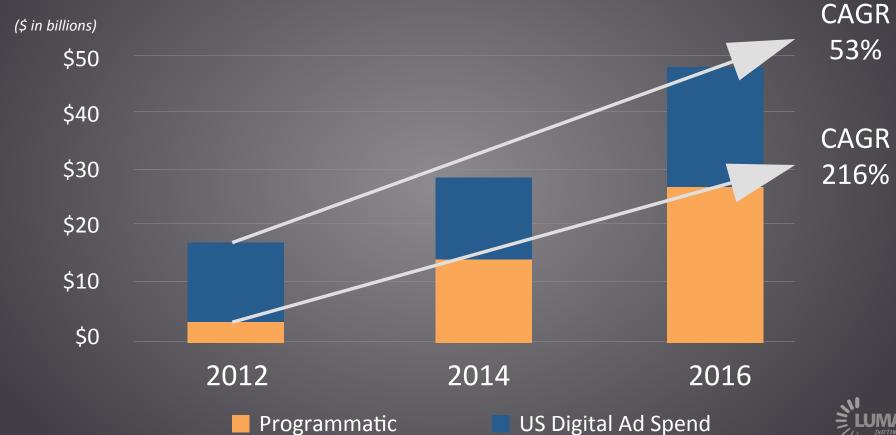


# **GOOD:** Significant Growth in Digital Market



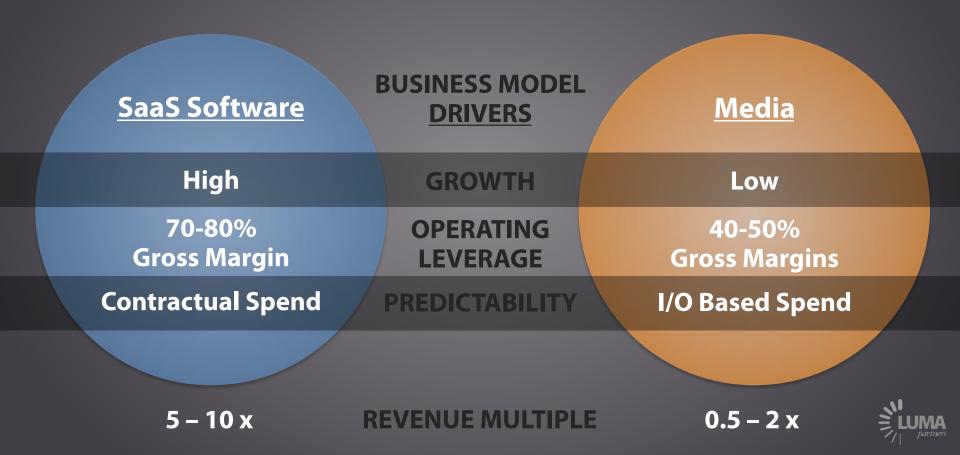


## **GOOD:** Exceptional Growth in Programmatic





## Programmatic as a Business Model



## Programmatic Changes the Media Business Model

**Programmatic** 

**High Growth** 

70-80% Gross Margin

**Predictable Spend** 



## **WARNING: LUMA Decks Usually Call for More M&A**







## **REALLY GOOD:** A Growing Pool of Strategic Buyers

#### **CRM SOFTWARE**



#### **CONSUMER INTERNET**



#### **ECOMMERCE**

ebav amazon.com priceline.com Rakuten Alibaba com

#### **INTERNET GIANTS**



**AD TECH** 

appnexus rubicon

## **Right Time Decisioning of**

(Ad Tech and MarTech)

**Consumer Data** 

#### **TELCO**



#### **MEDIA**



### DATA

quantcast



#### **TECH SERVICES**



#### **MARKETING**





## **REALLY GOOD:** A Growing Pool of Strategic Buyers





#### **CONSUMER INTERNET**







#### **ECOMMERCE**

amazon.com priceline.com ORakuten Alibaba.com

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## **Right Time Decisioning of Consumer Data**

(Ad Tech and MarTech)

#### **TELCO**



#### **MEDIA**

DISNED News Corp **HEARST GANNETT BERTELSMANN** 

## **AD TECH**



#### DATA





Cognizant pitney bowes

#### **MARKETING**



NEW **ENTRANTS** 





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