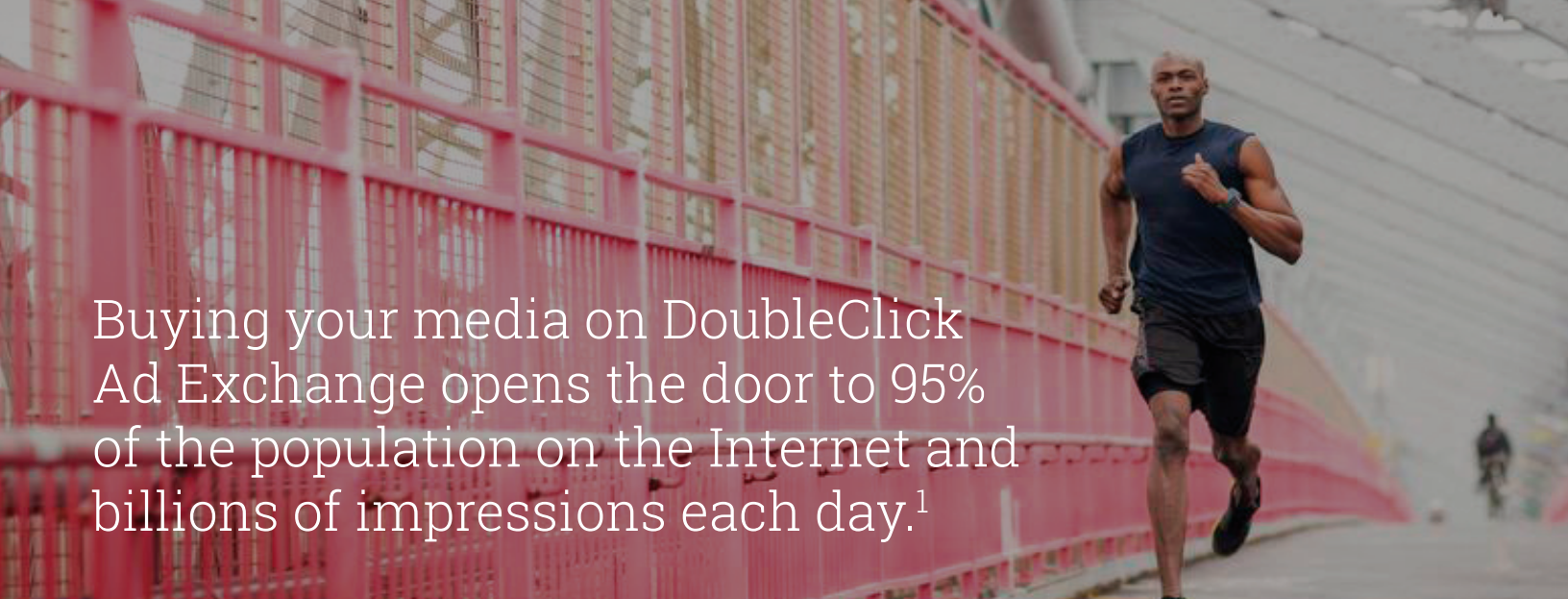


Win by reaching
Olympics viewers with
DoubleClick Ad Exchange



DoubleClick
Ad Exchange by Google



Buying your media on DoubleClick Ad Exchange opens the door to 95% of the population on the Internet and billions of impressions each day.¹

Capture a huge opportunity to reach your target audience. All eyes will be on Rio de Janeiro from August 5-21 as the world's top athletes battle for medals in swimming, track and field, gymnastics, basketball, beach volleyball, and other popular sports. Millions of sports enthusiasts, families, and even non-sports fans across the globe will tap into the excitement of

the Summer Olympic Games. And what better way to grab their attention than with multiple ads that precisely target their interests? With DoubleClick Ad Exchange, you can reach your target audience at scale across clean, premium inventory—using high-impact formats such as video, interstitials, and native ads.



84% of smartphone and tablet users are on their devices while watching the Olympics on TV²



8 in 10 Americans follow the Olympics³



Top Summer Olympic sports⁴

Track and Field	Basketball
Swimming	Diving
Soccer/Football	Beach Volleyball
Gymnastics	

¹ Source: Internal Google Display Network data, 2015

² Source: <http://www.medialifemagazine.com/one-screen-enough-olympics-viewers>; eMarketer, n=500, Facebook, "From One Screen to Five: The New Way We Watch TV" conducted by Millward Brown Digital, June 17, 2014

³ Source: <http://www.fierceonlinevideo.com/special-reports/steaming-olympics-game-changer-online-video>

⁴ source: <http://www.topendsports.com/resources/polls/sport/favorite-summer-olympic-sport-2012.htm>

Who will be watching?



The sports enthusiast

Snapshot: These fans never miss a key sporting event, and the Olympics are no exception. They will be glued to the games, soaking up the action in everything from track and field events to badminton. Because they know exactly where to look for the latest sports news, they'll likely be checking the major sites for frequent updates across all of their devices.

Where to reach them:



The niche sports fan

Snapshot: For niche sports fans, their favorite sport may not get much airtime during the year. The Olympics provide that rare opportunity for prime-time airtime. Whatever their niche—fencing, golf, pole-vaulting—they'll be looking for updates across any media that might carry the latest scoop.

Where to reach them:

Golf Digest

The New York Times



Parents and families

Snapshot: The Olympics are a great way to bring the family together with engaging content for everyone. Reach this audience across educational resources, where they may be looking for Olympics-related factoids. Since many families travel together during the summer, consider reaching them on travel-related sites as well.

Where to reach them:



The non-sports fan

Snapshot: Not everyone is a sports nut—even during the Olympics—but everyone loves a great media moment. Behind-the-scenes stories on Michael Phelps' final games, the popular party scene in Rio, surprise gold-medal upsets, or regional Brazilian cuisine are bound to attract a massive viewership. Reach these viewers on the sites they typically rely on for social interest news.

Where to reach them:



⁵ Internal Global Google Display Network data, pulled May 2016, based on impressions across our Google inventory for selected interest categories that align with these audience segments.



Reach your target audience, wherever and whenever they're watching the Summer Games.

Reach real people instead of click spam.


DoubleClick Ad Exchange maintains its clean pool of inventory on the web through its extensive ad fraud prevention and detection algorithms.

Reach your audience across premium publishers.

DoubleClick Ad Exchange partners with a broad set of publishers across web and apps, to help give advertisers the reach and depth they need for their advertising campaigns.

Access innovative, high-impact formats.

Programmatic Direct deals help you secure a high-quality position on a publisher's website, and high-impact formats such as video, interstitials, and native ads help you engage with your target audience across your digital campaigns.

 **Summer Games fans are interested in shopping for...⁶**

- 1.4x Mobile Phone Service Providers
- 1.6x Post-Secondary Education
- 1.8x Sports & Fitness
- 1.3x Travel
- 1.4x Financial Services
- 1.3x Employment



Talk with your programmatic buying partner today about buying your targeted audience on DoubleClick Ad Exchange.

⁶ Source: 2015 Doublebase GfK MRI weighted to population (000) - Base: All



DoubleClick Ad Exchange connects ad networks, agencies, and third-party demand-side platforms with a vast global inventory in real time. Find the choice, quality, and scale you need to drive results. Ad Exchange helps you reach consumers wherever and whenever they're connected, on every format—and do it all at scale.