

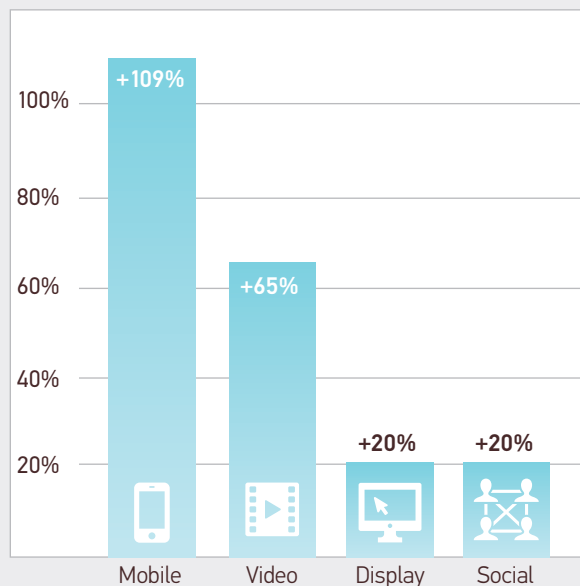
Turn Advertising Intelligence Index | May 2014

New Frontiers, Maturing Markets: The Next Chapter for Programmatic Advertising



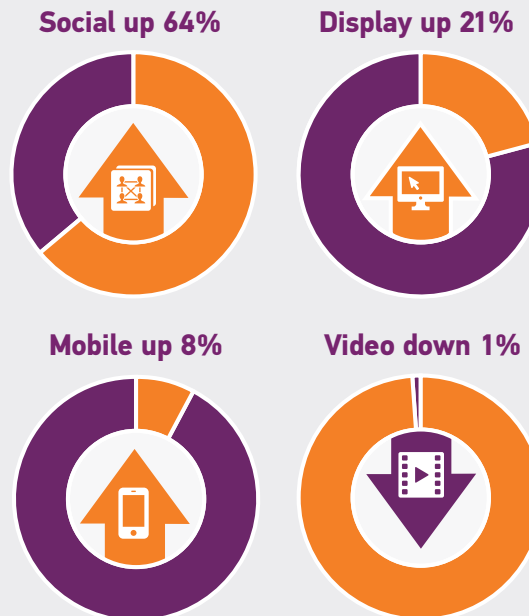
Year-over-year change in spend by channel

From January through April 2014, marketers ramped up spend, especially in mobile and video, compared to the same period in 2013.

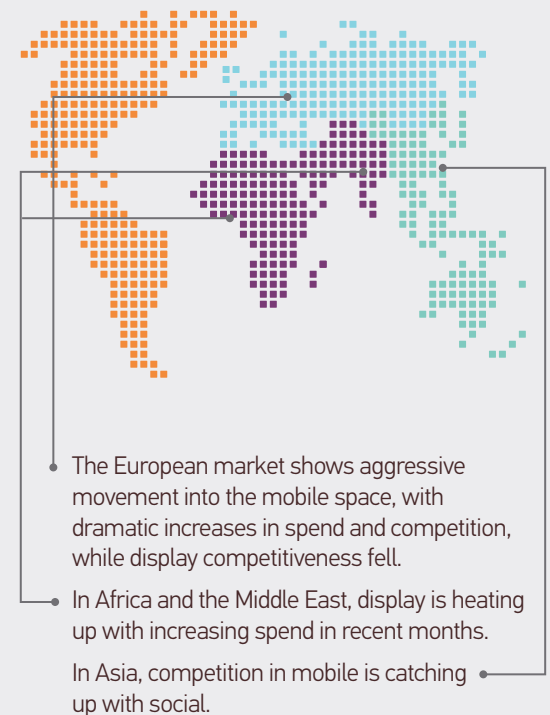


eCPM by channel

eCPM rose in most channels in January through April 2014 over the same period in 2013. The surge in pricing aligns with increased competition in display and social advertising.



World view



Applying economic models to the real-time marketplace

The Turn Advertising Intelligence Index (TAII) is based on the Herfindahl-Hirschman Index (http://en.wikipedia.org/wiki/Herfindahl_Index), the accepted global standard for measuring competition in a marketplace. The TAII substitutes advertisers' spend share of voice for market share: $TAII = \sum (\text{advertiser } i \text{ share of voice}^2)$. The index is based on a 0 to 10,000 scale, with lower numbers indicating greater competition.

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