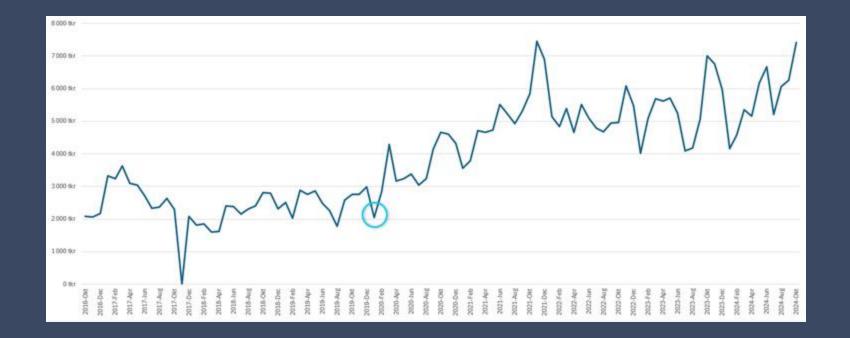
How Stampen Media is maximising programmatic display revenue

Programmatic revenue since 2016



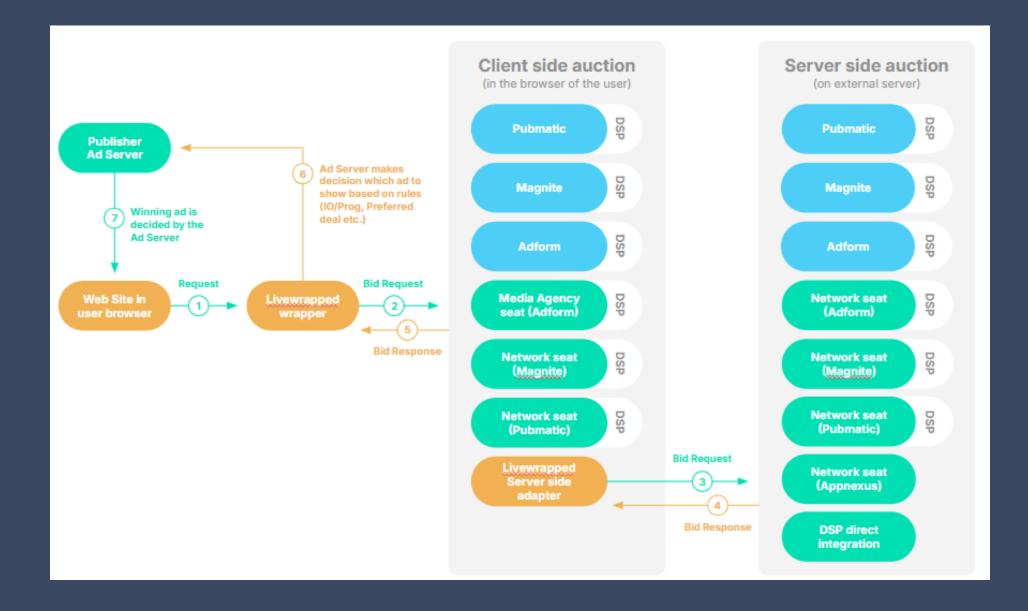
• Server-side header bidding, which makes it possible to add more demand

• A solution to combine more ads with a retained user experience and high viewability

• Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business







Three different businesses

Consumer Business Subscriptions

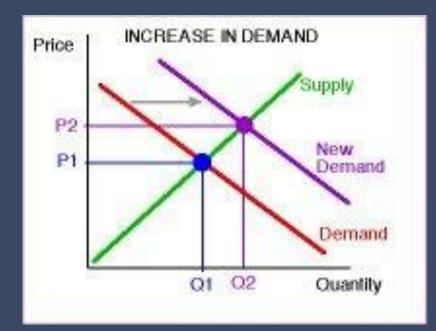
Programmatic/National Advertising Local/Direct Advertising

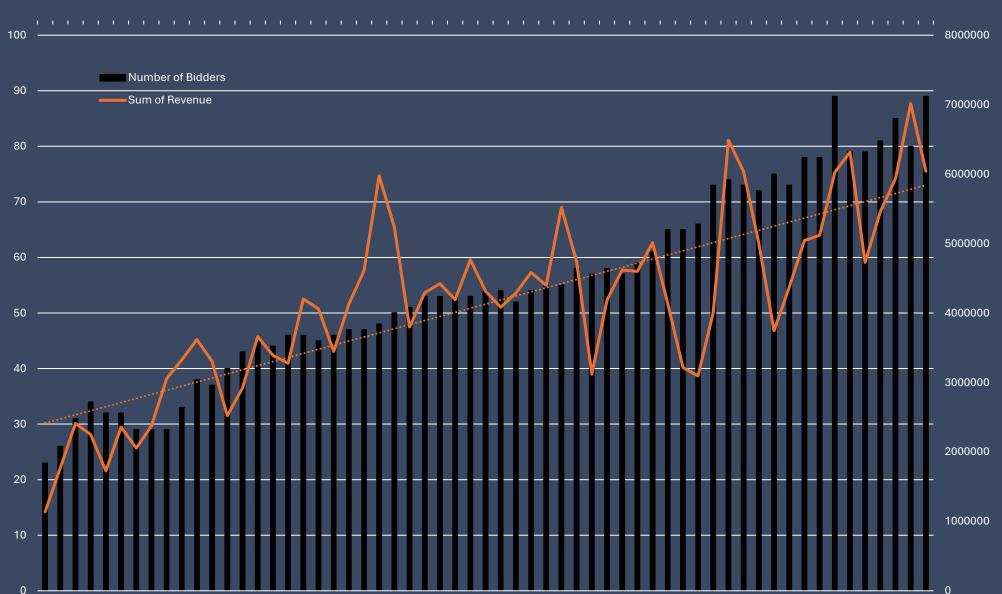
• Server-side header bidding, which makes it possible to add more demand

• A solution to combine more ads with a retained user experience and high viewability

• Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business

More demand increases price



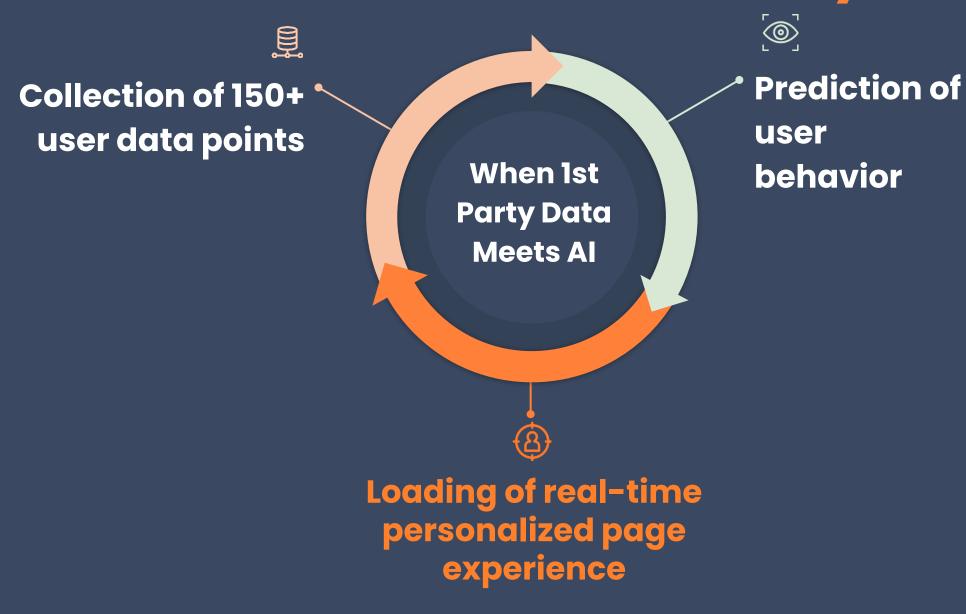


• Server-side header bidding, which makes it possible to add more demand

• A solution to combine more ads with a retained user experience and high viewability

• Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business

Al-driven ad inventory



Al-driven ad inventory - Examples

Fast scroller



It is denotes to this packages that the concernent when the spatial product will lear to decide, not when it is unable to easi. In up for CNN's East, Buit Better: Mediterraneous 60. Our eight-paint guide between your a deficio perf-backed eating lifestiyle that will boost yo

(CHN) — The statistics are solaring: In the bind States, we overall exponentially 35 million tons of fload waster every year, and as million tons of fload waster every year, and as million tons we share. For the average floar person of the fload we hay. For the average floar person the fload we hay. For the average floar person hand share throwing \$300 straight into the garbage every month. It is not just our personal budgets that are effected by fload was, either = & contributes to

e ongoing climate crisis as well. The yearly mount of water and energy wasted from seaten food in America every year would be

amount of greenhouse gases produced from bod waste vase equivalent to the carbon clouide emissions of 42 coal-fired power plants, according to a 2021 report from the U.S. Environmental Protection Ageincy. Neated Archiels: Shury finds potential link between

At home, the core issue is that we buy too much flood and then we throw so much out because of spolage, perceived spolage, the ingredients "do not match flood preferences" or we can't prepare them, according to a 2020 report from the National Academies of Sciences, Engineering and Medicine.

It's true that there are far more factors that contribute to vestele within the food system than just our consumer behavior. This so much bigge than a consumer problem," said Pamela Roch, associate professor of nutrition education at Teachers College, Columbia University.

But that doesn't mean our personal efforts can't tell have an impact. "There's so much that consumers can do," said Roni Niett, associate professor of environmental health and engineering at Johns Hopkins University?" Bioornberg School of Public Health, and one of the co-authors of the National Academies report The process tatafu with "recognizing what we're

Embrace meal planning and leftovers

Meal planning can be a difficult hurdle for many families, but as with getting most habits to stick,



Social





It's not just our personal budgets that are affected by food wates, either – it combines to the ongoing dimite cities as well. The yeary amount of water inder energy water food amount of operative energy water sould be enough to posses 50 million hories, and the amount of generhouse gases produced from bod water was equivalent to the carbon double messaries of 42 carbon from the U.S. according to a 1022 report from the U.S.



FLY TOMORROW for 30% less! Book Now!

than a consumer problem," said Pamela Koch associate professor of nutrition education at Teachers College, Columbia University.

But that deterit mean our personal efforts can't still have an impact. "There's so much that commence can do." said filen Nett, associate professor of environmental health and engineering autons folgens University's Bioenterp School of Public Health, and one of the co-automs of the National Academies report. The process tarts with "recogning what we're

Slow internet





Sign up for CNN's Eat. But Better: Mediters Style. Our eight-part guide shows you a de expert-backed eating lifestyle that will book health for life. (CNN) — The statistics are sobering: in the

United States, we generate approximately 35 million toxin of tody-wate week year, and an individual families, we water about 30 premo the board we bay. For the average faur premon household with a monthly food budget of \$10 that's like throwing \$300 straight into the gatbage every month. It's not just our periconal budgets that are affected by food water, either ~ 1 contribute

ameteed by roos waate, either -- it contribute the ongoing climate crisis as well. The yearly amount of water and energy wasted from uneaten food in America every year would be

an tool is of years equivalent to the carbon clo emissions of 42 coal-fined power plants, according to a 2021 report from the U.S. Environmental Protection Ageinoy. Related Articles Study Innip potential into brave also rendered another and immediate protection in other

> etures At home, the core issue is that we buy too mutood and then an there as much out here are



professor of environmental health and engineering at Johns Hopkins University's Bioomberg School of Public Health, and one of the co-authors of the National Academies repo The propess starts with "recognizing what we'r

Embrace meal planning and leftovers

Meal planning can be a difficult hurdle for mar families, but as with getting most habits to stic



Non-hum<u>an</u>





gn up for CNN's Eat, But Better: Mediterranea yle. Our eight-part guide shows you a deliciou port-backed eating illestyle that will boost yo nath for itte.

(CNN) — The statistics are sobering: In the United States, we generate approximately 35 million from of flood wately every year, and as individual families, we water about 30 percent the food we have, for the average fun-person household with a monthy food budget of \$10 that's like throwing \$300 straight into the garbage every month.

affected by local wallar, effert -- it controllates the ongoing climate casis as well. The yearly amount of valler and energy wasted from unaden food in America every year would be enough to power 50 million homes, and the amount of generous gases produced from food valuet was equivalent to the carbon cloude ensistors of 42 coefficient power plants, according to a 2023 regort from the U.S. Environmental Protection Agency.

telated Article: Study finds potential link botween ally multivitamin and improved cognition in older duts: it home, the core issue is that we buy toe much bod and then we throw so much out because of

spolage, perceived spolage, the ingredients 'do not match food preferences' or we can't prepare them, according to a 2020 report from the National Academies of Sciences, Engineering and Medicine.

It's true that there are far more factors that contribute to waste within the food system than just our comumer behavior. It's so much biggs than a consumer problem," said Pamela Koch, associate professor of nutrition education at Teachers College, Columbia Linversity.

But that doesn't mean our personal efforts can' still have an impact. "Then's so much that consumers can do." said Ren'Nett, associato professor of environmental health and engineering a Johns Hopkins University's Bioomberg School of Public Health, and one of the co-authors of the National Academies report

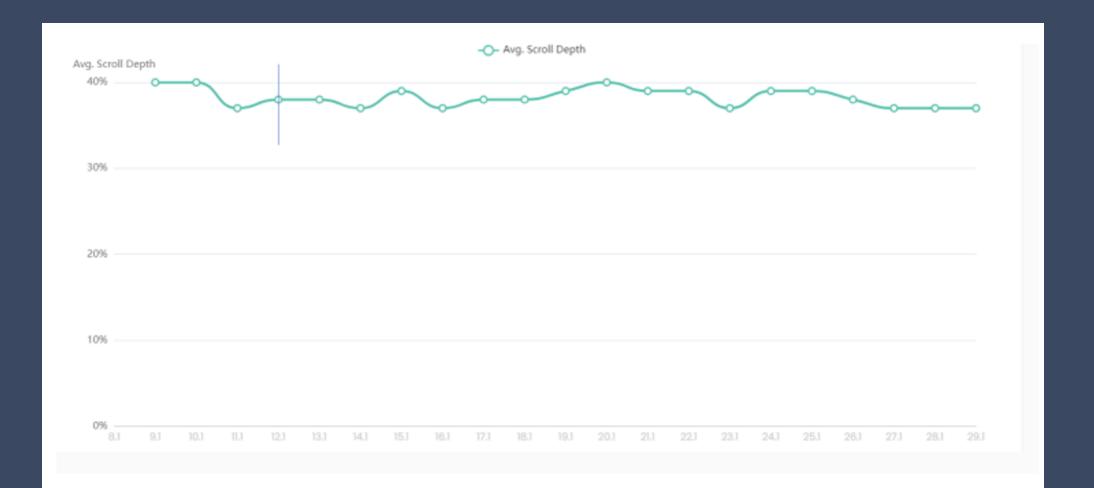
Embrace meal planning and leftovers

Meal planning can be a difficult hurdle for many families, but as with getting most habits to stick, you can start with a few meals a week and build from there. "A little bit of planning utimately saves time and money," said Koch. "It's a small investment for a big return."

Koch suggests that the main cook/meal prep person in each household start by "banking about the week ahead and what's going on for your family." That's how she plans, by noting be many dimes will be eader at home, and now many obligations, such as sports and music practices and work thop. will affect meals

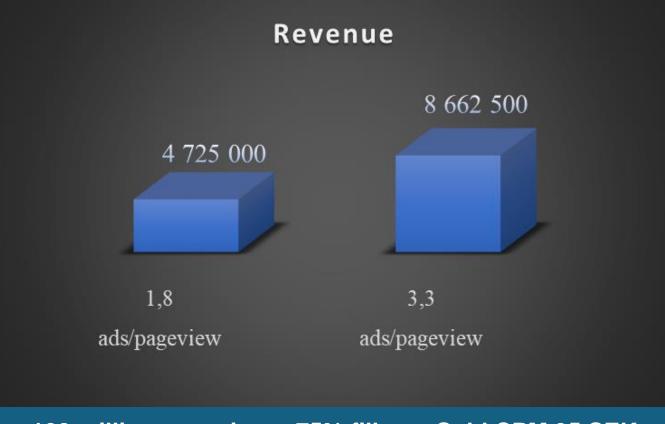
There are a few factors that can help make me

UX metrics – average scroll depth



UX metrics – average time on page



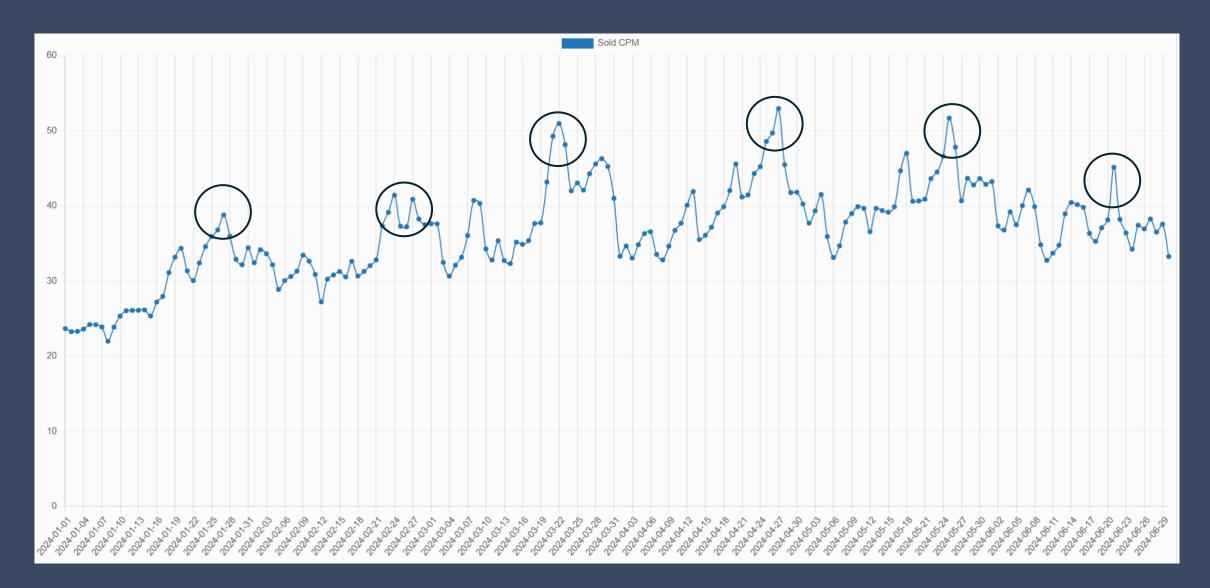


100 million pageviews, 75% fillrate, Sold CPM 35 SEK

- Server-side header bidding, which makes it possible to add more demand
- A solution to combine more ads with a retained user experience and high viewability

• Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business

Higher CPM 's around payments



More traffic and more revenue



• Server-side header bidding, which makes it possible to add more demand

• A solution to combine more ads with a retained user experience and high viewability

• Experimenting with different shares of articles behind paywalls to meet the demand from the advertising side without harming the consumer business

Linkedin: https://www.linkedin.com/in/h%C3%A5kan-hamrin-61666416/

Mail: hakanhamrin@gmail.com, hakan@livewrapped.com