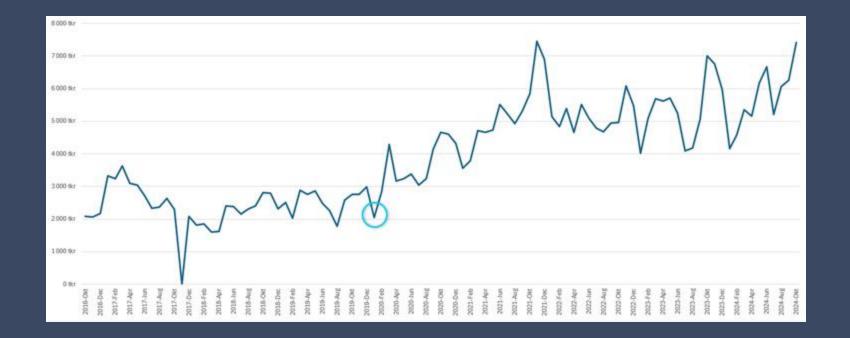
How Stampen Media is maximising programmatic display revenue

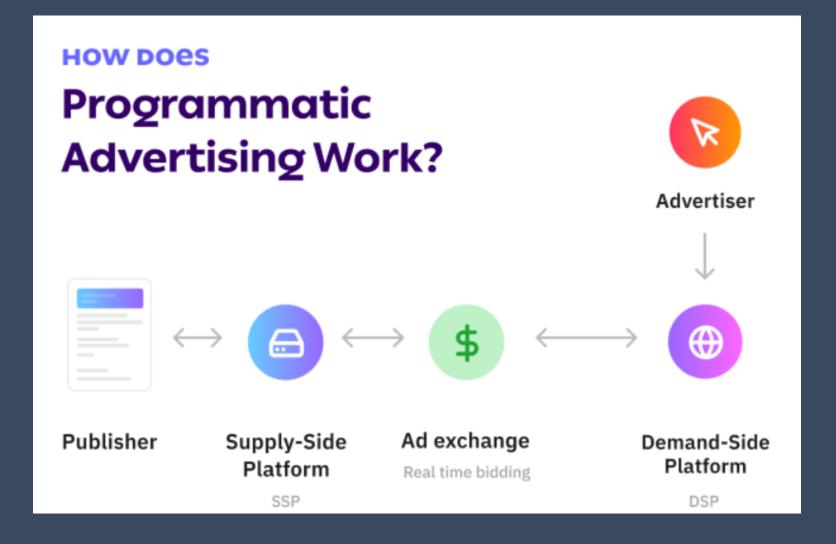
# Programmatic revenue since 2016



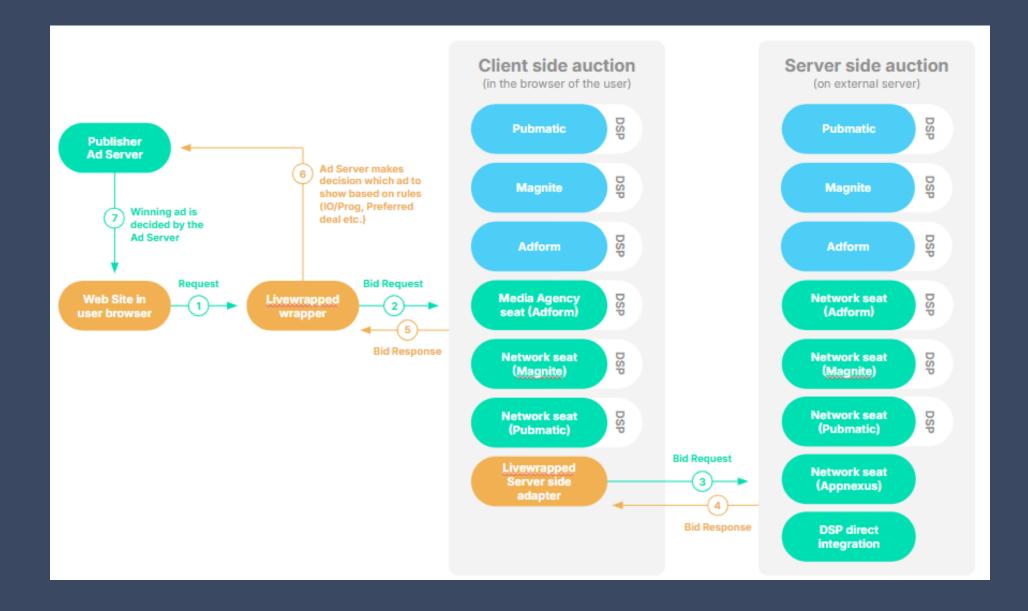
• Server-side header bidding, which makes it possible to add more demand

• 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

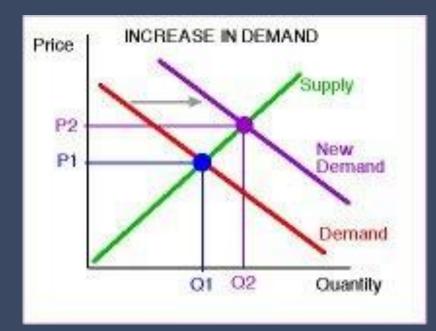
Programmatic/National Advertising Local/Direct Advertising

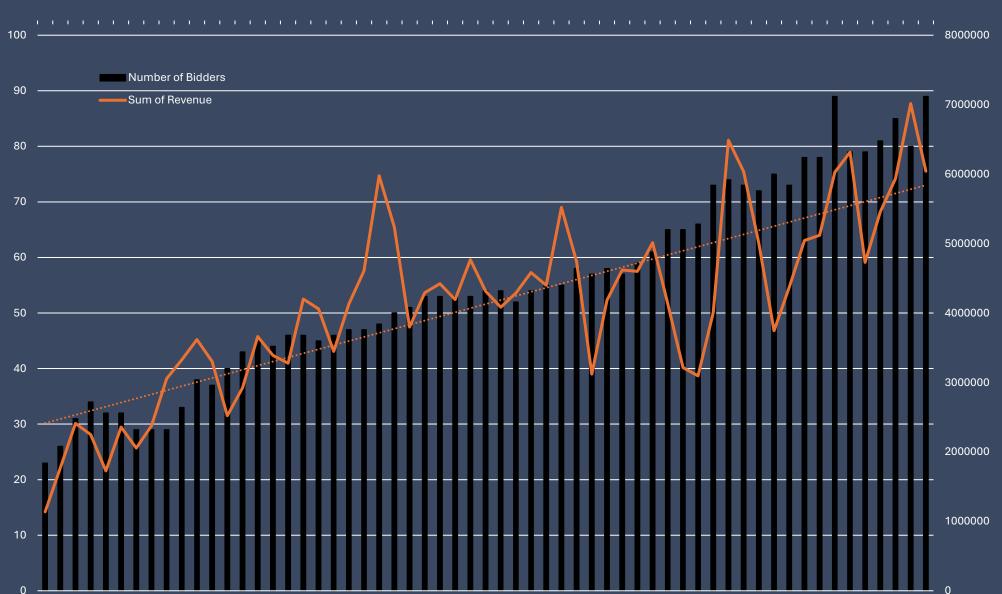
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# More demand increases price



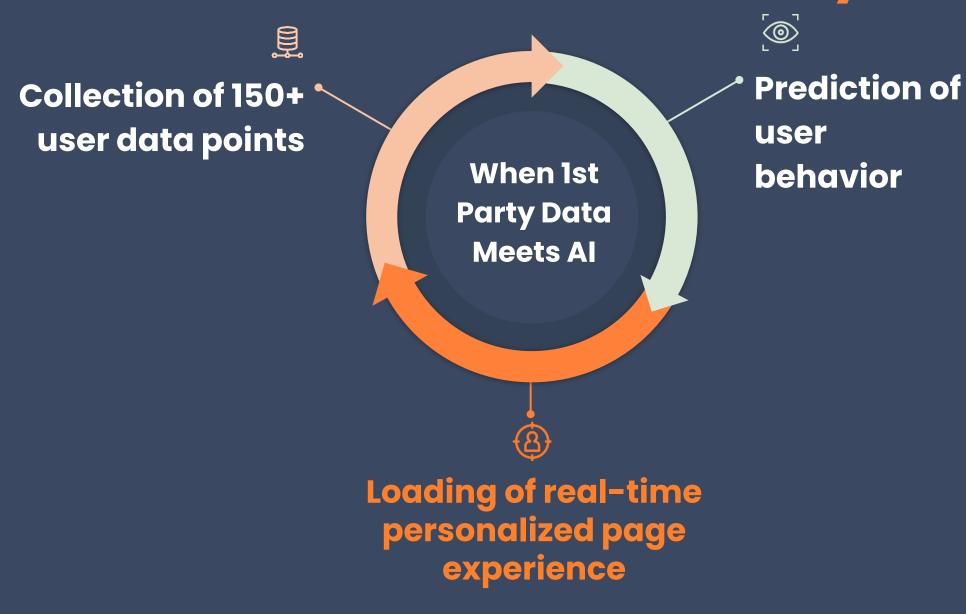


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# **Al-driven ad inventory**



# 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

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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





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#### **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

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> 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

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#### Non-hum<u>an</u>





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(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.

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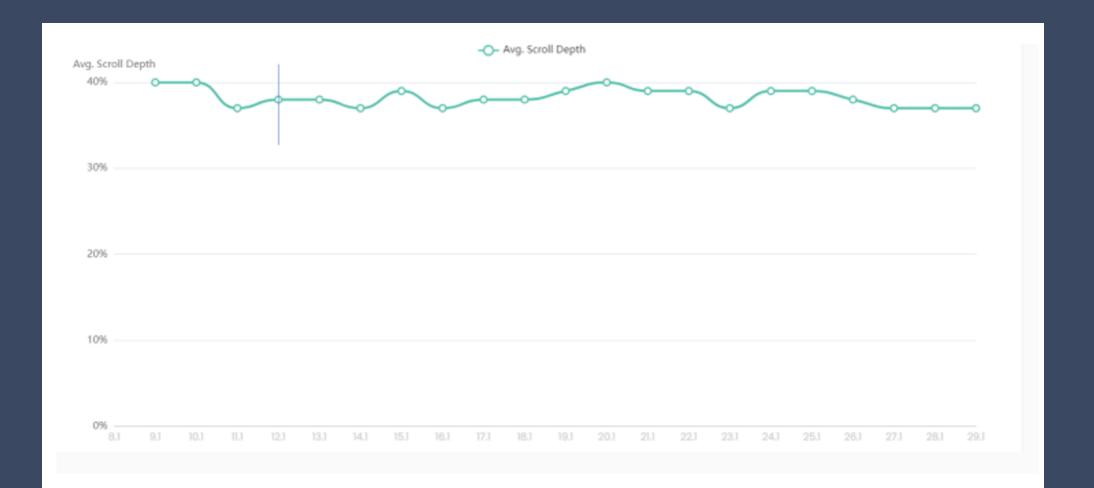
Embrace meal planning and leftovers

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

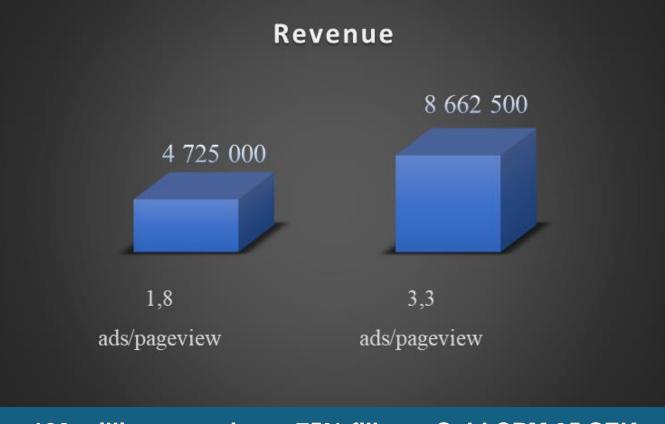
There are a few factors that can help make me

# UX metrics – average scroll depth



# UX metrics – average time on page





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

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# Higher CPM 's around payments



# More traffic and more revenue



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