



Display & Video 360

DSP Auction Packages Library

Our ready-to-use deals
available on DV360



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Package Library

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Campaigns Delivered Seamlessly **Across the Globe**



Introducing Equativ's Auction Packages Library

Formats

Video In-stream

Video Out-stream

Display

Native

Audio

Environments

Web

App

OTT

Devices



Mobile



Desktop



Tablet



CTV



Game console

1500+
Publishers

3.7Tn
Monthly Avails

CONDÉ NAST

The
Guardian



MailOnline

BUSINESS
INSIDER

globo.com

Le Monde



pluto TV

73% VTR

In average on video -instream
& outstream, worldwide*

0.5% CTR

In average on display,
worldwide*

Global Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-------------------|-------------|---------|---|------------------------------|--------------|
| Audio Inventory | Global | Audio | Audio Inventory Global Always-On Equativ | 407704140795 | \$2-\$14 |
| In-Game | Global | Display | In-Game Global Display Equativ | 515056959548 | \$1-\$6 |
| In-Game | Global | OLV | In-Game Global Video Equativ | 530293684489 | \$1-\$6 |
| CTV Inventory | Global | CTV | CTV Inventory Global Always-On Equativ | 147374020755 | \$12-\$25 |
| Preroll Inventory | Global | OLV | Preroll Instream Inventory Global Always-On Equativ | 327082462479 | \$1-\$16 |
| Native Inventory | Global | Native | Native Inventory Global Always-On Equativ | 155467465396 | \$0.2-\$3 |

Alternative ID

Alternative ID



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|----------|-------------|---------|--|------------------------------|--------------|
| UTIQ | Germany | Video | UTIQ RON inventory Germany Video Always-On Equativ | 508072995255 | \$3-\$14 |
| UTIQ | Germany | Display | UTIQ RON inventory Germany Display Always-On Equativ | 729823320755 | \$1-\$6 |
| UTIQ | Germany | Native | UTIQ RON inventory Germany Native Always-On Equativ | 360385398275 | \$1-\$6 |
| UTIQ | France | Video | UTIQ RON inventory France Video Always-On Equativ | 271914109756 | \$3-\$14 |
| UTIQ | France | Display | UTIQ RON inventory France Display Always-On Equativ | 651585278562 | \$1-\$6 |
| UTIQ | France | Native | UTIQ RON inventory France Native Always-On Equativ | 979238998407 | \$0.5-\$5 |

Alternative ID



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|----------|-------------|---------|--|------------------------------|--------------|
| UTIQ | Spain | Video | UTIQ RON inventory Spain Video Always-On Equativ | 737696173958 | \$1-\$5 |
| UTIQ | Spain | Display | UTIQ RON inventory Spain Display Always-On Equativ | 540474355237 | \$1-\$6 |
| UTIQ | Spain | Native | UTIQ RON inventory Spain Native Always-On Equativ | 405895386687 | \$1-\$6 |

Alternative ID



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|----------|-------------|---------|---|------------------------------|--------------|
| First ID | France | Display | First ID RON inventory France Display Always-On Equativ | 693197995340 | \$1-\$4 |
| First ID | France | Video | First ID RON inventory France Video Always-On Equativ | 666539010008 | \$1-\$6 |
| First ID | France | Native | First ID RON inventory France Native Always-On Equativ | 525346344640 | \$0.5-\$5 |

Display Catalog

Available in APAC, EMEA, LATAM & North America

Display Marketplace | APAC



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|----------------------------|---|------------------------------|----------------|--------------|
| High Attention with | | High Attention Measurement APAC Display Always-On Equativ | 802975392218 | 8B | \$0.5-\$3 |
| Direct Publishers SPO | | Direct Publishers SPO APAC Display Always-On Equativ | 118915214071 | 39.97B | \$0.5-\$3 |
| Green Sustainable with | Scope3 | Green Sustainable Display APAC Always-On Equativ | 778330660106 | 119.46B | \$0.5-\$2 |
| High Viewability 70%+ | | 70%VWB+ High Viewability APAC Display Always-On Equativ | 123986392596 | 54.99B | \$0.5-\$3 |
| High CTR Display | | High CTR APAC Display Always-On Equativ | 743796240467 | 2.42B | \$0.1-\$3 |
| Interstitial Format | | Interstitial CTR APAC Display Always-On Equativ | 837275006958 | 168M | \$0.2-\$2 |
| Politics Compliant Publishers | | Politics Compliant APAC Display Always-On Equativ | 912122081333 | 89.9B | \$0.5-\$2 |
| Alcohol Compliant Publishers | | Alcohol Compliant APAC Display Always-On Equativ | 663453500287 | 86.72B | \$0.5-\$2 |
| Gambling Compliant Publishers | | Gambling Compliant APAC Display Always-On Equativ | 817751108263 | 63.55B | \$0.5-\$2 |
| Brand Safety Display with | IAS INTEGRAL AD SCIENCE | Brand Safety IAS APAC Display Always-On Equativ | 335189399321 | 27.43B | \$0.5-\$2 |
| Brand Safety Native with | IAS INTEGRAL AD SCIENCE | Brand Safety IAS APAC Native Always-On Equativ | 505113105108 | 1.08B | \$0.5-\$2 |
| High CTR Native | | High CTR APAC Native Always-On Equativ | 296811584471 | 1.68B | \$0.5-\$2 |

Display Marketplace | APAC



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|---|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant APAC Display Always-On Equativ | 694413801899 | 200B | \$0.5-\$3 |
| Football Soccer Inventory | Football_Soccer Inventory APAC Display Always-On Equativ | 953027171939 | 1.53B | \$0.5-\$2 |
| Travel Semantic | Travel Semantic APAC Display Always-On Equativ | 281816917530 | 1.36B | \$0.5-\$2 |
| Food and Drink Semantic | Food and Drink Semantic APAC Display Always-On Equativ | 901176573778 | 2.76B | \$1-\$3 |
| Sports Semantic | Sports Semantic APAC Display Always-On Equativ | 638157003935 | 6.26B | \$1-\$3 |
| Home & Garden Semantic | Home and Garden Semantic APAC Display Always-On Equativ | 304656034716 | 1.59B | \$0.5-\$2 |
| Business & Finance Semantic | Business and Finance Semantic APAC Display Always-On Equativ | 669886411110 | 5.12B | \$1-\$2 |
| Gaming Semantic | Gaming Semantic APAC Display Always-On Equativ | 643146640804 | 105.57B | \$0.5-\$3 |
| Automotive Semantic | Automotive Semantic APAC Display Always-On Equativ | 618095559364 | 1B | \$0.5-\$2 |
| Art and Entertainment Semantic | Art and Entertainment Semantic APAC Display Always-On Equativ | 530574510953 | 26B | \$1-\$2 |
| Technology Semantic | Technology Semantic APAC Display Always-On Equativ | 834605623419 | 10B | \$0.5-\$2 |
| News Semantic | News Semantic APAC Display Always-On Equativ | 310882492593 | 23B | \$1-\$2 |

Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--|---|------------------------------|----------------|--------------|
| High Attention with Direct Publishers SPO | High Attention Measurement EMEA Display Always-On Equativ | 245260040622 | 60B | \$0.5-\$3 |
| Green Sustainable with High Viewability 70%+ | Green Sustainable Display EMEA Always-On Equativ | 328762239262 | 300B | \$0.5-\$3 |
| High Viewability 70%+ | 70%VWB+ High Viewability EMEA Display Always-On Equativ | 107135060756 | 600B | \$0.5-\$3 |
| High CTR Display | High CTR EMEA Display Always-On Equativ | 957746527190 | 765B | \$0.5-\$4 |
| Interstitial Format | Interstitial CTR EMEA Display Always-On Equativ | 123343544730 | 1.99B | \$1-\$8 |
| Politics Compliant Publishers | Politics Compliant EMEA Display Always-On Equativ | 713195558576 | 720B | \$0.5-\$3 |
| Alcohol Compliant Publishers | Alcohol Compliant EMEA Display Always-On Equativ | 515357343105 | 660B | \$0.5-\$3 |
| Gambling Compliant Publishers | Gambling Compliant EMEA Display Always-On Equativ | 877268963578 | 525B | \$0.5-\$3 |
| Brand Safety Display with | Brand Safety IAS EMEA Display Always-On Equativ | 328147667793 | 940B | \$1-\$3 |
| Brand Safety Native with | Brand Safety IAS EMEA Native Always-On Equativ | 138457948352 | 160B | \$1-\$3 |
| High CTR Native | High CTR EMEA Native Always-On Equativ | 447656241864 | 25B | \$1-\$3 |

Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|---|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant EMEA Display Always-On Equativ | 858998153058 | 14T | \$1-\$3 |
| Football Soccer Inventory | Football_Soccer Inventory EMEA Display Always-On Equativ | 686776161511 | 43B | \$0.5-\$3 |
| Travel Semantic | Travel Semantic EMEA Display Always-On Equativ | 821353812811 | 12B | \$0.5-\$3 |
| Food and Drink Semantic | Food and Drink Semantic EMEA Display Always-On Equativ | 383825861189 | 25B | \$0.5-\$3 |
| Sports Semantic | Sports Semantic EMEA Display Always-On Equativ | 242567160104 | 42B | \$0.5-\$3 |
| Home & Garden Semantic | Home and Garden Semantic EMEA Display Always-On Equativ | 996029451429 | 30B | \$0.5-\$3 |
| Business & Finance Semantic | Business and Finance Semantic EMEA Display Always-On Equativ | 477931893004 | 40B | \$0.5-\$3 |
| Gaming Semantic | Gaming Semantic EMEA Display Always-On Equativ | 405169565128 | 380B | \$0.5-\$3 |
| Automotive Semantic | Automotive Semantic EMEA Display Always-On Equativ | 777475334421 | 35B | \$0.5-\$3 |
| Art and Entertainment Semantic | Art and Entertainment Semantic EMEA Display Always-On Equativ | 759151465377 | 161.38B | \$1-\$3 |
| Technology Semantic | Technology Semantic EMEA Display Always-On Equativ | 952454535006 | 65B | \$0.5-\$3 |
| News Semantic | News Semantic EMEA Display Always-On Equativ | 250573523836 | 95B | \$1-\$3 |

Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-----------------------------------|---|------------------------------|----------------|--------------|
| Demo Male Audience Data Display | Demo Audience Male EMEA Display Always-On Equativ | 537255250725 | 24B | \$1-\$5 |
| Demo Male Audience Data Native | Demo Audience Male EMEA Native Always-On Equativ | 781360615126 | 10B | \$1-\$5 |
| Demo Female Audience Data Display | Demo Audience Female EMEA Display Always-On Equativ | 763528580784 | 13B | \$1-\$5 |
| Demo Female Audience Data Native | Demo Audience Female EMEA Native Always-On Equativ | 268067180876 | 5B | \$1-\$5 |

Display Marketplace | LATAM



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|----------|--|------------------------------|----------------|--------------|
| High Attention with | Adelaide | High Attention Measurement LATAM Display Always-On Equativ | 667450514612 | 17B | \$0.5-\$2 |
| Direct Publishers SPO | | Direct Publishers SPO LATAM Display Always-On Equativ | 872037542996 | 101B | \$0.5-\$2 |
| Green Sustainable with | Scope3 | Green Sustainable Display LATAM Always-On Equativ | 967369429461 | 50.01B | \$0.5-\$2 |
| High Viewability 70%+ | | 70%VWB+ High Viewability LATAM Display Always-On Equativ | 807398688752 | 240B | \$0.5-\$2 |
| High CTR | | High CTR LATAM Display Always-On Equativ | 770977855637 | 210B | \$0.5-\$2 |
| Interstitial Format | | Interstitial CTR LATAM Display Always-On Equativ | 947242530029 | 200M | \$0.5-\$2 |
| Politics Compliant Publishers | | Politics Compliant LATAM Display Always-On Equativ | 282193022875 | 290B | \$0.1-\$2 |
| Alcohol Compliant Publishers | | Alcohol Compliant LATAM Display Always-On Equativ | 456753688158 | 300B | \$0.2-\$2 |
| Gambling Compliant Publishers | | Gambling Compliant LATAM Display Always-On Equativ | 597574092484 | 290B | \$0.2-\$2 |
| Brand Safety Display with | IAS | Brand Safety IAS LATAM Display Always-On Equativ | 769775001477 | 320B | \$0.5-\$3 |
| Brand Safety Native with | IAS | Brand Safety IAS LATAM Native Always-On Equativ | 200562200157 | 80B | \$0.5-\$3 |
| High CTR Native | | High CTR LATAM Native Always-On Equativ | 986971206338 | 3.2B | \$0.5-\$3 |

Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|--|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant LATAM Display Always-On Equativ | 541704033790 | 400B | \$0.2-\$2 |
| Football Soccer Inventory | Football_Soccer Inventory LATAM Display Always-On Equativ | 145953245890 | 4B | \$0.5-\$2 |
| Travel Semantic | Travel Semantic LATAM Display Always-On Equativ | 863504544262 | 3.6B | \$0.5-\$2 |
| Food and Drink Semantic | Food and Drink Semantic LATAM Display Always-On Equativ | 392817714072 | 2B | \$0.5-\$2 |
| Sports Semantic | Sports Semantic LATAM Display Always-On Equativ | 446143704723 | 12B | \$0.5-\$2 |
| Home & Garden Semantic | Home and Garden Semantic LATAM Display Always-On Equativ | 637251380296 | 2.4B | \$0.5-\$2 |
| Business & Finance Semantic | Business and Finance Semantic LATAM Display Always-On Equativ | 793678374748 | 9B | \$0.5-\$2 |
| Gaming Semantic | Gaming Semantic LATAM Display Always-On Equativ | 980683569835 | 24B | \$0.5-\$2 |
| Automotive Semantic | Automotive Semantic LATAM Display Always-On Equativ | 554902161380 | 8B | \$0.5-\$2 |
| Art and Entertainment Semantic | Art and Entertainment Semantic LATAM Display Always-On Equativ | 611629879298 | 40B | \$0.5-\$2 |
| Technology Semantic | Technology Semantic LATAM Display Always-On Equativ | 820470643662 | 12B | \$0.5-\$2 |
| News Semantic | News Semantic LATAM Display Always-On Equativ | 776819841261 | 36B | \$0.5-\$2 |

Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-----------------------------------|--|------------------------------|----------------|--------------|
| Demo Male Audience Data Display | Demo Audience Male LATAM Display Always-On Equativ | 994789896239 | 16B | \$1-\$5 |
| Demo Male Audience Data Native | Demo Audience Male LATAM Native Always-On Equativ | 374756111852 | 3.6B | \$1-\$5 |
| Demo Female Audience Data Display | Demo Audience Female LATAM Display Always-On Equativ | 591425864556 | 16B | \$1-\$5 |
| Demo Female Audience Data Native | Demo Audience Female LATAM Native Always-On Equativ | 608254199404 | 4B | \$1-\$5 |













Display Marketplace | North America



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|--|--|------------------------------|----------------|--------------|
| High Attention with | | High Attention Measurement North America Display Always-On Equativ | 209319738553 | 44B | \$0.5-\$8 |
| Direct Publishers SPO | | Direct Publishers SPO North America Display Always-On Equativ | 969046427647 | 240B | \$0.5-\$5 |
| Green Sustainable with | | Green Sustainable Display North America Always-On Equativ | 605941124168 | 210B | \$0.5-\$5 |
| High Viewability 70%+ | | 70%VWB+ High Viewability North America Display Always-On Equativ | 207507404081 | 702.1B | \$0.3-\$2 |
| High CTR | | High CTR North America Display Always-On Equativ | 726209273565 | 800B | \$0.5-\$5 |
| Interstitial Format | | Interstitial CTR North America Display Always-On Equativ | 185554291368 | 148.38M | \$0.5-\$10 |
| Politics Compliant Publishers | | Politics Compliant North America Display Always-On Equativ | 518310813495 | 1.04T | \$0.5-\$3 |
| Alcohol Compliant Publishers | | Alcohol Compliant North America Display Always-On Equativ | 259673350979 | 1.06T | \$0.5-\$3 |
| Gambling Compliant Publishers | | Gambling Compliant North America Display Always-On Equativ | 514197029684 | 1.2T | \$0.5-\$3 |
| Brand Safety Display with | | Brand Safety IAS North America Display Always-On Equativ | 548617419715 | 1.3T | \$0.5-\$3 |
| Brand Safety Native with | | Brand Safety IAS North America Native Always-On Equativ | 477474857344 | 240B | \$0.5-\$3 |
| High CTR Native | | High CTR North America Native Always-On Equativ | 660103885186 | 24B | \$0.5-\$3 |

Display Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--|--|------------------------------|----------------|--------------|
| Football Soccer Inventory  | Football_Soccer Inventory North America Display Always-On Equativ | 623374337165 | 2B | \$0.5-\$6 |
| American Football Inventory  | American Football Inventory North America Display Always-On Equativ | 528749680620 | 12B | \$0.5-\$6 |
| Travel Semantic  | Travel Semantic North America Display Always-On Equativ | 955093029447 | 5B | \$0.5-\$6 |
| Food and Drink Semantic  | Food and Drink Semantic North America Display Always-On Equativ | 969532969632 | 8B | \$0.5-\$6 |
| Sports Semantic  | Sports Semantic North America Display Always-On Equativ | 458905322209 | 24B | \$0.5-\$6 |
| Home & Garden Semantic  | Home and Garden Semantic North America Display Always-On Equativ | 167184427000 | 5B | \$0.5-\$6 |
| Business & Finance Semantic  | Business and Finance Semantic North America Display Always-On Equativ | 540809874014 | 50B | \$0.5-\$6 |
| Gaming Semantic  | Gaming Semantic North America Display Always-On Equativ | 860132330189 | 1T | \$0.5-\$6 |
| Automotive Semantic  | Automotive Semantic North America Display Always-On Equativ | 641176341314 | 8B | \$0.5-\$6 |
| Art and Entertainment Semantic  | Art and Entertainment Semantic North America Display Always-On Equativ | 457647639765 | 120B | \$0.5-\$6 |
| Technology Semantic  | Technology Semantic North America Display Always-On Equativ | 931081392740 | 24B | \$0.5-\$6 |
| News Semantic  | News Semantic North America Display Always-On Equativ | 203362465441 | 160B | \$0.5-\$6 |

Display Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-----------------------------------|--|------------------------------|----------------|--------------|
| Spanish Language Content | Spanish Language Content North America Display Always-On Equativ | 806742895033 | 4B | \$0.5-\$5 |
| French Language Content | French Language Content North America Display Always-On Equativ | 226542640811 | 4B | \$0.5-\$5 |
| Demo Male Audience Data Display | Demo Audience Male North America Display Always-On Equativ | 819990283786 | 80B | \$1.5-\$5 |
| Demo Male Audience Data Native | Demo Audience Male North America Native Always-On Equativ | 779217895728 | 28B | \$1.5-\$5 |
| Demo Female Audience Data Display | Demo Audience Female North America Display Always-On Equativ | 352543331706 | 50B | \$1.5-\$5 |
| Demo Female Audience Data Native | Demo Audience Female North America Native Always-On Equativ | 759803325627 | 20B | \$1.5-\$5 |
| Women Owned Display | Women Owned North America Display Always-On Equativ | 593127778945 | 280M | \$1-\$5 |
| Latino Owned Display | Latino Owned North America Display Always-On Equativ | 809180078132 | 4B | \$1-\$5 |
| Black Owned Display | Black Owned North America Display Always-On Equativ | 815295829918 | 200M | \$1-\$5 |
| Asian Owned Display | Asian Owned North America Display Always-On Equativ | 779974552367 | 50B | \$1-\$3 |
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant North America Display Always-On Equativ | 135737101944 | 1.6T | \$0.5-\$5 |

OLV Catalog

Available in APAC, EMEA, LATAM & North America

OLV Marketplace | APAC



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|-----------------|---|------------------------------|----------------|--------------|
| High Attention with | Adelaide | High Attention Measurement APAC Video Always-On Equativ | 907739761388 | 1.12B | \$1-\$3 |
| Direct Publishers SPO | | Direct Publishers SPO APAC Video Always-On Equativ | 338827175972 | 8.56B | \$0.2-\$7 |
| Green Sustainable with | Scope3 | Green Sustainable Video APAC Always-On Equativ | 901068757298 | 7.86B | \$0.3-\$7 |
| High Viewability 70%+ | | 70%VWB+ High Viewability APAC Video Always-On Equativ | 204053088063 | 15.53B | \$0.3-\$5 |
| High Completion 70%+ | | 70%VTR+ High Completion APAC Video Always-On Equativ | 388607376503 | 16.42B | \$0.3-\$5 |
| High CTR | | High CTR APAC Video Always-On Equativ | 497648027884 | 4.09B | \$0.5-\$4 |
| Rewarded Video | | Rewarded APAC Video Always-On Equativ | 734679413472 | 6.92B | \$1-\$4 |
| Non-Skippable Video | | Non-Skippable Video APAC Video Always-On Equativ | 753186050712 | 24.21B | \$0.3-\$3 |
| Skippable Video | | Skippable Video APAC Video Always-On Equativ | 566139806472 | 13.05B | \$0.3-\$5 |
| Politics Compliant Publishers | | Politics Compliant APAC Video Always-On Equativ | 918844872955 | 12.69B | \$0.2-\$6 |
| Alcohol Compliant Publishers | | Alcohol Compliant APAC Video Always-On Equativ | 149695032508 | 15.46B | \$0.2-\$6 |
| Gambling Compliant Publishers | | Gambling Compliant APAC Video Always-On Equativ | 549451648355 | 11.55B | \$0.2-\$6 |


OLV Marketplace | APAC



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|---|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant APAC Video Always-On Equativ | 701374596482 | 2.96B | \$0.4-\$3 |
| Football Soccer Inventory | Football_Soccer Inventory APAC Video Always-On Equativ | 700632105123 | 39.97B | \$0.1-\$2 |
| Travel Semantic | Travel Semantic APAC Video Always-On Equativ | 389595751499 | 119.46B | \$0.2-\$2 |
| Food and Drink Semantic | Food and Drink Semantic APAC Video Always-On Equativ | 223553955281 | 54.99B | \$0.2-\$2 |
| Sports Semantic | Sports Semantic APAC Video Always-On Equativ | 733882665079 | 2.42B | \$0.3-\$3 |
| Home & Garden Semantic | Home and Garden Semantic APAC Video Always-On Equativ | 994143860130 | 168M | \$0.2-\$2 |
| Business & Finance Semantic | Business and Finance Semantic APAC Video Always-On Equativ | 635814762107 | 89.9B | \$0.1-\$2 |
| Gaming Semantic | Gaming Semantic APAC Video Always-On Equativ | 297663072758 | 86.72B | \$0.1-\$2 |
| Automotive Semantic | Automotive Semantic APAC Video Always-On Equativ | 946220941671 | 63.55B | \$0.1-\$2 |
| Art and Entertainment Semantic | Art and Entertainment Semantic APAC Video Always-On Equativ | 580664777193 | 27.43B | \$0.3-\$2 |
| Technology Semantic | Technology Semantic APAC Video Always-On Equativ | 935186296614 | 1.08B | \$0.3-\$2 |
| News Semantic | News Semantic APAC Video Always-On Equativ | 917040007729 | 1.68B | \$0.1-\$2 |

OLV Marketplace | APAC



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|---|------------------------------|----------------|--------------|
| Brand Safety Video with  | Brand Safety IAS APAC Video Always-On Equativ | 406710421826 | 10.44B | \$0.3-\$3 |

Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------------|---|------------------------------|----------------|--------------|
| High Attention with Adelaide | High Attention Measurement EMEA Video Always-On Equativ | 956151379550 | 112B | \$1-\$7 |
| Direct Publishers SPO | Direct Publishers SPO EMEA Video Always-On Equativ | 526955192535 | 36.37B | \$0.2-\$9 |
| Green Sustainable with Scope3 | Green Sustainable Video EMEA Always-On Equativ | 143399630472 | 32.54B | \$0.3-\$9 |
| High Viewability 70%+ | 70%VWB+ High Viewability EMEA Video Always-On Equativ | 708672643776 | 76.66B | \$0.3-\$7 |
| High Completion 70%+ | 70%VTR+ High Completion EMEA Video Always-On Equativ | 927917217597 | 26.73B | \$0.5-\$12 |
| High CTR | High CTR EMEA Video Always-On Equativ | 297036070373 | 19.2B | \$0.5-\$7 |
| Rewarded Video | Rewarded EMEA Video Always-On Equativ | 455392502643 | 15.25B | \$1-\$6 |
| Non-Skippable Video | Non-Skippable Video EMEA Video Always-On Equativ | 597224284660 | 141.35B | \$0.3-\$10 |
| Skippable Video | Skippable Video EMEA Video Always-On Equativ | 875167010704 | 13.05B | \$0.3-\$5 |
| Politics Compliant Publishers | Politics Compliant EMEA Video Always-On Equativ | 376554515069 | 92.46B | \$0.2-\$6 |
| Alcohol Compliant Publishers | Alcohol Compliant EMEA Video Always-On Equativ | 164458326857 | 103.97B | \$0.2-\$6 |
| Gambling Compliant Publishers | Gambling Compliant EMEA Video Always-On Equativ | 421446494116 | 62.53B | \$0.2-\$6 |


Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|---|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant EMEA Video Always-On Equativ | 769435269994 | 112B | \$1-\$7 |
| Football Soccer Inventory | Football_Soccer Inventory EMEA Video Always-On Equativ | 240629019208 | 36.37B | \$0.2-\$9 |
| Travel Semantic | Travel Semantic EMEA Video Always-On Equativ | 737918777731 | 32.54B | \$0.3-\$9 |
| Food and Drink Semantic | Food and Drink Semantic EMEA Video Always-On Equativ | 281597964223 | 76.66B | \$0.3-\$7 |
| Sports Semantic | Sports Semantic EMEA Video Always-On Equativ | 881149975410 | 26.73B | \$0.5-\$12 |
| Home & Garden Semantic | Home and Garden Semantic EMEA Video Always-On Equativ | 708000414116 | 19.2B | \$0.5-\$7 |
| Business & Finance Semantic | Business and Finance Semantic EMEA Video Always-On Equativ | 428759889617 | 15.25B | \$1-\$6 |
| Gaming Semantic | Gaming Semantic EMEA Video Always-On Equativ | 645151949693 | 141.35B | \$0.3-\$10 |
| Automotive Semantic | Automotive Semantic EMEA Video Always-On Equativ | 443407083062 | 13.05B | \$0.3-\$5 |
| Art and Entertainment Semantic | Art and Entertainment Semantic EMEA Video Always-On Equativ | 145639013563 | 92.46B | \$0.2-\$6 |
| Technology Semantic | Technology Semantic EMEA Video Always-On Equativ | 353227553200 | 103.97B | \$0.2-\$6 |
| News Semantic | News Semantic EMEA Video Always-On Equativ | 655605087693 | 62.53B | \$0.2-\$6 |

Display Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|---|------------------------------|----------------|--------------|
| Brand Safety Video with  | Brand Safety IAS EMEA Video Always-On Equativ | 813826918604 | 50.58B | \$0.4-\$8 |
| Demo Male Audience Data Video | Demo Audience Male EMEA Video Always-On Equativ | 257004058957 | 1.71B | \$1.2-\$9 |
| Demo Female Audience Data Video | Demo Audience Female EMEA Video Always-On Equativ | 586392432038 | 815.74M | \$1.2-\$9 |

Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------------|--|------------------------------|----------------|--------------|
| High Attention with Adelaide | High Attention Measurement LATAM Video Always-On Equativ | 263932407048 | 3.84B | \$1-\$3 |
| Direct Publishers SPO | Direct Publishers SPO LATAM Video Always-On Equativ | 581274197657 | 19.75B | \$0.2-\$3 |
| Green Sustainable with Scope3 | Green Sustainable Video LATAM Always-On Equativ | 541741163437 | 16.67B | \$0.3-\$3 |
| High Viewability 70%+ | 70%VWB+ High Viewability LATAM Video Always-On Equativ | 631185846052 | 39.82B | \$0.2-\$3 |
| High Completion 70%+ | 70%VTR+ High Completion LATAM Video Always-On Equativ | 602879016498 | 25.93B | \$0.2-\$3 |
| High CTR | High CTR LATAM Video Always-On Equativ | 401752489147 | 11.8B | \$0.3-\$3 |
| Rewarded Video | Rewarded LATAM Video Always-On Equativ | 734869780066 | 10.48B | \$0.6-\$4 |
| Non-Skippable Video | Non-Skippable Video LATAM Video Always-On Equativ | 396837580958 | 56.47B | \$0.3-\$3 |
| Skippable Video | Skippable Video LATAM Video Always-On Equativ | 865499254511 | 35.63B | \$0.3-\$5 |
| Politics Compliant Publishers | Politics Compliant LATAM Video Always-On Equativ | 214487611058 | 50.01B | \$0.3-\$3 |
| Alcohol Compliant Publishers | Alcohol Compliant LATAM Video Always-On Equativ | 490152685907 | 65.77B | \$0.3-\$3 |
| Gambling Compliant Publishers | Gambling Compliant LATAM Video Always-On Equativ | 280460994651 | 47.27B | \$0.3-\$3 |


Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--------------------------------|--|------------------------------|----------------|--------------|
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant LATAM Video Always-On Equativ | 847676154918 | 3.84B | \$1-\$3 |
| Football Soccer Inventory | Football_Soccer Inventory LATAM Video Always-On Equativ | 971343122939 | 19.75B | \$0.2-\$3 |
| Travel Semantic | Travel Semantic LATAM Video Always-On Equativ | 335812323039 | 16.67B | \$0.3-\$3 |
| Food and Drink Semantic | Food and Drink Semantic LATAM Video Always-On Equativ | 626581703666 | 39.82B | \$0.2-\$3 |
| Sports Semantic | Sports Semantic LATAM Video Always-On Equativ | 604328548960 | 25.93B | \$0.2-\$3 |
| Home & Garden Semantic | Home and Garden Semantic LATAM Video Always-On Equativ | 777187619603 | 11.8B | \$0.3-\$3 |
| Business & Finance Semantic | Business and Finance Semantic LATAM Video Always-On Equativ | 704805918648 | 10.48B | \$0.6-\$4 |
| Gaming Semantic | Gaming Semantic LATAM Video Always-On Equativ | 866335102033 | 56.47B | \$0.3-\$3 |
| Automotive Semantic | Automotive Semantic LATAM Video Always-On Equativ | 288774019719 | 35.63B | \$0.3-\$5 |
| Art and Entertainment Semantic | Art and Entertainment Semantic LATAM Video Always-On Equativ | 194162439823 | 50.01B | \$0.3-\$3 |
| Technology Semantic | Technology Semantic LATAM Video Always-On Equativ | 928388850970 | 65.77B | \$0.3-\$3 |
| News Semantic | News Semantic LATAM Video Always-On Equativ | 677075954111 | 47.27B | \$0.3-\$3 |

Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|--|------------------------------|----------------|--------------|
| Brand Safety Video with  | Brand Safety IAS LATAM Video Always-On Equativ | 828120193267 | 20.47B | \$0.4-\$8 |
| Demo Male Audience Data Video | Demo Audience Male LATAM Video Always-On Equativ | 176390592892 | 551.68M | \$0.8-\$5 |
| Demo Female Audience Data Video | Demo Audience Female LATAM Video Always-On Equativ | 481799000754 | 558.17M | \$0.8-\$5 |












OLV Marketplace | North America



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|-----------------|--|------------------------------|----------------|--------------|
| High Attention with | <i>Adelaide</i> | High Attention Measurement North America Video Always-On Equativ | 326580276186 | 9.92B | \$2-\$8 |
| Direct Publishers SPO | | Direct Publishers SPO North America Video Always-On Equativ | 414038710031 | 31.66B | \$0.3-\$12 |
| Green Sustainable with | Scope3 | Green Sustainable Video North America Always-On Equativ | 369241725389 | 23.74B | \$0.6-\$13 |
| High Viewability 70%+ | | 70%VWB+ High Viewability North America Video Always-On Equativ | 943894288596 | 74.38B | \$0.6-\$10 |
| High Completion 70%+ | | 70%VTR+ High Completion North America Video Always-On Equativ | 640200222125 | 55.22B | \$0.6-\$10 |
| High CTR | | High CTR North America Video Always-On Equativ | 194610098868 | 10.77B | \$0.6-\$10 |
| Rewarded Video | | Rewarded North America Video Always-On Equativ | 599641534982 | 6.17B | \$3-\$12 |
| Non-Skippable Video | | Non-Skippable Video North America Video Always-On Equativ | 826965552584 | 87.05B | \$1-\$8 |
| Skippable Video | | Skippable Video North America Video Always-On Equativ | 515689383588 | 120.09B | \$0.6-\$10 |
| Politics Compliant Publishers | | Politics Compliant North America Video Always-On Equativ | 508557368209 | 159.36B | \$0.6-\$9 |
| Alcohol Compliant Publishers | | Alcohol Compliant North America Video Always-On Equativ | 223585415395 | 188.32B | \$0.6-\$9 |
| Gambling Compliant Publishers | | Gambling Compliant North America Video Always-On Equativ | 987426223355 | 47.27B | \$0.3-\$3 |


OLV Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|--|--|------------------------------|----------------|--------------|
| Football Soccer Inventory  | Football_Soccer Inventory North America Video Always-On Equativ | 140315592733 | 9.92B | \$2-\$8 |
| American Football Inventory  | American Football Inventory North America Video Always-On Equativ | 558986270582 | 31.66B | \$0.3-\$12 |
| Travel Semantic  | Travel Semantic North America Video Always-On Equativ | 885435113250 | 23.74B | \$0.6-\$13 |
| Food and Drink Semantic  | Food and Drink Semantic North America Video Always-On Equativ | 187755672394 | 74.38B | \$0.6-\$10 |
| Sports Semantic  | Sports Semantic North America Video Always-On Equativ | 851356077749 | 55.22B | \$0.6-\$10 |
| Home & Garden Semantic  | Home and Garden Semantic North America Video Always-On Equativ | 821373864408 | 10.77B | \$0.6-\$10 |
| Business & Finance Semantic  | Business and Finance Semantic North America Video Always-On Equativ | 295267146199 | 6.17B | \$3-\$12 |
| Gaming Semantic  | Gaming Semantic North America Video Always-On Equativ | 411135657068 | 87.05B | \$1-\$8 |
| Automotive Semantic  | Automotive Semantic North America Video Always-On Equativ | 934124809202 | 120.09B | \$0.6-\$10 |
| Art and Entertainment Semantic  | Art and Entertainment Semantic North America Video Always-On Equativ | 673468670009 | 159.36B | \$0.6-\$9 |
| Technology Semantic  | Technology Semantic North America Video Always-On Equativ | 250102877683 | 188.32B | \$0.6-\$9 |
| News Semantic  | News Semantic North America Video Always-On Equativ | 680520743992 | 47.27B | \$0.3-\$3 |

OLV Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|--|------------------------------|----------------|--------------|
| Spanish Language Content | Spanish Language Content North America Video Always-On Equativ | 182351039851 | 945M | \$0.3-\$9 |
| French Language Content | French Language Content North America Video Always-On Equativ | 835737166778 | 945M | \$0.3-\$9 |
| Brand Safety Video with  | Brand Safety IAS North America Video Always-On Equativ | 583484231922 | 63.72B | \$0.5-\$12 |
| Demo Male Audience Data Video | Demo Audience Male North America Video Always-On Equativ | 953282079221 | 1.55B | \$1.3-\$15 |
| Demo Female Audience Data Video | Demo Audience Female North America Video Always-On Equativ | 458383952701 | 1.19B | \$1.3-\$15 |
| Women Owned Video | Women Owned North America Video Always-On Equativ | 992897434792 | 40.26M | \$2-\$15 |
| Latino Owned Video | Latino Owned North America Video Always-On Equativ | 131115195511 | 718.3M | \$2-\$15 |
| Black Owned Video | Black Owned North America Video Always-On Equativ | 332731164207 | 18.91M | \$2-\$15 |
| Asian Owned Video | Asian Owned North America Video Always-On Equativ | 835141926010 | 2.95B | \$0.3-\$10 |
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant North America Video Always-On Equativ | 371943451568 | 2.95B | \$0.3-\$10 |

CTV Catalog

Available in APAC, EMEA, LATAM & North America

Seasonal Marketplace | APAC



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|--|------------------------------|----------------|--------------|
| Direct Publishers SPO | Direct Publishers SPO APAC CTV Video Always-On Equativ | 754731750641 | 752.41M | \$1-\$12 |
| Politics Compliant Publishers | Politics Compliant APAC CTV Always-On Equativ | 125939158803 | 762.75M | \$1-\$12 |
| Alcohol Compliant Publishers | Alcohol Compliant APAC CTV Always-On Equativ | 294283374869 | 744.62M | \$1-\$12 |
| Gambling Compliant Publishers | Gambling Compliant APAC CTV Always-On Equativ | 448298789052 | 744.62M | \$1-\$12 |
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant APAC CTV Always-On Equativ | 767141291334 | | |

Seasonal Marketplace | EMEA



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|--|------------------------------|----------------|--------------|
| Direct Publishers SPO | Direct Publishers SPO EMEA CTV Video Always-On Equativ | 446845413256 | 3.82B | \$5-\$25 |
| Politics Compliant Publishers | Politics Compliant EMEA CTV Always-On Equativ | 621785971013 | 1.67B | \$1-\$25 |
| Alcohol Compliant Publishers | Alcohol Compliant EMEA CTV Always-On Equativ | 726181766854 | 683.64M | \$3-\$25 |
| Gambling Compliant Publishers | Gambling Compliant EMEA CTV Always-On Equativ | 252620292672 | 577.49M | \$4-\$25 |
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant EMEA CTV Always-On Equativ | 713898791312 | 577.49M | \$4-\$25 |

Display Marketplace | LATAM



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|-------------------------------|---|------------------------------|----------------|--------------|
| Direct Publishers SPO | Direct Publishers SPO LATAM CTV Video Always-On Equativ | 434152266716 | 9.36B | \$1-\$10 |
| Politics Compliant Publishers | Politics Compliant LATAM CTV Always-On Equativ | 255224770185 | 17.04B | \$1-\$10 |
| Alcohol Compliant Publishers | Alcohol Compliant LATAM CTV Always-On Equativ | 287715235922 | 8.76B | \$1-\$10 |
| Gambling Compliant Publishers | Gambling Compliant LATAM CTV Always-On Equativ | 944714328776 | 8.81B | \$1-\$10 |
| THC CBD Compliant Publishers | Cannabis THC CBD Compliant LATAM CTV Always-On Equativ | 870737348955 | | |

Seasonal Marketplace | North America



| Category | | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|----------------------------|--|---|------------------------------|----------------|--------------|
| Alabama Local Media | | Alabama Local Media US CTV Always-On Equativ | 305761331511 | 9.92B | \$2-\$8 |
| Florida Local Media | | Florida Local Media US CTV Always-On Equativ | 796757303041 | 31.66B | \$0.3-\$12 |
| Georgia Local Media | | Georgia Local Media US CTV Always-On Equativ | 216242969899 | 23.74B | \$0.6-\$13 |
| Louisiana Local Media | | Louisiana Local Media US CTV Always-On Equativ | 138294623115 | 74.38B | \$0.6-\$10 |
| Mississippi Local Media | | Mississippi Local Media US CTV Always-On Equativ | 584737718799 | 55.22B | \$0.6-\$10 |
| Missouri Local Media | | Missouri Local Media US CTV Always-On Equativ | 109697142521 | 10.77B | \$0.6-\$10 |
| Ohio Local Media | | Ohio Local Media US CTV Always-On Equativ | 160493025635 | 6.17B | \$3-\$12 |
| Tennessee Local Media | | Tennessee Local Media US CTV Always-On Equativ | 660890565235 | 87.05B | \$1-\$8 |
| Texas Local Media | | Texas Local Media US CTV Always-On Equativ | 251241052741 | 120.09B | \$0.6-\$10 |
| West Virginia Local Media | | West Virginia Local Media US CTV Always-On Equativ | 494939151301 | 159.36B | \$0.6-\$9 |
| California Local Media | | California Local Media US CTV Always-On Equativ | 520673587111 | 188.32B | \$0.6-\$9 |
| New York State Local Media | | New York State Local Media US CTV Always-On Equativ | 392768743610 | 47.27B | \$0.3-\$3 |






Seasonal Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|---|------------------------------|----------------|--------------|
| Direct Publishers SPO | Direct Publishers SPO North America CTV Video Always-On Equativ | 309535033719 | 22.51B | \$4-\$25 |
| Politics Compliant Publishers | Politics Compliant North America CTV Always-On Equativ | 508807503944 | 103.93B | \$4-\$25 |
| Alcohol Compliant Publishers | Alcohol Compliant North America CTV Always-On Equativ | 956409878797 | 104.69B | \$4-\$25 |
| Gambling Compliant Publishers | Gambling Compliant North America CTV Always-On Equativ | 102060566789 | 102.7B | \$4-\$25 |
| Spanish Language | Spanish Language Content North America CTV Always-On Equativ | 723611847567 | 903.99M | \$4-\$25 |
| Demo Male Audience Data CTV | Demo Audience Male North America CTV Always-On Equativ | 202164336331 | 2.33B | \$8-\$25 |
| Demo Female Audience Data CTV | Demo Audience Female North America CTV Always-On Equativ | 323027970351 | 1.98B | \$8-\$25 |
| Demo +18 Age Audience Data CTV | Demo Audience Age 18+ North America CTV Always-On Equativ | 155717163161 | 2.23B | \$8-\$25 |
| Demo Parents Audience Data CTV | Demo Audience Parents North America CTV Always-On Equativ | 221664239902 | 378.7M | \$9-\$25 |
| Demo Sports Enthusiasts Audience Data CTV | Sports Enthusiasts Audience North America CTV Always-On Equativ | 270983850535 | 201.59M | \$10-\$25 |
| Demo 18-24 Age Audience Data CTV | Demo Audience Age 18-24 North America CTV Always-On Equativ | 348410643529 | 685.28M | \$10-\$25 |
| Demo 25-34 Age Audience Data CTV | Demo Audience Age 25-34 North America CTV Always-On Equativ | 353811852296 | 1.28B | \$10-\$25 |

Seasonal Marketplace | North America



| Category | Deal Name | Deal ID | Monthly Avails | Bid Guidance |
|---|---|------------------------------|----------------|--------------|
| Demo 35-44 Age Audience Data CTV | Demo Audience Age 35-44 North America CTV Always-On Equativ | 877726595313 | 142B | \$10-\$25 |
| Demo 45-54 Age Audience Data CTV | Demo Audience Age 45-54 North America CTV Always-On Equativ | 806373902866 | 1.51B | \$10-\$25 |
| Demo 55-64 Age Audience Data CTV | Demo Audience Age 55-64 North America CTV Always-On Equativ | 398216368447 | 1.4B | \$10-\$25 |
| Demo 65+ Age Audience Data CTV | Demo Audience Age 65+ North America CTV Always-On Equativ | 954034780225 | 1.5B | \$10-\$25 |
| NFL American Football CTV  | NFL American Football Inventory North America CTV Always-On Equativ | 818969637218 | 96.79M | \$10-\$25 |
| MLB Baseball CTV  | MLB Baseball Inventory North America CTV Always-On Equativ | 222201224087 | 128M | \$10-\$25 |
| NBA Basketball CTV  | NBA Basketball Inventory North America CTV Always-On Equativ | 580327375621 | 1.4M | \$10-\$25 |
| NCAA March Madness CTV  | NCAA March Madness Inventory North America CTV Always-On Equativ | 423622744614 | 2.9M | \$10-\$25 |
| ESPN Channels CTV  | ESPN Channels Inventory North America CTV Always-On Equativ | 718305630732 | 1.76B | \$10-\$25 |
| Fashion Channels CTV | Fashion Channels Inventory North America CTV Always-On Equativ | 965658128281 | 70.5M | \$10-\$25 |
| Cooking Channels CTV | Cooking Channels Inventory North America CTV Always-On Equativ | 737926658048 | 214M | \$10-\$25 |

Q1 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q1



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-------------------|-------------|---------|---|------------------------------|--------------|
| Super Bowl 🏈 | Global | OLV | Super Bowl Semantic Global Video Always-On Equativ | 714315077388 | \$1-\$10 |
| Super Bowl 🏈 | Global | Display | Super Bowl Semantic Global Display Always-On Equativ | 212624749930 | \$1-\$6 |
| Super Bowl 🏈 | Global | OLV | Super Bowl Data Global Video Always-On Equativ | 882496466890 | \$1-\$6 |
| Super Bowl 🏈 | Global | Display | Super Bowl Data Global Display Always-On Equativ | 823259023955 | \$1-\$6 |
| Valentine's Day 💕 | Global | OLV | Valentine's Day Semantic Global Video Always-On Equativ | 259016884011 | \$1-\$16 |
| Valentine's Day 💕 | Global | Display | Valentine's Day Semantic Global Display Always-On Equativ | 797033394409 | \$1-\$16 |

Global Seasonal Auction Packages



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|---------------------|-------------|---------|---|------------------------------|--------------|
| Chinese New Year 🎆 | Global | OLV | Chinese New Year Semantic Global Video Always-On Equativ | 591911589506 | \$1-\$10 |
| Chinese New Year 🎆 | Global | Display | Chinese New Year Semantic Global Display Always-On Equativ | 431157199146 | \$1-\$6 |
| Six Nations Rugby 🏉 | Global | OLV | Six Nations Rugby Semantic Global Video Always-On Equativ | 311353920247 | \$1-\$6 |
| Six Nations Rugby 🏉 | Global | Display | Six Nations Rugby Semantic Global Display Always-On Equativ | 494993152374 | \$1-\$6 |
| Tax Season | Global | OLV | Tax Season Semantic Global Video Always-On Equativ | 416251989239 | \$1-\$16 |
| Tax Season | Global | Display | Tax Season Semantic Global Display Always-On Equativ | 553886738288 | \$1-\$16 |

Global Seasonal Auction Packages



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-----------------|---------------|---------|---|------------------------------|--------------|
| Awards Season 🎉 | Global | OLV | Awards Season Semantic Global Video Always-On Equativ | 448854899113 | \$1-\$10 |
| Awards Season 🎉 | Global | Display | Awards Season Semantic Global Display Always-On Equativ | 246965700523 | \$1-\$6 |
| Fashion Week 👗 | Global | OLV | Fashion Week Semantic Global Video Always-On Equativ | 140307775686 | \$1-\$6 |
| Fashion Week 👗 | Global | Display | Fashion Week Semantic Global Display Always-On Equativ | 346372298099 | \$1-\$6 |
| March Madness 🏀 | North America | OLV | NCAA March Madness Semantic North America Video Always-On Equativ | 532247085121 | \$1-\$16 |
| March Madness 🏀 | North America | Display | NCAA March Madness Semantic North America Display Always-On Equativ | 707646446197 | \$1-\$16 |

Q2 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q2



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|--------------|-------------|---------|--|------------------------------|--------------|
| Easter | Global | OLV | Easter Semantic Global Display Always-On Equativ | 618783282491 | \$1-\$10 |
| Easter | Global | Display | Easter Semantic Global Video Always-On Equativ | 530141971417 | \$1-\$6 |
| Mother's Day | Global | OLV | Mother's Day Semantic Global Display Always-On Equativ | 794548213333 | \$1-\$6 |
| Mother's Day | Global | Display | Mother's Day Semantic Global Video Always-On Equativ | 268918323636 | \$1-\$6 |
| Father's Day | Global | OLV | Father's Day Semantic Global Display Always-On Equativ | 160243350505 | \$1-\$16 |
| Father's Day | Global | Display | Father's Day Semantic Global Video Always-On Equativ | 892884550993 | \$1-\$16 |

Global Seasonal Auction Packages - Q2



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-------------|-------------|---------|---|------------------------------|--------------|
| Pride Month | Global | Display | Pride Month Semantic Global Display Always-On Equativ | 519525581560 | \$1-\$10 |
| Pride Month | Global | OLV | Pride Month Semantic Global Video Always-On Equativ | 161111686388 | \$1-\$6 |

Q3 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Q4 Seasonal Catalog

Available in APAC, EMEA, LATAM & North America

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|--------------|---------------|---------|--|------------------------------|--------------|
| Black Friday | North America | OLV | Black Friday Semantic North America Video Always-On Equativ | 376531807543 | \$1-\$10 |
| Black Friday | North America | Display | Black Friday Semantic North America Display Always-On Equativ | 690517122485 | \$1-\$6 |
| Black Friday | North America | Display | Black Friday Data Audience North America Display Always-On Equativ | 611093410418 | \$1-\$6 |
| Black Friday | North America | OLV | Black Friday Data Audience North America Video Always-On Equativ | 160551319468 | \$1-\$6 |
| Black Friday | North America | CTV | Black Friday Data Audience North America CTV Always-On Equativ | 679640665807 | \$1-\$16 |
| Black Friday | North America | OLV | Black Friday Semantic EMEA Video Always-On Equativ | 248983485263 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|--------------|-------------|---------|--|------------------------------|--------------|
| Black Friday | EMEA | Display | Black Friday Semantic EMEA Display Always-On Equativ | 340621898215 | \$1-\$10 |
| Black Friday | EMEA | Display | Black Friday Data Audience EMEA Display Always-On Equativ | 135752683387 | \$1-\$6 |
| Black Friday | EMEA | OLV | Black Friday Data Audience EMEA Video Always-On Equativ | 295605059949 | \$1-\$6 |
| Black Friday | LATAM | OLV | Black Friday Semantic LATAM Video Always-On Equativ | 160575445885 | \$1-\$6 |
| Black Friday | LATAM | Display | Black Friday Semantic LATAM Display Always-On Equativ | 201172311353 | \$1-\$16 |
| Black Friday | LATAM | Display | Black Friday Data Audience LATAM Display Always-On Equativ | 199948691169 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|--------------|---------------|---------|---|------------------------------|--------------|
| Black Friday | LATAM | Display | Black Friday Data Audience LATAM Video Always-On Equativ | 956200457698 | \$1-\$10 |
| Black Friday | APAC | Display | Black Friday Semantic APAC Video Always-On Equativ | 928666392790 | \$1-\$6 |
| Black Friday | APAC | OLV | Black Friday Semantic APAC Display Always-On Equativ | 170008664088 | \$1-\$6 |
| Halloween | North America | OLV | Halloween Semantic North America Video Always-On Equativ | 961410645156 | \$1-\$6 |
| Halloween | North America | Display | Halloween Semantic North America Display Always-On Equativ | 183135586732 | \$1-\$16 |
| Halloween | North America | Display | Halloween Data Audience North America Display Always-On Equativ | 823619000082 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-----------|---------------|---------|---|------------------------------|--------------|
| Halloween | North America | OLV | Halloween Data Audience North America Video Always-On Equativ | 913744098714 | \$1-\$10 |
| Halloween | North America | CTV | Halloween Data Audience North America CTV Always-On Equativ | 573502317424 | \$1-\$6 |
| Halloween | EMEA | OLV | Halloween Semantic EMEA Video Always-On Equativ | 334741840233 | \$1-\$6 |
| Halloween | EMEA | Display | Halloween Semantic EMEA Display Always-On Equativ | 813745507773 | \$1-\$6 |
| Halloween | EMEA | Display | Halloween Data Audience EMEA Display Always-On Equativ | 112256956568 | \$1-\$16 |
| Halloween | EMEA | OLV | Halloween Data Audience EMEA Video Always-On Equativ | 805275760611 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-------------------|---------------|---------|---|------------------------------|--------------|
| Diwali | Global | OLV | Diwali Semantic Global Video Always-On Equativ | 436443472322 | \$1-\$10 |
| Diwali | Global | Display | Diwali Semantic Global Display Always-On Equativ | 920470111940 | \$1-\$6 |
| Thanksgiving | North America | OLV | Thanksgiving Semantic North America Video Always-On Equativ | 964246834395 | \$1-\$6 |
| Thanksgiving | North America | Display | Thanksgiving Semantic North America Display Always-On Equativ | 358906194306 | \$1-\$6 |
| December Shopping | Global | OLV | December Shopping Semantic Global Video Always-On Equativ | 253351737127 | \$1-\$16 |
| December Shopping | Global | Display | December Shopping Semantic Global Display Always-On Equativ | 807896747333 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-------------------|-------------|---------|--|------------------------------|--------------|
| December Shopping | Global | OLV | December Shopping Data Audience Global Video Always-On Equativ | 902817305301 | \$1-\$10 |
| December Shopping | Global | Display | December Shopping Data Audience Global Display Always-On Equativ | 542154703093 | \$1-\$6 |
| Holiday Season | Global | OLV | Holiday Season Semantic Global Video Always-On Equativ | 941220172985 | \$1-\$6 |
| Holiday Season | Global | Display | Holiday Season Semantic Global Display Always-On Equativ | 190935036610 | \$1-\$6 |
| Holiday Season | Global | OLV | Holiday Season Data Audience Global Video Always-On Equativ | 262252545890 | \$1-\$16 |
| Holiday Season | Global | Display | Holiday Season Data Audience Global Display Always-On Equativ | 603690151988 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|---------------|-------------|---------|--|------------------------------|--------------|
| Winter Travel | Global | OLV | Winter Travel Semantic Global Video Always-On Equativ | 569532266474 | \$1-\$10 |
| Winter Travel | Global | Display | Winter Travel Semantic Global Display Always-On Equativ | 317730226663 | \$1-\$6 |
| Winter Travel | Global | OLV | Winter Travel Data Audience Global Video Always-On Equativ | 420070660435 | \$1-\$6 |
| Winter Travel | Global | Display | Winter Travel Data Audience Global Display Always-On Equativ | 755533616989 | \$1-\$6 |
| New Year | Global | OLV | New Year Semantic Global Video Always-On Equativ | 504957932094 | \$1-\$16 |
| New Year | Global | Display | New Year Semantic Global Display Always-On Equativ | 663021181762 | \$1-\$16 |

Global Seasonal Auction Packages - Q4



| Category | Geolocation | Format | Deal Name | Deal ID | Bid Guidance |
|-----------|-------------|---------|---|------------------------------|--------------|
| Christmas | Global | Display | Christmas Semantic Global Display Always-On Equativ | 734864635082 | \$1-\$10 |
| Christmas | Global | OLV | Christmas Semantic Global Video Always-On Equativ | 958923187920 | \$1-\$6 |
| Hanukkah | Global | Display | Hanukkah Semantic Global Display Always-On Equativ | 372168619877 | \$1-\$6 |
| Hanukkah | Global | OLV | Hanukkah Semantic Global Video Always-On Equativ | 912338393433 | \$1-\$6 |

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