

Six months of MiQ delivery across Media.net supply: what ran, what worked, and where the next round of scale is sitting.

\$927.5K TOTAL SPEND	\$423.5K PMP	\$504.0K OPEN EXCHANGE	250+ ADVERTISERS
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01 / PMP OVERVIEW

Curated deals carried the bulk of H1 delivery.

Non political inventory took 92.65% of PMP share, viewability held at 75% and video completion at 91%. Monthly spend has been climbing since April and peaked at \$142.5K in June.

TOTAL PMP SPEND \$423.5K	VIEWABILITY 75%	VCR 91%	MOM GROWTH 30%
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POLITICAL SPEND \$31.2K 7.35% share of PMP spend	NON POLITICAL SPEND \$392.4K 92.65% share of PMP spend
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POLITICAL ADVERTISERS			NON POLITICAL ADVERTISERS			TOP SPENDING DEALS		
ADVERTISER	SPEND	SOV	ADVERTISER	SPEND	SOV	DEAL ID	SPEND	SOV
Uber Innovation PAC	\$5.3K	1%	Velo	\$106.0K	25%	mn_miq_ron_nonpol_dv_d	\$340.4K	80%
L.A. Coalition Healthcare	\$2.5K	1%	American Airlines	\$84.7K	20%	mn_miq_ron_nonpol_dv_v	\$37.3K	9%
Wild Fire Victims	\$2.4K	1%	Omni Hotels	\$28.2K	7%	mn_miq_ron_pol_yah_ctv	\$21.6K	5%

PMP SPEND BY MONTH

Concentration to watch: a single deal ID, mn_miq_ron_nonpol_dv_d, carried 80% of PMP spend. Spreading delivery across more deal IDs is the fastest route to additional scale.

Deal Library: to unlock further scale, more spend can be driven through other deal IDs in the Deal Library.

OPEN THE DEAL LIBRARY

02 / OPEN EXCHANGE OVERVIEW

Most of your spend arrived outside your deal IDs.

More spend reached Media.net supply outside your deal IDs than inside them. The names below are the clearest candidates for PMP conversion.

MEDIA SPEND \$504.0K	IMPRESSIONS 404.6K	ADVERTISERS 250+
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ADVERTISER	DSP	FORMAT	SPEND	CPM	ACTIVE ON PMP
American Airlines	DV 360	Display	\$80.1K	\$1.50	YES
Fox News	DV 360	Display	\$69.2K	\$1.16	YES
Tylenol	TTD	Display+Video	\$53.7K	\$1.37	NO
Volkswagen	DV 360	Display	\$28.3K	\$0.95	NO
Omni Hotels	DV 360	Display	\$16.6K	\$1.37	YES
Pipe Drive	DV 360	Display	\$13.2K	\$1.11	NO
Anthropic	TTD	Video	\$10.6K	\$6.84	NO

Across your DV360 and TTD buying teams, \$500K+ in open exchange spend flowed through Media.net supply in H1 of 2026 – across 250+ advertisers. These are your top spenders and strongest candidates for PMP conversion.

Key Opportunity: 27% of open exchange spends are contributed by TTD. Increasing concentration of spend on TTD via PMP will unlock further scale.

03 / SUPPLY INSIGHTS

Where the delivery actually landed.

PMP delivery, cut three ways.

ENVIRONMENT

Web \$322.5K · 76%
App \$101.0K · 24%

FORMAT

Display \$341.7K · 81%
Video \$43.0K · 10%
CTV \$38.9K · 9%

DSP

DV360 \$377.7K · 89%
Yahoo \$28.3K · 7%
TTD \$17.8K · 4%

TOP PUBLISHERS

Where MiQ impressions land.

yahoo!	SAMSUNG	ebay	realtor.com	CBR.com	GENIUS
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04 / SEARCHSIGNALS & DEAL LIBRARY

Intent from the open web, mapped to your buys.

SearchSignals

Media.net's proprietary search and user intent engine uses intelligent tech to analyze content across the open web, deriving rich contextual intent signals, and mapping them to audience cohorts that have shown high interest in specific themes or topics.

TRAVEL

American Airlines, United Airlines and Omni Hotels

American Airlines and Omni Hotels are already two of your largest names, running on both PMP and open exchange.

VIEW CASE STUDY

PHARMA

Tylenol

Your third largest open exchange advertiser in H1 at \$53.7K across display and video, with no PMP running behind it yet.

VIEW CASE STUDY

AUTOMOTIVE

Volkswagen

\$28.3K of open exchange spend at a \$0.95 CPM, all display, all DV360, and no deal ID in place.

VIEW CASE STUDY

HIGH CTR

Click optimized placements, curated from the units that consistently clear the highest click through on Media.net supply.

HIGH VCR

Video completion optimized inventory. Your H1 PMP video already completed at 91%.

HIGH VIEWABILITY

Above the fold placements only. H1 viewability sat at 75%.

05 / SEASONAL ACTIVATIONS

The midterms are the next big window.

MiQ already ran \$31.2K of political spend in H1, largely through mn_miq_ron_pol_yah_ctv. The Political Packages set below is what that becomes at midterm scale.

OVERALL DAILY AVAILS 4.0B	VIDEO CPMs \$1.82	DISPLAY CPMs \$1.20	NATIVE CPMs \$0.91
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PACKAGES

Midterm Elections	News & Updates	Senate Elections	Foreign Policy	Economic News	Tech, AI & Regulation
Public Opinion	Border & Immigration				

SIGNALS

Midterm Election Updates	U.S. Foreign Policy	Economy and Business News	Politics and Government News	
AI Regulation Discussions	Political Scandals	Political Debates and Discussions	Public Opinion Polls	Civil Rights Issues
Local News Coverage	Immigration & Border Policy	Healthcare Policies		

PUBLISHERS

AP	FOX NEWS	yahoo!	Forbes	AllSides	BARRON'S	The New York Times	THE WALL STREET JOURNAL
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TRENDS & INSIGHTS

- U.S. political ad spend projected at \$12 to \$14B for the 2026 midterms
- Spend concentrates on news, politics and local civic content
- 70%+ flows through agencies, so transparency and brand safety matter
- Always on campaigning starts months ahead of election windows
- Campaigns target registered, likely and persuadable voters by geography
- Local, issue led messaging outperforms broad national campaigns

Source: Kantar, AdImpact, Nielsen Political, Pew Research

Need a custom deal?

For tailored Deal ID requests, whether vertical specific, audience based or a seasonal package like the midterms, reach out and our team will get MiQ set up.

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