



THE NEW STANDARD OF TRADING MEDIA

Premium. Transparent. Guaranteed. Secure.

MEDIA'S MOST TRANSPARENT MARKETPLACE

The London Media Exchange (LMX) is a platform for digital advertising. Our marketplace brings together sellers of **best-in-class media space** with trusted buyers to create the **most transparent digital arena yet** so you can plan and buy advertising simply, efficiently and with complete confidence.

LMX provides seamless execution and no hidden transaction costs to all parties – advertisers, media owners and agencies. LMX users will gain from:

- ✓ Complete Transparency
- ✓ Variety of contextual targeting options
- ✓ Price control and long term planning
- ✓ Guaranteed inventory
- ✓ Better Fraud prevention
- ✓ Reduced third party costs and no buy-side fees

Our expertise is in technological development and media trading and LMX is designed to be easy to use whilst underpinned with sophisticated trading capabilities.

WHY LMX IS DIFFERENT

CONTROL



CERTAINTY



SIMPLICITY

LMX has established a direct connection between the publisher and the advertiser to manage the campaign cycle from planning to buying to delivery with no other technology requirements.

We have launched powerful automatic trading tools helping you select and manage a portfolio with trades being written to the LMX ledger on completion.

We also provide you with the ability to generate bespoke proposals to sellers putting you in control. Both sides can negotiate until a trade is agreed.

We deliver the media you buy, at the prices you need, in the volumes you want in a seamless, guaranteed and transparent platform.

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DELIVERING VALUE TO YOU



Buyers and sellers have a full on-boarding process and all company details are verified. These steps are undertaken before trading commences so that trades can be guaranteed



Sellers can forward sell their inventory – like any commodity – to secure guaranteed bookings and to manage their trading book. This allows better forward price visibility over key trading periods



Buyers can forward buy inventory – securing guaranteed media space at the fixed price for the dates they pick. This allows price discovery for future advertising plans

Key features

1. Trade and execution on the same platform
2. Contextual advertising that is fully-GDPR compliant
3. True, centralised market with a holistic price discovery
4. Secondary market for re-trades
5. Simple business model and clear fees
6. Significant fraud reduction

LMX delivers better choices and enhanced, transparent trading opportunities whilst minimising ad fraud.

We are the new standard for trading media.

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HOW IT WORKS

Bespoke contracts

The 'New Contract' form includes the following fields:

- Name: Dutch Channels
- Country: Germany
- Publisher: Dutch Publisher
- Sales Channel: Dutch Sales Channel
- Ad Format: Video
- Ad Size: 300x250 Medium Rectangle
- IAB Category: IAB1 & Music
- Blacklist: No Blacklist (p) available

Buttons: Cancel, Create Contract

Live trading board

Line	Order	Contract	Order Date	Advertiser	Product	Deal Type	Deal Status	Deal Type	Deal Status
1	1000000000	1000000000	2019-08-22
2	1000000000	1000000000	2019-08-22
3	1000000000	1000000000	2019-08-22
4	1000000000	1000000000	2019-08-22
5	1000000000	1000000000	2019-08-22
6	1000000000	1000000000	2019-08-22
7	1000000000	1000000000	2019-08-22
8	1000000000	1000000000	2019-08-22
9	1000000000	1000000000	2019-08-22
10	1000000000	1000000000	2019-08-22

Delivery management

The 'Delivery Group' interface shows:

- Name: 1000000000
- Label: 1000000000
- Assign Creatives: 1000000000
- Assigned Contracts: Dutch Trade Rich Media 728x90 IAB 18: Dutch Sales Channel
- Assign Creatives: 1000000000
- Assigned Creatives: 1000000000

Buttons: Submit, Save

Negotiate between buyers and sellers

The 'Contract' negotiation screen displays:

- Country: Create
- Start Date: Thu, Aug 22nd 2019
- End Date: Thu, Aug 22nd 2019
- Quantity: 1
- Price per unit (GBP): 4.24
- Advertiser: Don Wilson Limited
- Product: Dutch Trade Rich Media 728x90 IAB 18: Dutch Sales Channel
- Ad Format: 300x250 Medium Rectangle
- Ad Size: Rich Media
- IAB Category: TVM
- Blacklist: TVM

Buttons: Close

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Benefits for the Seller

- Transparency on the trade process
- Forward sales to manage yield
- Automation of direct sales process
- Control over the creatives
- Better access to the market for price discovery
- Tools for diverse pricing
- No data-leakage
- Sell on-going inventory as well as special packages

Benefits for the Buyer

- Transparency on the trade process
- Sophisticated trading tools
- Ability to negotiate prices and volumes
- Forward buys to achieve business targets
- Long-term planning to achieve business objectives
- Better access to the market for price discovery
- Contextual targeting
- Potential to resell contracts in the secondary market

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