



Questions for ad hosts

In 2019, the ACCC completed the Digital Platforms Inquiry. We are now holding an inquiry into ad tech services. We would like to hear from any website or app owners that generate income by hosting digital display advertising.

The ACCC is holding an inquiry into:

- **ad tech services:** services facilitating the automated buying, selling and delivery of digital display advertising (e.g. Google Ads, Facebook Ads, MediaMath, AppNexus), and
- **ad agency services:** services provided by advertising and media agencies to assist with the purchase and optimisation of digital display advertising.

Public or confidential submissions can be emailed to AdTechInquiry@acc.gov.au by **21 April**.

What we want to know:

- 1) What type of ad tech or agency services do you use to sell digital display advertising and generate revenue?
- 2) What has been your experience with selling digital display advertising?

Issue 1 – Availability of information

Do you have enough information to make an informed decision about which ad tech company to choose when selling online display advertising?

In the Digital Platforms Inquiry, we heard concerns about the complexity and ‘black box’ nature of some parts of the digital display advertising supply chain which can result in a real or perceived lack of information about the price and quality of services provided.

For example:

Can you easily compare the price and quality of ad tech services?

What rebates or discounts do you give to ad agencies and do you know whether they are passed on to advertisers?

Are auction and bidding processes used to sell your advertising inventory transparent?

Do you know what the difference is between the price at which your ad inventory is sold to advertisers and the amount of ad revenue you receive?

Issue 2 – Competition throughout the ad tech supply chain

Could the ad tech company you use increase its prices, or reduce the quality of service provided, without losing your business? Would you go to a rival?

We’re interested in the competitiveness and efficiency of the markets for the supply of ad tech, ad agency and online display advertising services. Competition and efficiency can

result in lower prices, higher quality, and greater choice for website or app owners that host digital display advertising.

For example:

Is there choice available to you when buying ad tech services?

Have recent mergers and acquisitions changed the market landscape?

Issue 3 – The role and use of data

Does access to consumer data impact your decision of which ad tech company to use?

Consumer data plays an important role in targeting digital display advertising to its intended audience, and measuring its results. We are interested in how targeting capability, availability of consumer data, and terms and conditions regarding data collection and management, affect your choice of which ad tech companies and ad agencies to use.

For example:

What factors do you consider when selling online display advertising?

Do different companies have exclusive access to certain methods of audience targeting, or exclusive access to particularly valuable sets of consumer data?

Are there restrictions on access to consumer data that impact your decisions on how to sell ad inventory?

Does the use of consumer data by ad tech service providers affect either competition or consumers?

Issue 4 – Supplier behaviours

Do you observe suppliers acting in a way that affects competition?

We're interested in whether large ad tech companies with multiple ad tech services have the ability and incentive to bundle, tie, or preference their own services.

We are also interested in your views on using multiple ad tech services from a single supplier, compared with different services from different suppliers.

What are the advantages or disadvantages of buying ad tech services from the same company?

What are the advantages or disadvantages of buying ad tech services from a range of companies?

To what extent do ad tech services provided by one supplier interact with ad tech services provided by other suppliers, and to what extent do you think should they be?

More information

[Ad Tech Inquiry Issues Paper](#)