

Tőzsde vs RTB



Kerti Attila

Maximize

CEO

Forster Péter

Concorde Értékpapír

Online üzletágvezető

Struktúra/ Szereplők

Tőzsde

Kibocsátó

Ki

Kiadó

RTB

Instrumentum

Mit

Megjelenés

Tőzsde

Hol

Exchange

Bróker

Kin
keresztül

Ügynökség

Befektető

Kinek

Ügyfél

Tőzsdei ügyletkötés folyamata

Depth Of Market									
ESH11 Pos: Avg: Hi: 1305.50 Lo: 1298.00 Chg: -1.00 OPL: TPL:									
Trades	Volume	Offset P/L	Bid Size	Bid	Ask	Ask Size	Offset P/L	Volume	Trades
11506	47839		825	1301.7...	1302.00	261		41887	9584
9477	46958		1309	1301.50	1302.25	1581		47300	11775
12460	55410		1366	1301.25	1302.50	1997		58724	14030
11529	55139		1773	1301.00	1302.75	2137		55046	13597
10666	45429		1704	1300.75	1303.00	2980		63134	14322
12391	64208		1796	1300.50	1303.25	2345		36644	8623
8021	40434		1666	1300.25	1303.50	1774		29203	7734
4720	22978		1967	1300.00	1303.75	2624		16414	4129
3227	14976		1986	1299.75	1304.00	2317		13512	3083
1262	6751		2406	1299.50	1304.25	1688		9534	2688
2241	14014			1299.25	1304.50			8272	2052
1953	8549			1299.00	1304.75			7504	1636
1637	7186			1298.75	1305.00			4974	1205
1071	5171			1298.50	1305.25			1051	210
364	1689			1298.25	1305.50			418	100
408	1538			1298.00	1305.75				
				1297.75	1306.00				

2015 DISPLAY ADVERTISING ECOSYSTEM EUROPE

Data Providers & Solutions

VisualDNA acxiom Bisnode Experian eyeota dunnhumby FLXONE crimtan bluekai AUDIENCESCIENCE enreach exelate krux nugg.ad quxntcast LOTAME

Selling Solutions

IMPROVE
DIGITAL

rubicon

PubMatic

ADMETA

Buying Solutions

MediaMath TURN admedya DELTA PROJECTS PLATFORM 101 rocketfuel DataXu doubleclick by Google [x+1] sitescout TAPAD TubeMogul yieldr sociomantic adform

Trading Solutions & Exchanges

ADNOLOGIES orange smartclip LiveRail OpenX appnexus Google MARKETPLACE by ADTECH JUST PREMIUM hi.media videology adjug smaato spotxchange YAHOO! AD EXCHANGE Adap.tv pulsepoint Microsoft Advertising

Sales Houses & Ad Networks

publicitas nextperformance zanox. MATOMY cpx interactive httpool AD2ONE ADVICE critico EXPAND YOUR SEARCH marimedia Ybrant Aim4Media Performance Based Advertising dm9 Affininet CREAFI Online Media Adperium OSNR Media Group AD-DYNAMO Meta Network

STICKY ADS TV YuMe MODE MEDIA ad pepper the e-advertising network 16IMEDIA adconion collective the audience engine eBUZZING CONVERSANT HORIZON MEDIA exponential IDG TechNetwork Digitize Digital Media Solutions TREMOR VIDEO BrightRoll SMART VIDEO ADVERTISING antevenio blinkx FOX NETWORKS VIBRANT videoplaza UNRULY Simply unanimitis JEMM real time network Ligatus

Delivery systems, Tools, Analytics, Verification, Privacy

24/7 MEDIA dg MediaMind OpenX smart AD SERVER Adobe Analytics ge*edge Ghostery PEERg* Burt. spider.io OMNITURE EVIDON TRUSTe ALENTY mediate phorm w weborama Adaptly Google Analytics metrix LAB THE MEDIA TRUST CONTINUOUS INSIGHT salesforce nielsen Integral Ad Science adizio Mediaplex adomik sas MAXIFIER ADTRUTH TagMan Yieldex ADTECH TAG COMMANDER METAMARKETS grapeshot digital envoy Outbrain Crystal Semantics semantic advertising solu BRIGHT TAG One for All comSCORE DoubleVerify Trust in Advertising Sticky

Agency Trading Desks

AOD AUDIENCE ON DEMAND amnet accuen XAXIS CADREON quisma affiPerf

Trading Desks

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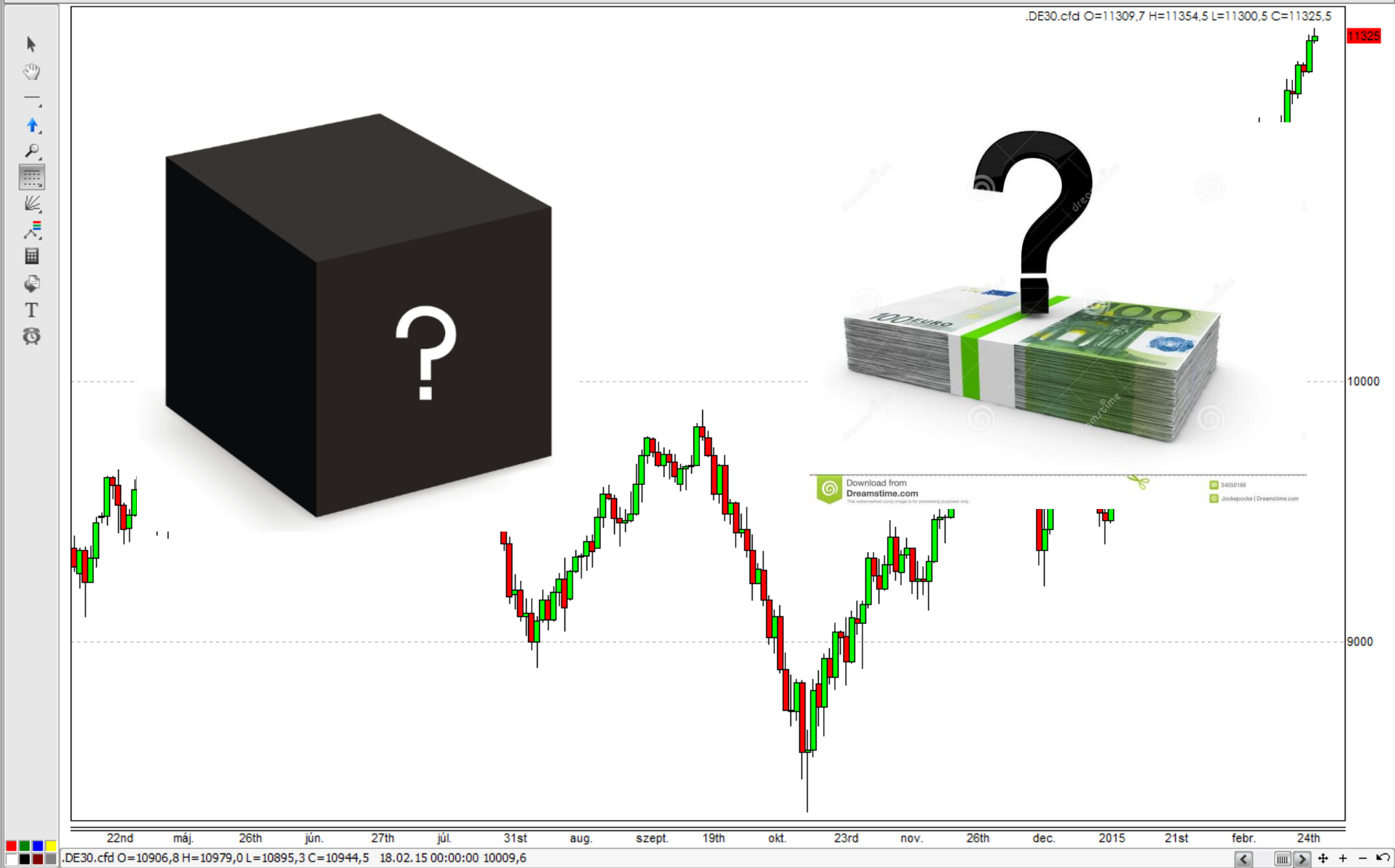
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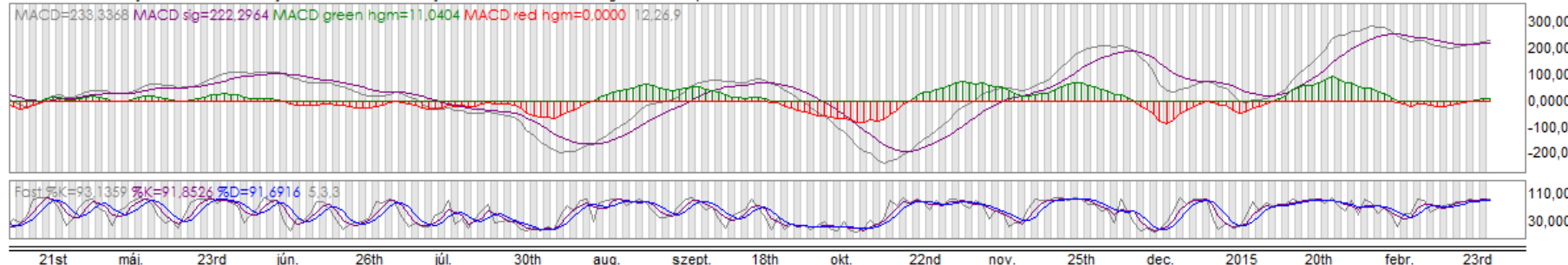
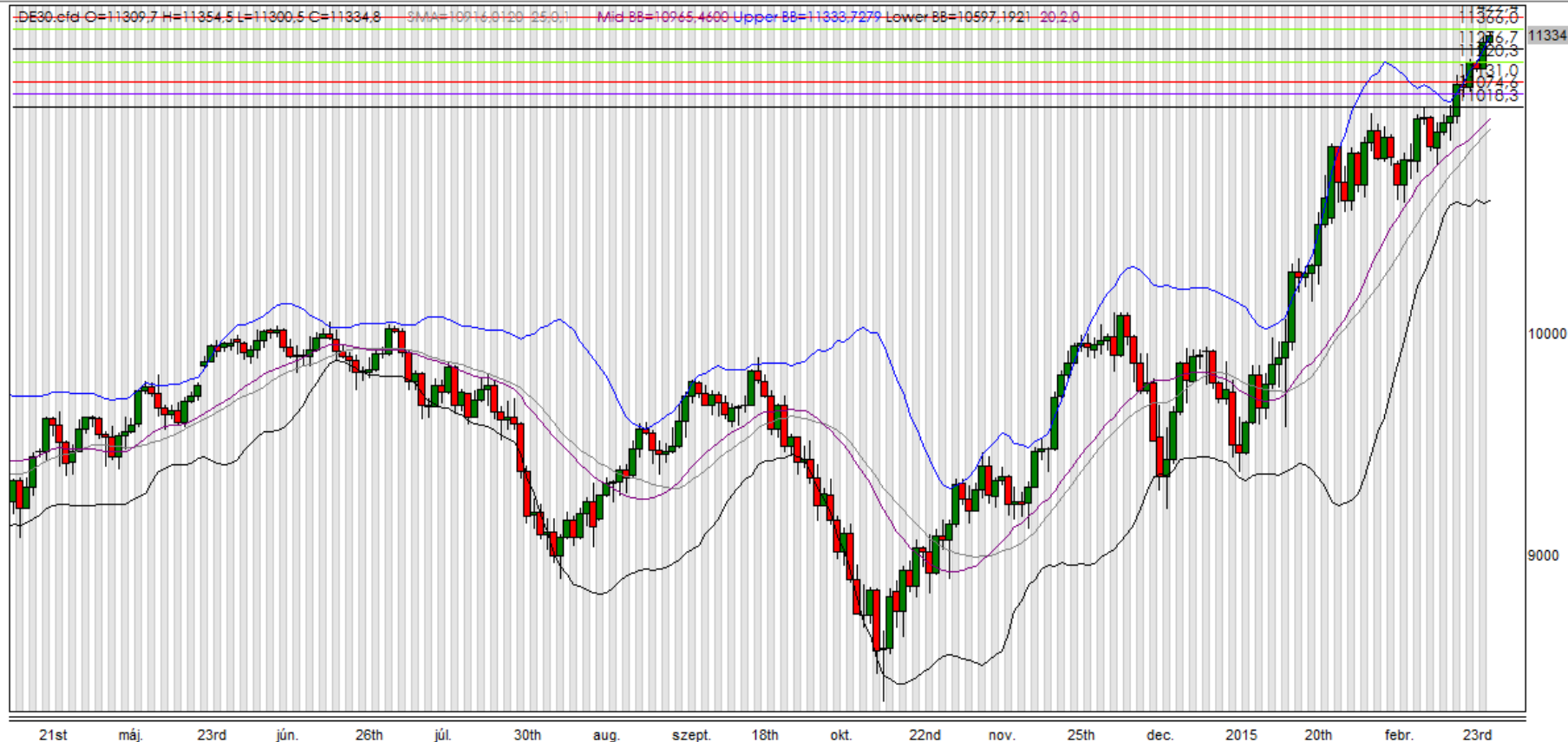






Candles

▼ Daily



.DE30.cfd O=- H=- L=- C=- SMA=- Mid BB=- Upper BB=- Lower BB=- 9944,5

◀ ▶ ⏮ ⏭ ⏯ ⏴ ⏵ ⏶ ⏷ ⏸ ⏹ ⏺ ⏻ ⏼ ⏽ ⏾ ⏿



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