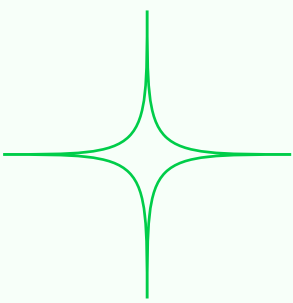




Media Kit Q4 2026



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Where AdTech Makes Sense

**We don't reinvent AdTech.
We make it work better.**

Axis is a multi-product AdTech company building structured, transparent programmatic infrastructure.

We combine proprietary Prebid-based supply, curated exchange access, and direct demand integrations — designed to turn fragmented AdTech into predictable, controllable revenue.

Our Core Products

Pubcircle

A Prebid-based wrapper and SSP for publishers who value structured demand access, transparency, and stable monetization.

Built to support fully managed supply without unnecessary intermediaries.

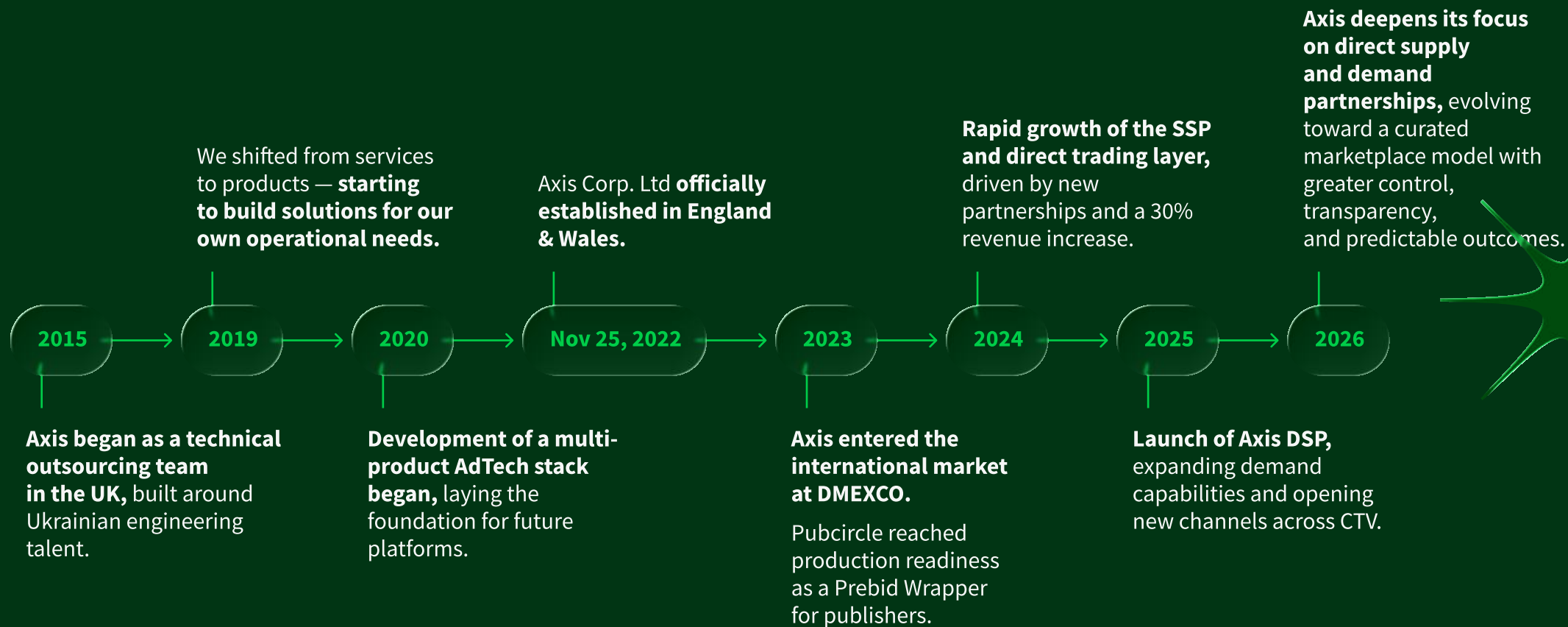
Axis Exchange

A curated programmatic exchange built around high-quality inventory, clean deal execution, and controlled scale — enabling efficient trading across CTV, in-app, and web.

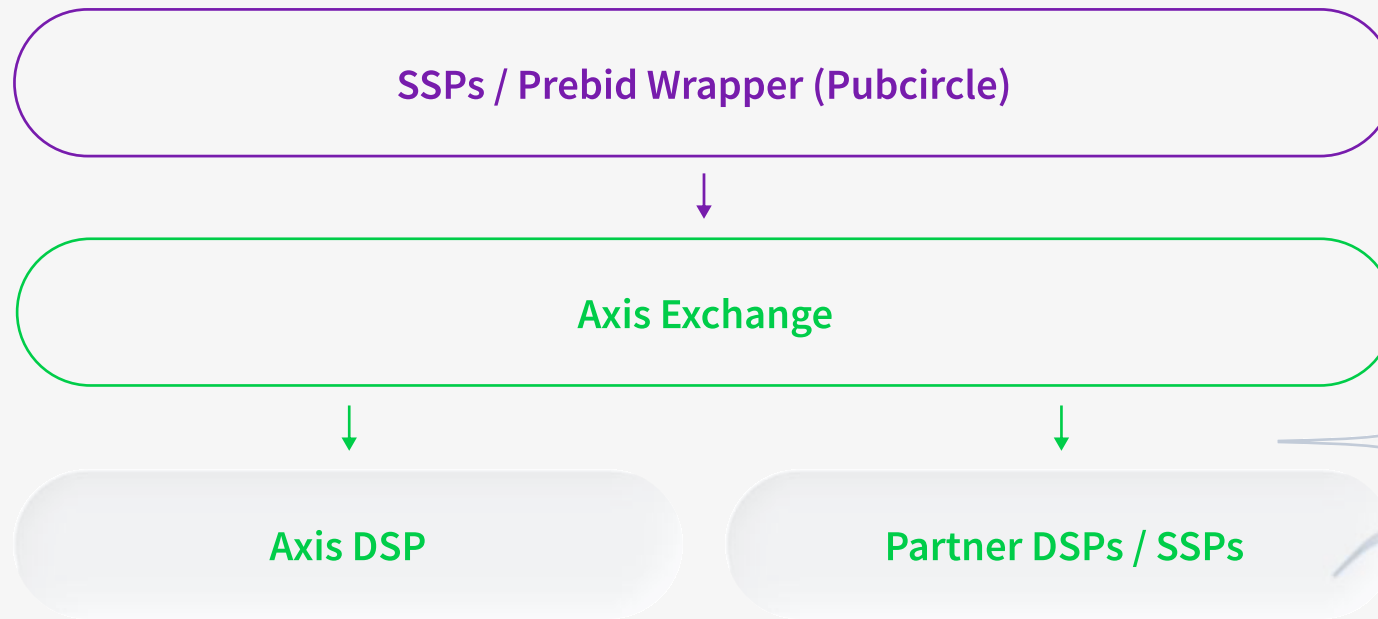
Axis DSP

A demand platform built for direct buying and precise execution, focused on brand safety, predictable performance, and clear reporting — without black-box optimization.

History



Axis Structure



All supply is routed through Axis Exchange.

We **optimize routing** to maximize yield and performance across demand sources.

Both Axis DSP and selected partners receive access based on **fit, quality, and results.**

The New Programmatic Reality

From Open Scale to Curated Control

Programmatic continues to grow — but the rules have changed.

Today, advertisers and publishers are moving away from fragmented **open buying** toward **direct, curated supply paths** that offer **predictability, transparency, and real performance outcomes**.

What's changing in the market

- ↓ Open scale is no longer the **priority**
- ↑ Curated deals and **direct paths** are becoming the default
- ✓ Performance today means **clarity**, not volume
- ▶ Video, CTV and In-app demand require **brand-safe, controlled environments**

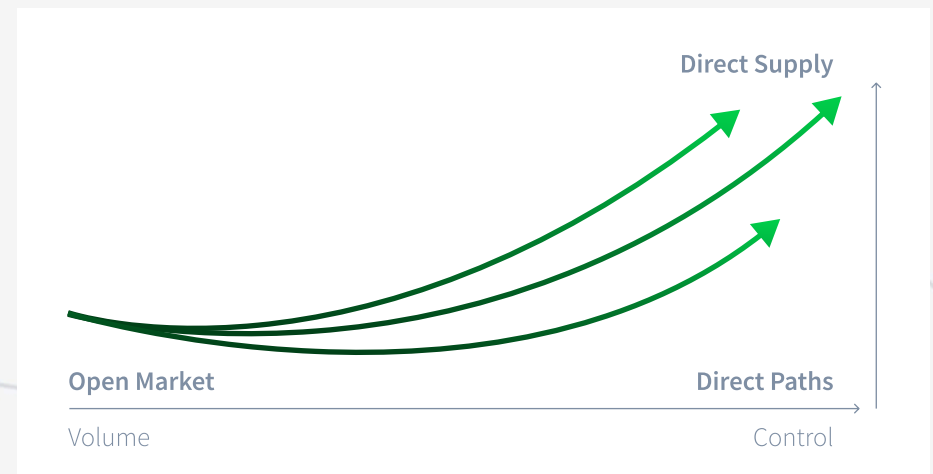
Why this matters for Axis

Axis is built for this shift — connecting **demand** and **supply** through **structured, transparent infrastructure** designed for curated buying, clean deal execution, and **predictable outcomes** across CTV, in-app and web.

Insight

Control is the new performance.

Advertisers want to know **where ads run, how value is created, and who controls** the supply path — not just optimize toward abstract metrics.

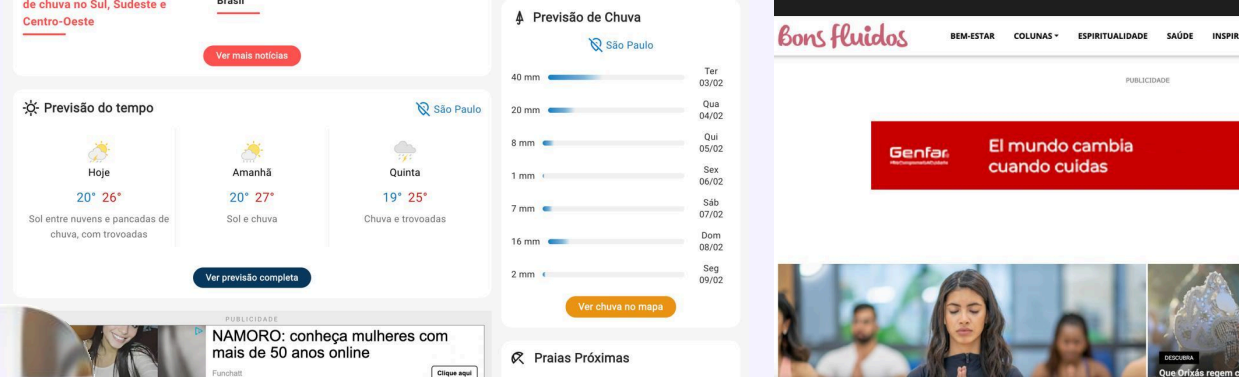
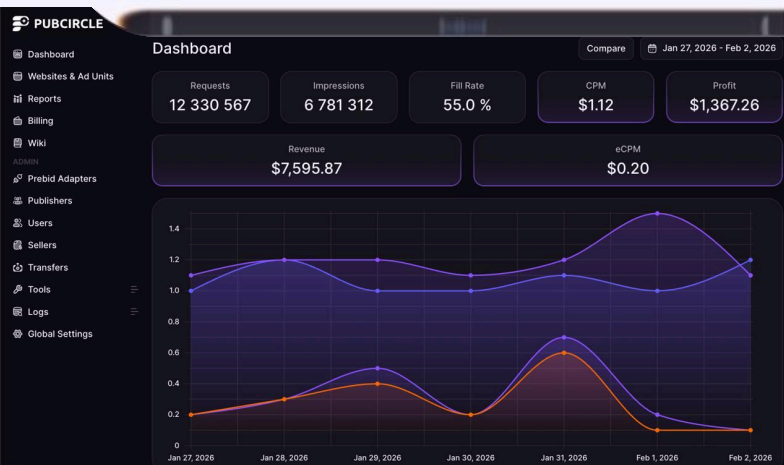




Prebid Wrapper for Websites

Key Benefits for Publishers:

- Plug & play — no dev effort
- Up to +30-40% revenue uplift
- Connected to **Axis DSP**, **Google demand**, and **premium SSPs**
- Full onboarding, tuning & support
- Works alongside existing wrappers



Built-in optimization:

- Smart refresh (RefreshBoost)
- Auto format selection (SmartMatch)
- No-code A/B testing (OptiTest)

A fully managed **Prebid.js wrapper** designed to increase publisher revenue through **clean demand**, **smart optimization**, and **zero setup friction**.

Live revenue & eCPM. Full demand transparency. No black-box optimization.

CLEAN INVENTORY. TRANSPARENT DEMAND. PREDICTABLE REVENUE.

How to Get Started

PUBCIRCLE

1

Apply & Align

Apply on [Pubcircle.ai](https://pubcircle.ai).
Share your sites and monetisation goals.
Our team reviews your setup and aligns on the best strategy before launch.

2

Set Up Sites & Ad Units

Add your domains, configure ad units, and place the Pubcircle tag on your site.

3

Update ads.txt

Add Axis and selected demand partners to your ads.txt for clean, transparent integration.

4

Go Live & Optimise

Start monetising with curated demand.
We monitor performance and continuously optimise growth.

AXIS Exchange

Axis Programmatic Platform

Curated
Infrastructure
for Scalable,
Trusted
Programmatic

Axis connects premium supply with high-quality programmatic demand through a curated, transparent infrastructure.

We are built for partners who value control, predictability, and long-term performance — not blind scale.

Supply We Work With

We partner directly with **premium publishers and platforms** across Tier-1 markets, complemented by selected, trusted SSPs.

- Direct publisher relationships and platform partnerships
- Selective SSP integrations (by invitation and performance)
- Focus on long-term, sustainable supply paths

We don't aggregate traffic.

We curate supply paths.

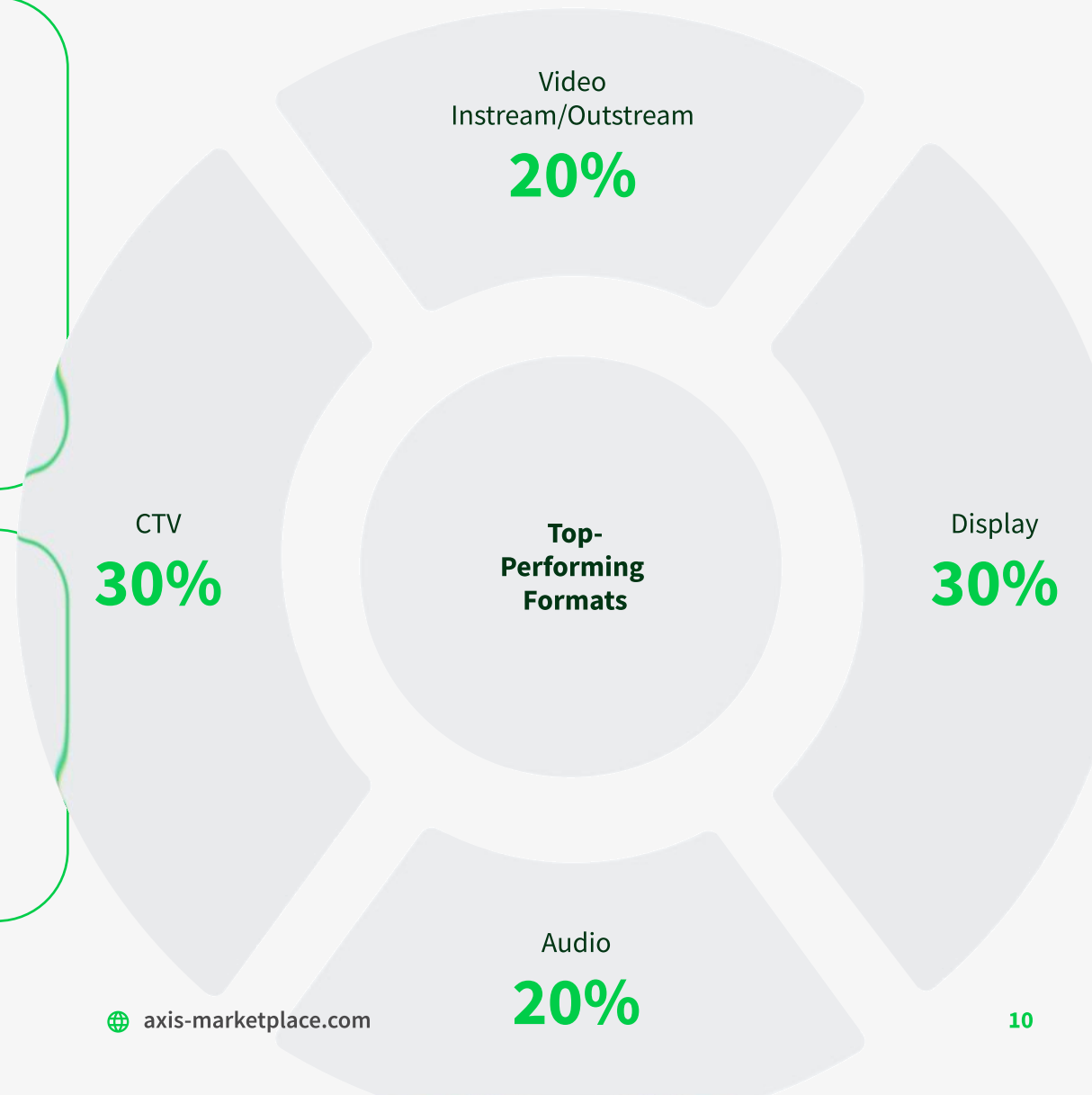
Every source is evaluated by quality, format, geo, and demand compatibility — so partners know exactly how their inventory is positioned and monetised.

Demand Access & Buying

Axis provides clean, structured access to demand across:

- Axis DSP
- Google demand
- Selected premium DSPs and buying platforms

Demand is connected through **transparent, performance-driven paths** — no arbitrage, no hidden layers.



Format Focus (Not Volume Split)

Axis prioritises formats where curation and control matter most:

- **CTV** — premium, brand-safe environments
- **Video (Instream / Outstream)** — curated placements only
- **Display** — performance-driven, clean inventory

Formats are optimised for outcomes, not impression volume.

Curation-Driven Advantage

- Curated bundles by **region, vertical, device, and format**
- Structured supply paths that improve **match rate and bid efficiency**
- Predictable buying conditions for demand partners
- Clear monetisation logic for supply partners

Control is built into the infrastructure — not added later.

Protection & Quality by Design

Traffic quality is verified **before and after the auction** in collaboration with trusted partners such as **Pixalate, HUMAN, GeoEdge**, combined with

- Real-time QA
- Internal filtering and scoring
- Continuous supply and demand review

Every impression is checked.

Every path is accountable.

Infrastructure

- Strategically located data centres across **US, APAC, and EU**
- **Reduced auction latency through direct and curated integrations**
- **Consistently faster response times than fragmented open-market paths**
- Stable auction behaviour and predictable performance

How We Connect

AXIS EXCHANGE

Simple. Standard. Compatible.

OpenRTB

Real-time bidding via industry-standard OpenRTB 2.5.
Fast, transparent auctions between supply and demand.

VAST

Standard video delivery for programmatic.
Used across **CTV, and video environments.**

Prebid Server

Server-side header bidding for scale.
Best for **apps, CTV, and server-based integrations.**

Prebid.js

Client-side wrapper for web publishers.
Easy access to Axis Exchange and premium demand.

**Axis supports both client-side and server-side integrations
to match different supply needs — without custom setups.**

CTV at Scale — Built for Control, Compliance & Performance

CTV is no longer experimental — it's operational.

AXIS EXCHANGE

In the U.S., CTV ad spend is projected to exceed **\$40B+ by 2027**, with the **majority of buys now transacted programmatically**.

But scale alone is no longer enough — **control and accountability define value.**

CTV Built for Regulated & High-Value Campaigns

Clean, policy-ready CTV supply for news, sports & political buying.

What Axis CTV is actually built for:

Policy-ready environments

- Dedicated CTV inventory suitable for **news, sports and political campaigns**
- No mixed traffic
- Clear content separation and adjacency control

Human-clean delivery

- CTV impressions validated for **human traffic**
- IVT controlled pre- and post-bid
- No MFA apps, no device spoofing, no recycled inventory

Deterministic supply paths

- Transparent ownership of supply
- No blind reselling or traffic blending
- Buyers know **where the impression comes from and who controls delivery**

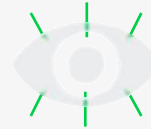
CTV at Scale — Built for Control, Compliance & Performance

AXIS EXCHANGE

CTV metrics buyers actually optimize on:



VTR / Completion Rate



Viewability
(CTV-specific measurement)



Measurable reach & frequency via DSP and CTV measurement partners



Controlled household exposure in OEM and DSP environments



Policy-ready CTV supply with accurate geo & DMA delivery



IVT / fraud rate



Content-level contextual alignment
(news / sports / live)

MEASURED ON DELIVERY — NOT INFERRED LATER

Why buyers trust this setup?

CTV only works when **inventory, pacing and measurement behave predictably**. Axis delivers **clean CTV that can be used for real campaigns — not just scaled impressions**.

We support both directly operated CTV apps and partner-managed supply, with full technical and policy control.

AXIS DSP

Direct programmatic buying with real control

Axis DSP is built for buyers who care about **where ads run, how value is created, and how performance is achieved** — not just about scale.

We provide access to **curated, brand-safe inventory** across CTV, in-app, and web — with full transparency and predictable outcomes.

Why Axis DSP

Performance-first, not volume-first

We optimise toward **real outcomes**, not inflated CPMs or artificial scale.

Spend only goes where performance is proven.

Curated supply

Inventory is **vetted, filtered, and segmented** by format, geo, vertical, and device.

No arbitrage loops. No guessing.

Full transparency by design

Clear reporting, supply path visibility, and traffic breakdowns.

You always know **what you buy, from whom, and why it works**.

Fast to launch, easy to scale

Lean onboarding, no heavy ops.

Start small, scale clean — without losing control.

Built-in protection

Always-on fraud and quality checks using **Pixalate, HUMAN, GeoEdge**, combined with Axis internal QA and filtering.

Axis DSP

Direct programmatic buying
with real control

Formats That Deliver

- CTV & Video
- Display & High-impact banners
- Native

Formats are enabled
only where **supply quality and demand
fit are validated.**

Targeting That Makes Sense

Supply & Performance Controls

- Geo & regional control
- Device & environment
- Time & dayparting
- Frequency & caps
- Whitelists & curated bundles

Supply Intelligence Layer

- Supply path visibility
- Performance-based inventory ranking
- Contextual and format-aware buying

Designed for Media Teams

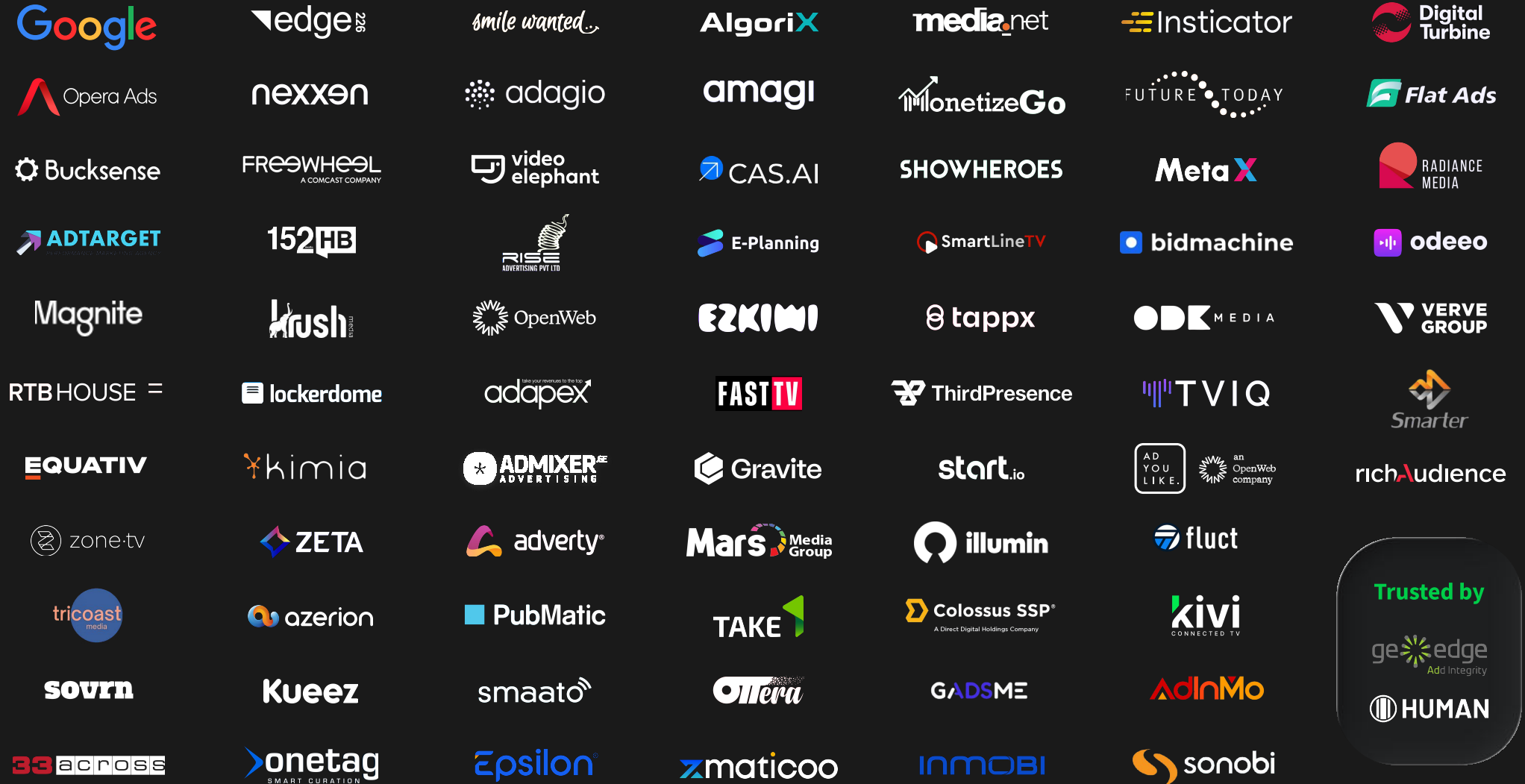
Whether you run **brand, performance,
or hybrid strategies**, Axis DSP helps
teams:

- Test faster without wasting budget
- Scale only what performs
- Optimise using **real supply data**,
not assumptions
- Axis DSP is built
for **hands-on buyers**, not
automated guesswork.

Axis DSP in One Line

CLEAN SUPPLY. TRANSPARENT DEMAND. PREDICTABLE PERFORMANCE

Programmatic Ecosystem



Axis In News



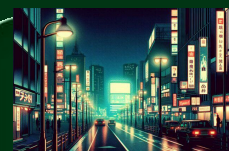
The New Rules of Leadership in Programmatic: H...



Green Practices in Programmatic Advertising: The...



Sustainability in Programmatic Advertising: The Pat...



2025 Predictions: OOH, DOOH, and Beyond



Lessons in Building a Future-Proof Adtech Company



Women Leading the Way in Ad Tech with Ann Tarasevich



Axis Joins IAB Europe's Transparency & Co...



The rise of AI-powered personalisation: Ho...



Axis Joins IAB UK as Newest Member to Drive Innovation in...

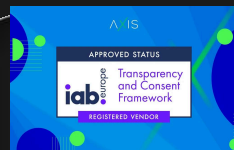


The Role of Voice Search in Digital Publishing

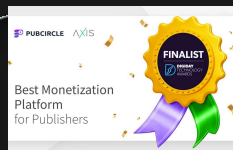
Axis In Press Releases



Axis Shortlisted in Two Categories at the European Vid...



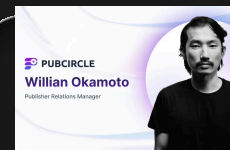
Axis Joins IAB Europe's Transparency an...



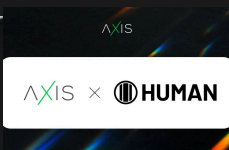
Pubcircle by Axis Named Finalist at 2025 Digiday Techn...



Axis Joins IAB UK as Newest Member to Drive Innovation in...



Willian Okamoto Joins Pubcircle by Axis as a Publisher Relations...



Axis Partners with HUMAN to Strengthen CTV and Video Frau...



Axis Shortlisted for Two Categories at The Wires 2025 Awa...

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Axis Memberships

Axis operates as a **Google Authorized Buyer** with direct access to AdX inventory



Awards and nominations





Start a Conversation

Let's Build A Smarter Programmatic Path

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