

Screenshot with Transcripts Enabled From

<https://www.youtube.com/watch?v=c5SS27qVhkw>

The screenshot shows a YouTube video player for the video 'Viewability Panel - IAB Ad Ops Summit 2011' by the IAB - Interactive Advertising Bureau. The video is 6:15 minutes long and has 338 views. A transcript overlay is visible on the left side of the video, showing the following text:

You know, any thoughts, you folks have, I don't know David if you want Just start with some thoughts and I'm going to take a seat, okay? Uh, So there's no doubt. So I met with, uh, real view just about the same time that George did I think. Was. Equally kind of astounded and and kind of put it in the category of too hard to deal with and pushed it to the side. But I think that it's back with a Vengeance, and And we have to kind of address it naturally we buy. Inventory in different ways. So the, the

The video player interface includes a search bar, a play button, a progress bar, and a 'Subscribe' button. The video title is 'Viewability Panel - IAB Ad Ops Summit 2011' and the channel is 'IAB - Interactive Advertising Bureau'.

The screenshot shows a YouTube video player for the video 'Viewability Panel - IAB Ad Ops Summit 2011' by the IAB - Interactive Advertising Bureau. The video is 6:15 minutes long and has 338 views. A transcript overlay is visible on the left side of the video, showing the following text:

during their business. To both your points. I met with real view about the same time as you did. Also very impressive. We're getting around, they were getting around, they were all around. Think the big challenge is and I don't think that that challenge has changed is the same conversation that we had three years ago which is Just all the tools that they use for forecasting and inventory management that that's a lot to ask and it's not that it doesn't need to happen because clearly it does but that

The video player interface includes a search bar, a play button, a progress bar, and a 'Subscribe' button. The video title is 'Viewability Panel - IAB Ad Ops Summit 2011' and the channel is 'IAB - Interactive Advertising Bureau'.