

# Tap Into The Largest Independent Exchange Through Your Existing Prebid Integration



**OpenX is taking an open and inclusive approach to provide publishers access to our exchange through their primary integration, Prebid.** We have added an official adapter for the Prebid.js client-side container with support for display and now video. Through Prebid publishers now have access to the highest ranked quality exchange through an adapter that is fully supported, maintained, and optimized by OpenX.

**Our Prebid adapter for video now helps publishers gain access to premium video demand.** In the last year we've seen massive growth in video, including 600% year-over-year growth in ad spend and continue to see spend increase 17% on average every month. Initial beta partners for Prebid video with OpenX have seen and average increase in CPMs and revenue by 51% and 55% with the new solution.

## Instant Benefits:

- Flexible and easy implementation into the OpenX Ad Exchange within your primary header bidding management solution, Prebid
- Access to premium video demand in open auction and private marketplaces
- Increased competition leading to higher yield
- Faster page load compared to unofficial and unsupported adapters

## How Does It Work:

- Check "OpenX" while downloading Prebid.js on the Prebid Github website and the OpenX adapter will update without wiping out prior publisher configurations
- You need Prebid.js version 1.9.0 or above in order to get OpenX video support, however we always recommend using the most updated Prebid.js version as best practice

Our customers define us and we strive to provide our publishers the best option to monetize for their particular business.

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**REACH OUT TO YOUR ACCOUNT MANAGER WITH QUESTIONS!**

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