Problem: As header bidding grew in popularity, KG Media adopted a proprietary container solution to help manage and optimize their programmatic revenue. Over time, however, the team saw their wrapper's performance slowly decrease, so they were open to making a change. After gathering comprehensive technical feedback from many of their header bidding partners, and confirming their shareholders were comfortable with the change, KG Media needed to find an alternative method for monetizing their site.

Solution: Due to the open source nature of the technology, and with positive feedback from both shareholders and trusted advisors like OpenX, KG Media decided to test and implement Prebid.js. KG Media leaned on the technical expertise of the OpenX team to assist with the transition from their proprietary container solution to Prebid and ensure the integration was set up to deliver optimal results.

Results with Prebid.js + OB:

- +49% revenue with Prebid.js + OB
- 72% increase in CPMs
- Increased revenue moving from proprietary container to Prebid.js

KG Media also experienced a number of other benefits by switching to Prebid.js including:

- Positive feedback from all shareholders
- Opportunities to introduce new header bidding partners
- Reduced platform fees
- Reduced dependency on any one platform
“Since the start of our partnership OpenX has grown to become a true partner and trusted advisor, providing memorable service and integration support, as well as impressive response times from the technical teams despite time differences. Beyond exceptional service, OpenX has proactively helped us to optimize and grow revenue across our stack. Their team works hard to continuously provide practical technical advice to improve our Prebid integration to make sure we continue to perform better as time passes.”

**Main Goals:**

- Find a container solution that would exceed the performance of the existing integration + lead to revenue growth
- Ensure the new solution would be transparent and keep all shareholders happy
- Diversify the programmatic stack to lessen reliance on just one technology partner for monetization

“Having a publisher with the scale and reputation of KG Media break the status quo and embrace an open source solution reveals both the powerful benefits of the technology, and also the innovative thinking and digital expertise behind the team that runs one of APAC’s largest digital publisher networks.”

**Moris Rusmanto**
Print and Digital Sales Director, KG Media

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**Andrew Tu**
Managing Director APAC, OpenX

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**Kautsar Ikrami**
Digital Ad Ops & Programmatic, KG Media