



Date: 11th January 2026

To  
The Manager – Listing Compliance  
BSE Limited  
Phiroze Jeejeebhoy Towers,  
Dalal Street,  
Mumbai – 400001  
Scrip Code: 532368

To  
The Manager – Listing Compliance  
National Stock Exchange of India Limited  
Exchange Plaza, C-1, Block G,  
Bandra Kurla Complex, Bandra (E),  
Mumbai – 400051  
Symbol: BCG

**Subject: Explanatory Presentation - Digital Marketing Structure**

Dear Sir / Madam,

Further to the Company's intimation dated 5 January 2026, pursuant to Regulation 30 of the SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, the Company wishes to inform the Exchange(s) that it is sharing the next explanatory presentation in the previously announced series.

This presentation provides background information on the digital advertising market structure, operating mechanisms, and industry context, and is intended solely as reference material.

The presentation does not contain any forward-looking statements, financial guidance, or projections, and is not intended to address any specific market conditions or performance expectations.

Further materials in this series will be shared as and when finalized.

Thanking you,

For Brightcom Group Limited  
Raghunath Allamsetty  
Executive Director  
DIN: 00060018





brightcom  
group  
Connecting dots

# ADTECH MARKET OVERVIEW

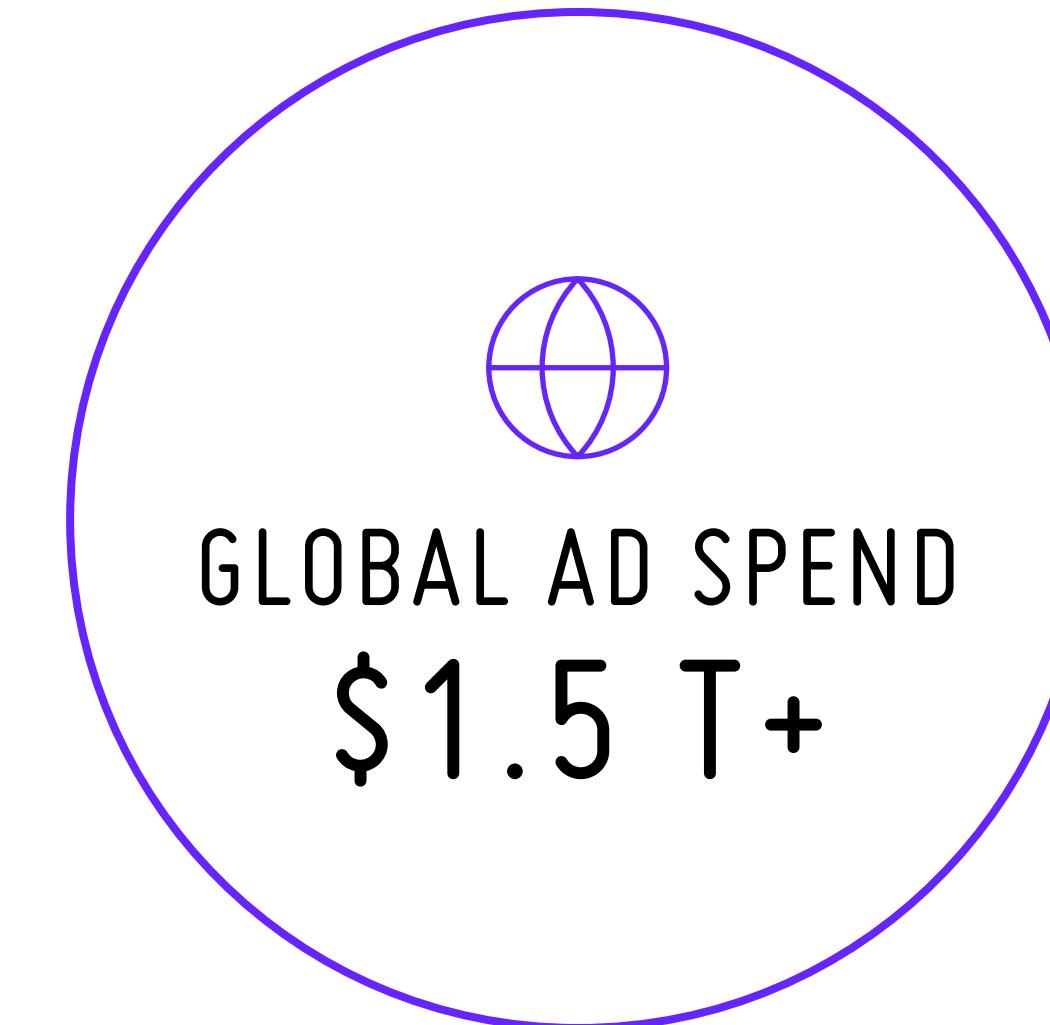


# GLOBAL ADVERTISING MARKET SIZE

Advertising is one of the largest, most persistent global industries.

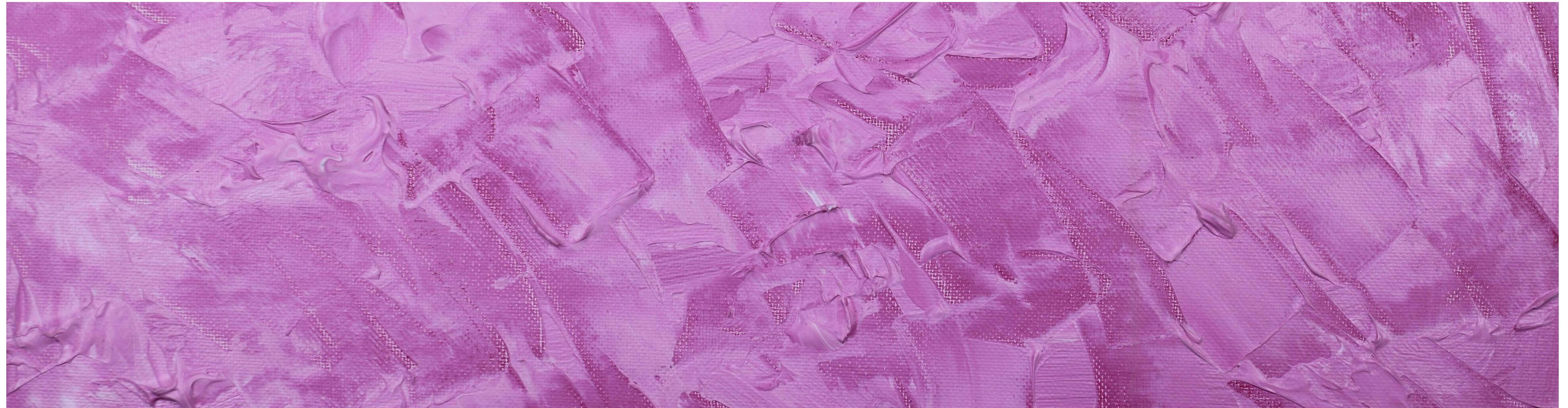
Every consumer-facing business relies on advertising to attract customers.

Global advertising expenditure has exceeded \$1.5 trillion.



GLOBAL ADVERTISING SPEND INCLUDES ALL PAID MEDIA USED BY BUSINESSES TO REACH CONSUMERS ACROSS:

- 💻 Digital environments (web, mobile, streaming, platforms)
- 📺 Traditional environments (television, print, radio, outdoor)



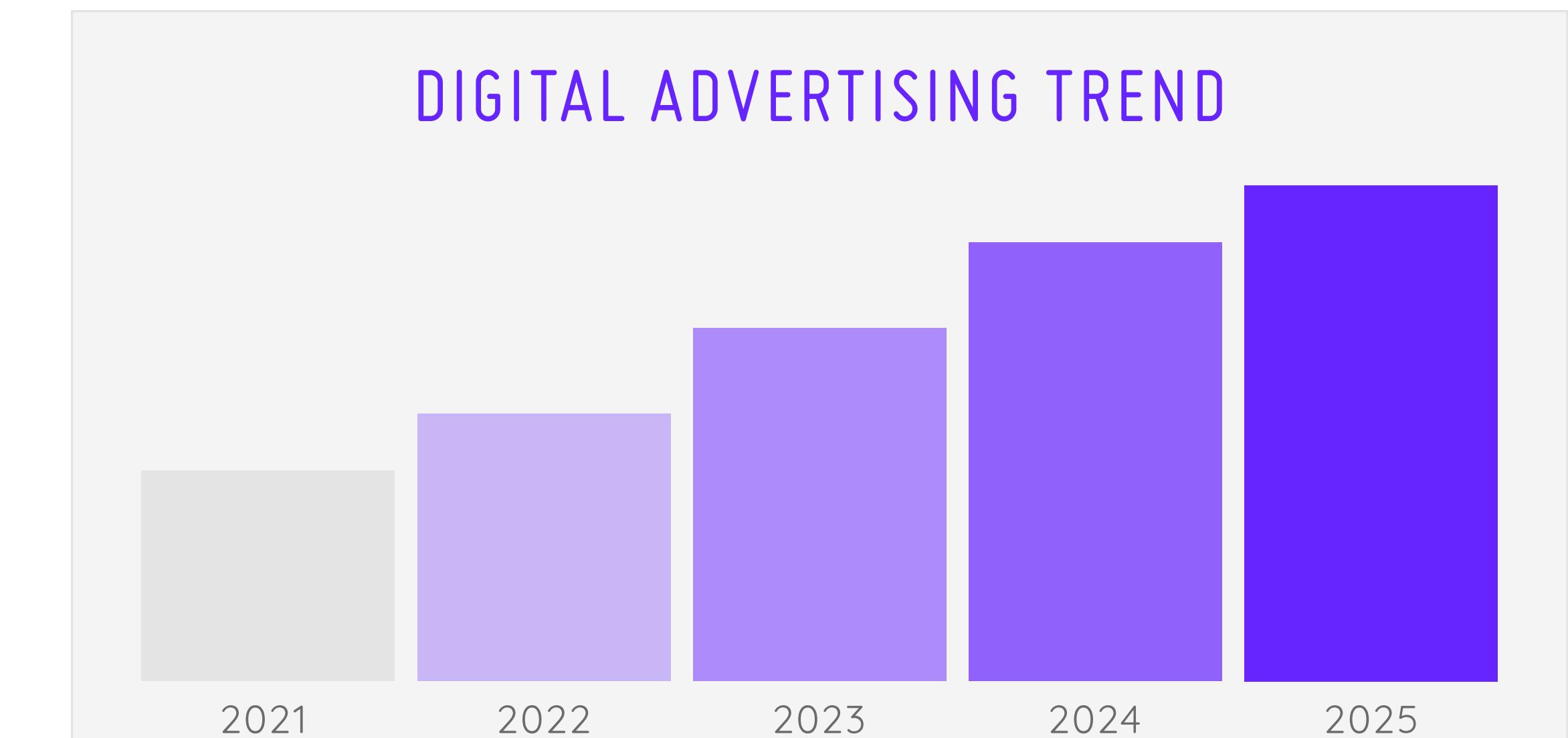
# DIGITAL ADVERTISING: THE CENTER OF GRAVITY

Digital advertising now represents the majority of global advertising spend.

## DEPENDING ON METHODOLOGY:

Digital accounts for roughly 70% or more of total global advertising.

Nearly all incremental growth in advertising is digital.



## WHAT MAKES DIGITAL ADVERTISING DIFFERENT

Digital advertising differs structurally from traditional media because it is:

↳ Measurable  
(impressions, clicks, conversions)

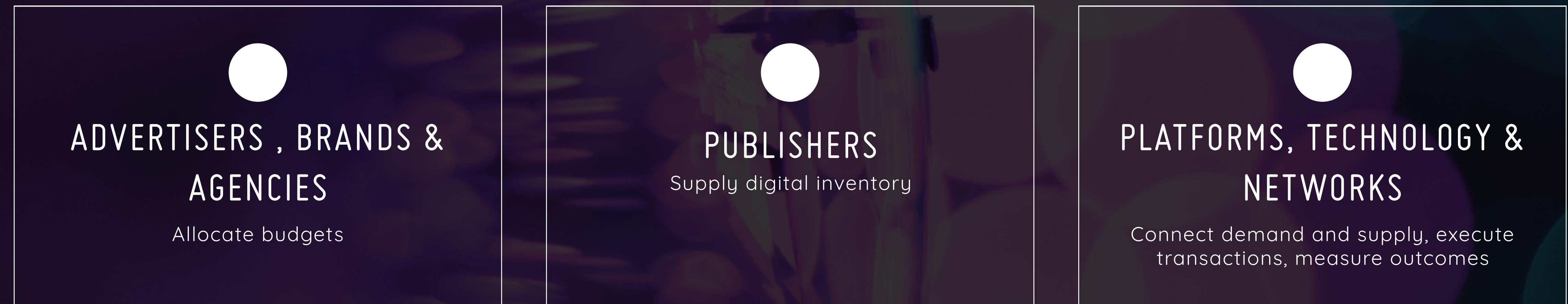
◎ Addressable  
(audience-level targeting)

⚡ Automated  
(real-time decisioning)

↗ Performance-linked  
(outcomes drive budgets)

# HOW THE DIGITAL ADVERTISING MARKET OPERATES

The market functions through software platforms rather than manual negotiation. At a high level, the ecosystem consists of:



# PROGRAMMATIC EXECUTION (MARKET MECHANISM)

Most digital advertising today is executed through programmatic systems, which:

Match advertiser demand with publisher supply

Optimize continuously based on data

Operate in milliseconds

Price inventory dynamically

Programmatic systems enable real-time bidding and automated optimization at scale, processing billions of transactions daily.

## AD EXCHANGES & AD NETWORKS

Ad Exchanges

Supply-Side Platforms

Ad Networks

## ADVERTISERS

Brands

Agencies

Demand-Side Platforms

BID REQUESTS

REAL-TIME  
BIDDING  
(RTB)  
Automated Auctions

BID RESPONSE

## PUBLISHERS

Websites

Mobile Apps

Video  
Platforms

## DATA ANALYTICS

Audience Targeting

Data Management Platforms

Ad Verification

Reporting & Insights

# AUTOMATION & AI IN ADVERTISING

The adoption of AI and machine learning is a response to the market's scale and complexity, rather than a matter of choice.

The current landscape highlights digital marketing functions where AI is already in production use.

Market participants are also advancing several AI-led initiatives aimed at simplification, many of which remain under development and are yet to reach commercial scale.

## AUTOMATION IS CENTRAL TO MODERN ADVERTISING:

- Budget allocation
- Targeting
- Bidding strategies
- Forecasting
- Optimization
- Creative selection



# EFFICIENCY & MARKET STRUCTURE

## AS DIGITAL ADVERTISING MATURES:

- Buyers are optimizing for efficiency
- Supply chains are simplified

### THE MARKET INCREASINGLY REWARDS:

- Scale
- Transparency
- Operational efficiency
- Reliable execution

### ADVERTISERS INCREASINGLY REQUIRE:

- Fraud prevention
- Brand-safe environments
- Viewability standards
- Transparent measurement



Low-quality supply and opaque paths are penalized by the market.

This has shifted value toward platforms and environments that meet institutional buyer standards.

Advertisers are looking for high conversion rate → leading to higher inventory.

Publishers are looking to maximize their monetization.

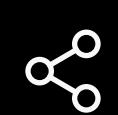
# MAJOR DIGITAL ADVERTISING FORMATS

THE MARKET IS DISTRIBUTED ACROSS SEVERAL FORMATS:

 **Display**  
Banner, rich media

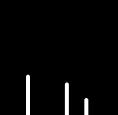
 **Video**  
Short-form, in-stream, out-stream

 **Search**  
Intent-based advertising

 **Social**  
Platform-native formats

 **Streaming / CTV**  
Connected TV

 **Retail Media**  
Retail media environments

 **Email**  
Direct, lifecycle, CRM-driven advertising

 **Audio**  
Streaming audio, podcasts

 **Digital Out-of-Home (DOOH)**  
Programmatic outdoor and place-based screens

# COMPETITIVE LANDSCAPE

The digital advertising ecosystem includes:

- Specialized technology providers
- Media and monetization platforms

Over time, value tends to concentrate among participants that:

- Operate at scale
- Integrate deeply into market workflows
- Provide measurable outcomes

## KEY MARKET PARTICIPANTS

### TECHNOLOGY PROVIDERS

THE TRADE DESK

MAGNITE

PUBMATIC

CRITEO

MEDIAMATH

### REGIONAL & SPECIALIZED PLATFORMS

TABOOLA

OUTBRAIN

VERIZON MEDIA

OPENX

XANDR

INDEX EXCHANGE

Market structure characterized by concentration at scale combined with specialized providers serving specific needs.

# BRIGHTCOM'S ROLE IN THE DIGITAL ADVERTISING MARKET

Brightcom operates within the digital advertising ecosystem as a technology platform supporting large-scale, programmatic advertising execution.

## DEMAND EXECUTION

- Advertising budgets from brands and agencies are deployed into digital inventory through automated systems.

## SUPPLY ENABLEMENT

- Digital inventory across publishers, formats, and geographies is made available for monetization.

## TRANSACTION PROCESSING

- Advertising impressions are priced, matched, and executed programmatically in real time.

## OUTCOME MEASUREMENT & OPTIMIZATION

- Campaign performance is measured continuously, enabling ongoing allocation and optimization.

As digital advertising has shifted toward automation, real-time pricing, and performance-linked spend, platforms performing these functions have become central to the market structure.

# LONG-TERM MARKET OUTLOOK

## PROGRAMMATIC DOMINATES:

~85-90% of display and video spend traded programmatically by 2026.

## DIGITAL ADVERTISING GROWTH CONTINUES:

projected global digital ad spend CAGR ~8-10% through 2028.

## RETAIL MEDIA ACCELERATION:

retail media networks forecast to double share of digital budgets by 2027.

## HYPERPERSONALIZATION ADS:

due to the increasing use of AI

## DIGITAL SHARE OF TOTAL ADVERTISING:

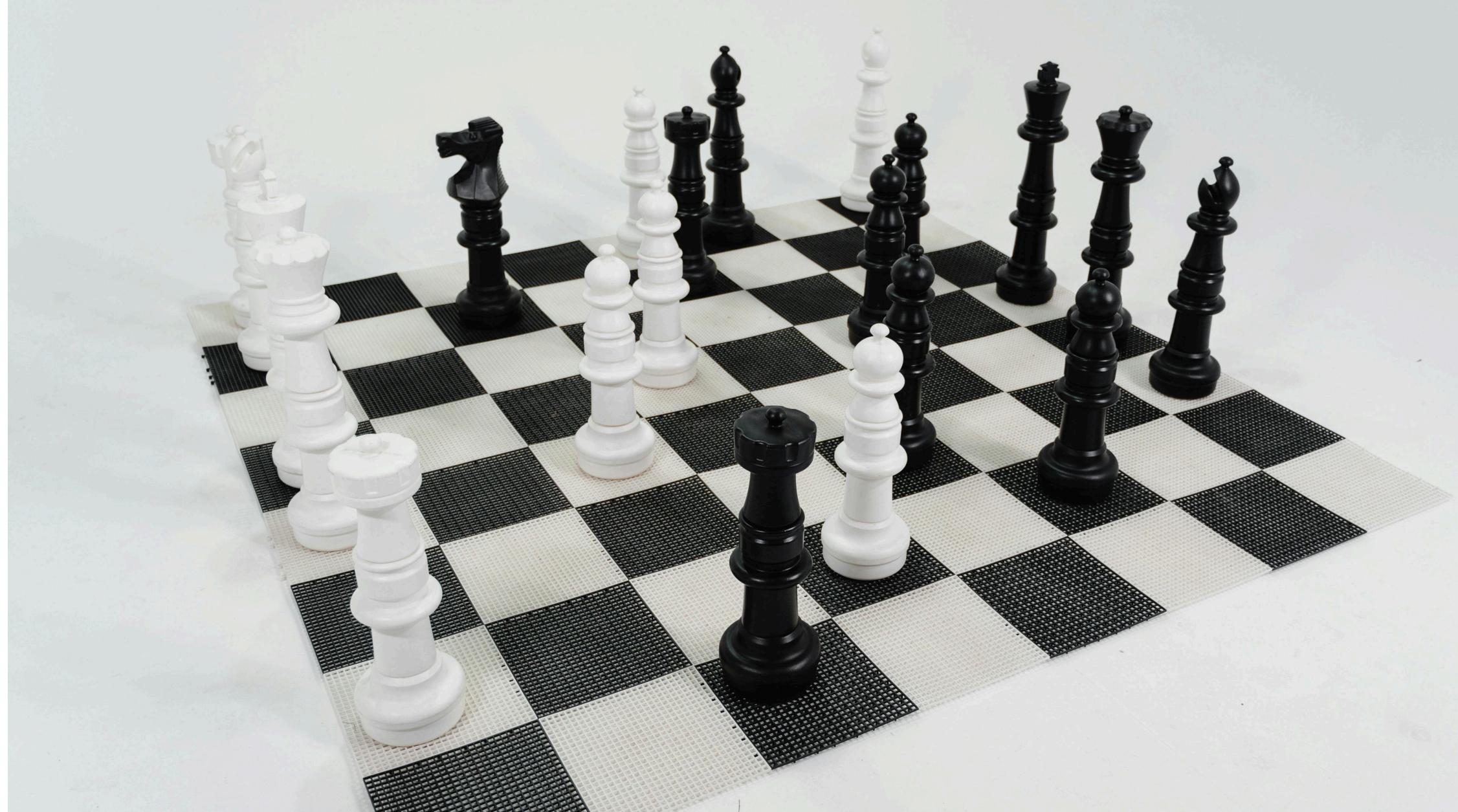
expected to exceed ~75% of total global ad dollars by 2026-2027.

## VIDEO & STREAMING EXPANSION:

CTV/online video ad spend growing ~15-20% annually.

## MEASUREMENT EVOLUTION:

increased investment in cross-platform measurement and privacy-safe attribution.



SUSTAINED GROWTH



AUTOMATION



VIDEO GROWTH



PRECISION



MEASUREMENT