TTD: The call is coming from inside the house!

The new threat is not Amazon DSP, but Amazon Web Services, TTD's cloud provider August 5, 2026

US Internet

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What's New: Last month, AMZN's AWS and WBD announced an expanded partnership for agentic AI-based ad tech, including for buyers. And in June, GOOGL expanded its Buyer Direct beta, which allows agencies and major brands to purchase inventory programmatically directly from publishers without a demand-side platform (DSP).

- As leaders in Cloud services, custom AI infrastructure, and foundation models, we think both AMZN and GOOGL have little incentive to maintain DSP-like capabilities but instead leverage AI research capabilities and vertically-integrated AI stacks to advance ad buyer technology beyond the DSP altogether.

AWS Ad Tech – The call is coming from inside the house: We think AWS's new partnership with WBD likely has little to no impact on TTD short-term and could even be a positive. But over the long-term, we think it represents a growing disintermediation risk for TTD. This increases the likelihood that TTD CEO Green's prediction that Amazon DSP will be closed within five years will come true, but we think that may ultimately be a negative.

- We believe AMZN has an incentive to transition low gross margin revenue from its DSP & other ad tech services within Amazon Ads to AWS, where it can be packaged with a broad AWS engagement & drive higher OI margins.

GOOGL Buyer Direct – Moving on from the DSP: This is a more immediate near-term threat to TTD that could exacerbate already tense relationships with major agency partners. The good news: it enables only "programmatic guaranteed"-like workflow and does not appear to facilitate real time auction bidding.

Positive on New Management: Especially Kristi Argyilan (former UBER, TGT, IPG) and Ron Lamprecht from AMZN.

Estimate Changes: We reflect mixed estimate changes, with revenue and adjusted EBITDA slightly higher, but also higher capex. **We also roll valuation to 2027, and the net result is no change to our $17 target or Sell rating.**

AWS Disintermediation Risk Rising: The call is coming from inside the house!

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- Last month, AMZN's Amazon Web Services and Warner Brothers Discovery announced an expanded partnership for agentic AI-based ad tech. The partnership addresses both sell and buyside capabilities for WBD, with advertisers/brands highlighted by both WBD and AWS execs.
  - Dr. Nage Sethu, SVP, Technology - Converged Advertising and Linear Systems, WBD: *"Building with AWS has been critical to **streamlining the buyer's experience** across linear and digital, powering critical layers of our data, forecasting, and next-generation agentic advertising stack."*
  - Samira Panah Bakhtiar, GM, Media, Entertainment, Games & Sports, AWS. *"By combining WBD's iconic content portfolio and rich audience signals with AWS's cloud and agentic AI capabilities, we're enabling a new era of intelligent, automated advertising that **delivers better outcomes for brands** and viewers alike."*
- **Near-term TTD impact: Neutral, possibly slightly positive**. This is not direct DSP competition, and TTD may be able to leverage the new WBD capabilities built on AWS.
- **Long-term TTD impact: Negative**. This is the latest marker that AWS is an ad tech competitor. AWS has been in-market with ad-specific solutions like Clean Rooms and RTB Fabric for some time. **But the WBD deal is different – it creates an entirely new architecture on core AWS solutions (right)**:
  - **Amazon DSP may in fact not exist in five years**: TTD CEO Green recently made this prediction, and it looks increasingly likely. For example, Amazon DSP is already being integrated into AMZN's new Campaign Manager.
    - We believe AMZN has an incentive to transition low gross margin revenue from DSP & other ad tech services within Amazon Ads to AWS, where it can be packaged with a broad AWS engagement & drive higher OI margins.
  - **TTD is a major AWS customer and is the first client highlighted on AWS' Advertising & Marketing page.** TTD has traditionally kept proprietary decisioning on in-house IT. TTD has likely invested $200M+ in capex over the past two years (incl. $113M in 1Q26) to build two new co-located data centers.
    - We have raised 2026-2030 estimates as we expect greater capital intensity at TTD to lower reliance on AWS over time.

Reimagined Architecture Built on AWS

Underpinning WBD's new advertising technology implementation is a composable data and interoperability layer that gives WBD's AI agents the real-time context they need to act, integrate seamlessly across the ecosystem, and deliver buyer transparency. Key AWS services powering the platform include:

- Amazon Bedrock AgentCore provides the scalable platform to build, connect, and optimize AI agents
- Amazon Bedrock hosts the various foundation models employed in WBD's closed instance
- Amazon SageMaker provides the tools for training custom machine learning models for WBD's exclusive use and in compliance with WBD data protection, segmentation and security controls
- Amazon Simple Storage Service (Amazon S3) stores data in the Apache Iceberg format for the underlying data lake
- Amazon Elastic Container Service (Amazon ECS) powers application hosting
- Amazon Quick is a personalized, proactive AI assistant that enables Ad Sales teams to interact with data through natural language, uncover actionable insights, receive proactive recommendations, and make faster, data-driven decisions.

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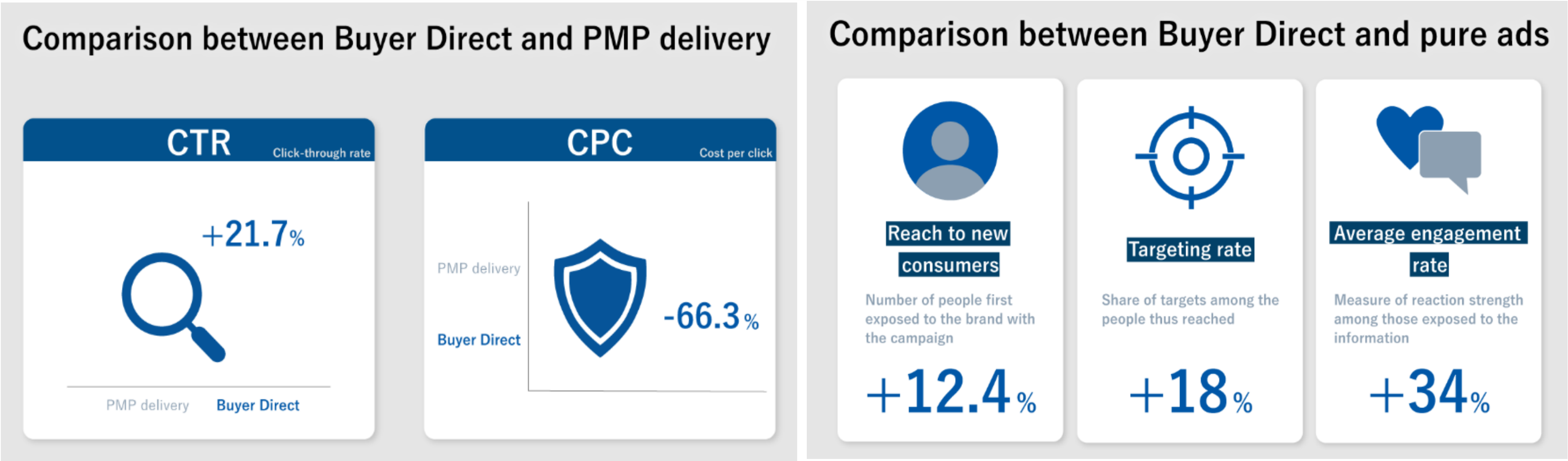
New GOOGL Disintermediation Risk: Buyer Direct beta helps agencies and brands sidestep DSPs

- GOOGL's Buyer Direct is a **new near-term risk for TTD** as it bypasses DSP buying altogether, albeit not for open auction bidding.
- Last month, Google expanded the Buyer Direct (BD) beta program for agencies/brands and publishers to facilitate programmatic guaranteed-style transactions.
  - Google Ads Manager Help: *"Since Buyer Direct doesn't use a demand-side platform (DSP), publishers and buyers have a more direct supply path…[t]he workflow is similar to Programmatic Guaranteed; however, **instead of the buyer working in a DSP**, they work in the Agency interface."*
  - Authorized Buyers Help: *"[BD] combines concepts from both traditional reservation buying and Programmatic Guaranteed for a streamlined, **direct partnership between buyers and publishers**."*
- #2 Japanese holdco Hakuhodo announced in March that it was piloting BD and followed up with a "proof of concept" update last month that includes early campaign insights.

Hakuhodo + Buyer Direct Case Study Results



- **DV 360 is also now partnering with WMT Connect**: Originally an exclusive TTD partner, WMT is expanding availability of its shopping data to other platforms, including Google's DV 360, which we believe is beginning to accelerate 3rd party data partnerships after long trailing TTD, and to a lesser extent, Amazon DSP in this regard.

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New Executives: We are very positive on this group, what can each one of them add?

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- At the same time these new disintermediation risks grow, TTD has (hopefully) stemmed the tide of executive turnover, and **we are very positive on the new hires**.
- **Kristi Argyilan**, **EVP, Chief Commercial Officer**: Amazing hire with experience at agencies (IPG) and retail media (UBER, Albertson's, TGT). Argyilan will lead data partnerships and appears to be taking many of the duties that previously fell to former Chief Strategy Officer and Board member Samantha Jacobsen, who departed TTD for OpenAI.
- **Ron Lamprecht**, **SVP, Chief Business Development Officer**: This is a really interesting hire from AMZN, where Lamprecht led a team responsible for partnership agreements across all business, including AWS. Lamprecht also spent 14 years at NBCU where he helped build Hulu.
- **Vinny Rinaldi**, **VP of Client Strategy & Growth**: Forner Googler turned brand-side at Hershey, his focus will be on building brand and agency relationships and expanding joint business plans (JBPs) with them.
- **Nate Olmstead**, **Chief Financial Officer**: Former CFO at Penguin Solutions and Logitech, Olmstead was a 16-year veteran at HP Enterprise before joining Logitech in 2019.
- **Sarah Gavin**, **EVP, Chief Marketing Officer**: Joining from Zendesk, Gavin also spent time at GOOGL, and we like that she has an extensive "comms" background more than a traditional CMO.
- **Penry Price**, **Board of Directors**: Former Googler turned Head of LinkedIn Advertising, Price had worked inside MSFT since the acquisition in 2019 before leaving in 2025. He has also been on the Church & Dwight Board for 15+ years.

Ron Lamprecht "About" section on LinkedIn (highlights added)

About

I'm a senior operator and dealmaker with 20+ years of experience leading high-impact, first-of-their-kind partnerships that shift business trajectories across tech and media. At Amazon, I lead a Business Development team that structures and negotiates complex, precedent-setting deals across Prime, Advertising, Devices, Grocery, Payments, Ops, and AWS/Cloud around the world.

These are deep, CEO-level partnerships that reshape how the company grows and collaborates at scale.
I'm known for bringing structure and clarity to messy, high-stakes negotiations. I operate with sound judgment, speed, and trust at the most senior levels. Internally and externally, I'm brought in when the stakes are high, the landscape is complex, and the path forward isn't obvious.

Earlier in my career, I was EVP at NBCUniversal. I helped launch Hulu, stood up NBCU's first TV Everywhere platform in under a year, and co-led a joint venture with Snap that redefined mobile content.
I work across global markets, including Japan, India, Europe, and Latin America, and thrive at the intersection of strategy, innovation, and execution.

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Quarterly Estimate Changes

	1Q26A					2Q26E					3Q26E			
$ in millions except EPS	**NSR Est.**	**Actual**	**% ▲**	**Prior Cons.**	**Guide**	**Prior**	**New**	**% ▲**	**Live Cons.**	**Guide**	**Prior**	**New**	**% ▲**	**Live Cons.**
Total Revenue	**674**	**689**	**2.2%**	**679**	**>678**	**757**	**751**	**(0.7%)**	**753**	**>750**	**796**	**811**	**1.9%**	**807**
y/y growth %	*9.5%*	*11.8%*	*236 bps*	*10.2%*	*10.1%*	*9.0%*	*8.2%*	*(77 bps)*	*9.3%*	*8.1%*	*7.6%*	*9.6%*	*200 bps*	*9.1%*
Platform Ops	171	182	6.7%	171		180	187	3.9%	181		191	186	(2.8%)	177
% of sales	*25.3%*	*26.4%*	*113 bps*	*25.1%*		*23.9%*	*25.0%*	*110 bps*	*24.0%*		*24.0%*	*22.9%*	*(110 bps)*	*21.9%*
Gross profit	504	507	0.6%	508		576	564	(2.1%)	572		605	625	3.3%	630
Gross margin %	*74.7%*	*73.6%*	*(113 bps)*	*74.9%*		*76.1%*	*75.0%*	*(110 bps)*	*76.0%*		*76.0%*	*77.1%*	*110 bps*	*78.1%*
Sales & Marketing	169	172	2.2%	164		176	178	1.4%	165		169	173	2.3%	152
% of sales	*25.0%*	*25.0%*	*(0 bps)*	*24.2%*		*23.2%*	*23.7%*	*50 bps*	*21.9%*		*21.2%*	*21.3%*	*10 bps*	*18.8%*
Research & Development	145	143	(1.5%)	150		146	147	0.3%	148		138	140	1.9%	146
% of sales	*21.5%*	*20.7%*	*(77 bps)*	*22.0%*		*19.3%*	*19.5%*	*20 bps*	*19.7%*		*17.3%*	*17.3%*	*0 bps*	*18.1%*
General & Administrative	133	125	(5.6%)	109		124	129	4.1%	112		121	124	1.9%	109
% of sales	*19.7%*	*18.2%*	*(149 bps)*	*16.0%*		*16.4%*	*17.2%*	*80 bps*	*14.8%*		*15.3%*	*15.3%*	*0 bps*	*13.5%*
Adj. EBITDA	**196**	**175**	**(10.8%)**	**197**	**~195**	**282**	**260**	**(7.6%)**	**265**	**$260M**	**336**	**350**	**4.3%**	**339**
% margin	*29.0%*	*25.4%*	*(369 bps)*	*29.1%*	*28.8%*	*37.2%*	*34.6%*	*(260 bps)*	*35.2%*	*35.0%*	*42.2%*	*43.2%*	*100 bps*	*42.1%*
GAAP Net income	53	40	(24.5%)	41		109	93	(14.8%)	86		146	153	4.5%	136
y/y growth %	*4.5%*	*(21.1%)*	*(2558 bps)*	*(19.1%)*		*21.0%*	*3.1%*	*(1791 bps)*	*114.1%*		*26.5%*	*32.2%*	*570 bps*	*18.0%*
GAAP EPS	$0.11	$0.08	(23.4%)	$0.09		$0.23	$0.19	(13.6%)	$0.18		$0.30	$0.32	6.0%	$0.29
y/y growth %	*8.7%*	*(16.8%)*	*(2543 bps)*	*(13.3%)*		*23.8%*	*7.0%*	*(1682 bps)*	*113.5%*		*28.4%*	*36.1%*	*770 bps*	*22.5%*
Cash Flow from Ops	296	392	32.4%	322		400	260	(34.8%)	292		121	215	77.0%	126
y/y growth %	*1.6%*	*34.4%*	*3286 bps*	*10.4%*		*142.2%*	*57.8%*	*(8435 bps)*	*(25.4%)*		*(46.0%)*	*(4.3%)*	*4161 bps*	*(44.0%)*
CapEx	32	113	252.0%	45		36	50	39.1%	52		38	40	5.8%	65
% of sales	*4.8%*	*16.4%*	*1162 bps*	*6.7%*		*4.8%*	*6.7%*	*191 bps*	*6.9%*		*4.8%*	*4.9%*	*19 bps*	*8.1%*
Free Cash Flow	**260**	**276**	**6.0%**	**276**		**360**	**207**	**(42.4%)**	**240**		**80**	**172**	**114.9%**	**60**
y/y growth %	*13.4%*	*20.2%*	*683 bps*	*20.3%*		*208.5%*	*77.7%*	*(13079 bps)*	*(13.0%)*		*(48.4%)*	*10.9%*	*5929 bps*	*(61.0%)*
% margin	*38.6%*	*40.1%*	*146 bps*	*40.7%*		*47.6%*	*27.6%*	*(1998 bps)*	*31.9%*		*10.1%*	*21.2%*	*1116 bps*	*7.5%*
Stock-based comp	111	109	(2.0%)	125		121	120	(0.7%)	121		127	130	1.9%	108
SBC % Revenue	*16.5%*	*15.8%*	*(67 bps)*	*18.5%*		*16.0%*	*16.0%*	*0 bps*	*16.1%*		*16.0%*	*16.0%*	*0 bps*	*13.3%*

Source: FactSet, company reports, New Street Research analysis

Annual Estimate Changes: 2026-2027

	2026E						2027E			
$ in millions except EPS	Prior	New	% ▲	Live Cons.	Prior Guide	New Guide	Prior	New	% ▲	Live Cons.
Total Revenue	**3,135**	**3,196**	**1.9%**	**3,184**			**3,339**	**3,400**	**1.8%**	**3,383**
y/y growth %	*8.2%*	*10.3%*	*209 bps*	*9.9%*			*6.5%*	*6.4%*	*(11 bps)*	*18.4%*
Platform Ops	744	744	(0.0%)	719			810	810	0.0%	665
% of sales	*23.7%*	*23.3%*	*(45 bps)*	*22.6%*			*24.2%*	*23.8%*	*(43 bps)*	*19.7%*
Gross profit	2,391	2,451	2.5%	2,466			2,530	2,590	2.4%	2,718
Gross margin %	*76.3%*	*76.7%*	*45 bps*	*77.4%*			*75.8%*	*76.2%*	*43 bps*	*80.3%*
Sales & Marketing	699	718	2.7%	637			745	764	2.6%	689
% of sales	*22.3%*	*22.5%*	*16 bps*	*20.0%*			*22.3%*	*22.5%*	*17 bps*	*20.4%*
Research & Development	569	575	1.1%	594			606	613	1.1%	538
% of sales	*18.1%*	*18.0%*	*(14 bps)*	*18.7%*			*18.2%*	*18.0%*	*(13 bps)*	*15.9%*
General & Administrative	482	486	0.9%	370			497	502	0.9%	507
% of sales	*15.4%*	*15.2%*	*(16 bps)*	*11.6%*			*14.9%*	*14.7%*	*(14 bps)*	*15.0%*
Adj. EBITDA	**1,243**	**1,253**	**0.7%**	**1,263**			**1,324**	**1,374**	**3.8%**	**1,365**
% margin	*39.7%*	*39.2%*	*(46 bps)*	*39.6%*	*in line with 2025 (+41.3%)*	*"at least 40%, in line with '25"*	*39.6%*	*40.4%*	*77 bps*	*40.4%*
GAAP Net income	529	529	(0.0%)	477			585	602	2.9%	576
y/y growth %	*19.6%*	*19.6%*	*(5 bps)*	*7.9%*			*10.6%*	*13.9%*	*327 bps*	*38.0%*
GAAP EPS	$1.09	$1.11	1.4%	$1.00			$1.20	$1.25	4.4%	$1.12
y/y growth %	*21.7%*	*23.4%*	*169 bps*	*11.4%*			*9.7%*	*13.0%*	*325 bps*	*35.9%*
Cash Flow from Ops	1,049	1,132	7.9%	1,195			1,220	1,239	1.5%	1,084
y/y growth %	*5.6%*	*14.0%*	*837 bps*	*20.4%*			*16.4%*	*9.5%*	*(689 bps)*	*8.8%*
CapEx	149	243	63.0%	289			159	200	26.1%	165
% of sales	*4.8%*	*7.6%*	*285 bps*	*9.1%*			*4.8%*	*5.9%*	*113 bps*	*4.9%*
Free Cash Flow	**885**	**877**	**(0.9%)**	**906**			**1,047**	**1,027**	**(1.9%)**	**919**
y/y growth %	*13.0%*	*12.0%*	*(105 bps)*	*15.8%*			*18.3%*	*17.1%*	*(120 bps)*	*8.8%*
% margin	*28.2%*	*27.4%*	*(79 bps)*	*28.5%*			*31.4%*	*30.2%*	*(116 bps)*	*27.2%*
Stock-based comp	478	482	0.8%	458			509	518	1.8%	525
SBC % Revenue	*15.2%*	*15.1%*	*(16 bps)*	*14.4%*			*15.2%*	*15.2%*	*(1 bps)*	*15.5%*

Source: FactSet, company reports, New Street Research analysis

Annual Estimate Changes: 2028-2030

	2028E				2029E				2030E			
$ in millions except EPS	Prior	New	% ▲	Live Cons.	Prior	New	% ▲	Live Cons.	Prior	New	% ▲	Live Cons.
Total Revenue	**3,581**	**3,669**	**2.5%**	**3,729**	**3,768**	**3,858**	**2.4%**	**4,113**	**3,985**	**4,090**	**2.6%**	**4,641**
y/y growth %	*7.2%*	*7.9%*	*67 bps*	*10.2%*	*5.2%*	*5.1%*	*(9 bps)*	*10.3%*	*5.8%*	*6.0%*	*26 bps*	*12.9%*
Platform Ops	886	891	0.6%	682	951	957	0.6%	715	1,026	1,035	0.9%	911
% of sales	*24.7%*	*24.3%*	*(45 bps)*	*18.3%*	*25.2%*	*24.8%*	*(44 bps)*	*17.4%*	*25.7%*	*25.3%*	*(44 bps)*	*19.6%*
Gross profit	2,695	2,778	3.1%	3,046	2,817	2,901	3.0%	3,398	2,960	3,055	3.2%	3,730
Gross margin %	*75.3%*	*75.7%*	*45 bps*	*81.7%*	*74.8%*	*75.2%*	*44 bps*	*82.6%*	*74.3%*	*74.7%*	*44 bps*	*80.4%*
Sales & Marketing	798	824	3.3%	791	840	867	3.2%	931	888	919	3.5%	1,027
% of sales	*22.3%*	*22.5%*	*17 bps*	*21.2%*	*22.3%*	*22.5%*	*18 bps*	*22.6%*	*22.3%*	*22.5%*	*18 bps*	*22.1%*
Research & Development	649	661	1.8%	662	683	695	1.7%	562	723	737	2.0%	622
% of sales	*18.1%*	*18.0%*	*(12 bps)*	*17.7%*	*18.1%*	*18.0%*	*(12 bps)*	*13.7%*	*18.1%*	*18.0%*	*(12 bps)*	*13.4%*
General & Administrative	514	521	1.5%	437	522	530	1.4%	471	532	541	1.6%	516
% of sales	*14.3%*	*14.2%*	*(14 bps)*	*11.7%*	*13.9%*	*13.7%*	*(13 bps)*	*11.5%*	*13.4%*	*13.2%*	*(13 bps)*	*11.1%*
Adj. EBITDA	**1,423**	**1,494**	**5.0%**	**1,560**	**1,496**	**1,576**	**5.4%**	**1,635**	**1,583**	**1,680**	**6.1%**	**1,942**
% margin	*39.7%*	*40.7%*	*99 bps*	*41.9%*	*39.7%*	*40.9%*	*116 bps*	*39.8%*	*39.7%*	*41.1%*	*136 bps*	*41.8%*
GAAP Net income	653	673	3.0%	714	713	729	2.3%	840	781	796	1.9%	958
y/y growth %	*11.7%*	*11.9%*	*14 bps*	*24.1%*	*9.1%*	*8.3%*	*(79 bps)*	*17.6%*	*9.6%*	*9.2%*	*(39 bps)*	*14.0%*
GAAP EPS	$1.33	$1.39	4.5%	$1.44	$1.43	$1.49	3.8%	$1.77	$1.56	$1.61	3.4%	$2.04
y/y growth %	*10.8%*	*11.0%*	*14 bps*	*28.9%*	*8.2%*	*7.4%*	*(78 bps)*	*22.8%*	*8.7%*	*8.3%*	*(39 bps)*	*15.2%*
Cash Flow from Ops	1,280	1,210	(5.4%)	1,377	1,425	1,303	(8.5%)	1,620	1,509	1,322	(12.3%)	1,763
y/y growth %	*4.9%*	*(2.3%)*	*(718 bps)*	*27.0%*	*11.4%*	*7.7%*	*(368 bps)*	*17.6%*	*5.8%*	*1.5%*	*(438 bps)*	*8.8%*
CapEx	170	220	29.3%	325	179	240	34.1%	324	189	260	37.4%	368
% of sales	*4.8%*	*6.0%*	*125 bps*	*8.7%*	*4.8%*	*6.2%*	*147 bps*	*7.9%*	*4.8%*	*6.4%*	*161 bps*	*7.9%*
Free Cash Flow	**1,095**	**978**	**(10.7%)**	**1,052**	**1,232**	**1,051**	**(14.6%)**	**1,296**	**1,305**	**1,050**	**(19.5%)**	**1,395**
y/y growth %	*4.6%*	*(4.7%)*	*(931 bps)*	*14.4%*	*12.5%*	*7.5%*	*(501 bps)*	*23.2%*	*5.9%*	*(0.1%)*	*(601 bps)*	*7.6%*
% margin	*30.6%*	*26.7%*	*(392 bps)*	*28.2%*	*32.7%*	*27.3%*	*(543 bps)*	*31.5%*	*32.7%*	*25.7%*	*(705 bps)*	*30.0%*
Stock-based comp	545	558	2.4%	421	574	587	2.3%		607	622	2.6%	
SBC % Revenue	*15.2%*	*15.2%*	*(1 bps)*	*11.3%*	*15.2%*	*15.2%*	*(1 bps)*		*15.2%*	*15.2%*	*(1 bps)*	

Source: FactSet, company reports, New Street Research analysis

Target Price: Maintaining $17 on mixed estimate changes, rolling valuation to 2027

- $17 implies 4.9x 2027 EV/adj. EBITDA and 15.1x GAAP EPS, which compares to 6.1x and 15.3x for the comparable set of ad tech stocks.
- APP has outsized effect on the comp group average; beyond the mobile ad powerhouse, we believe TTD deserves to trade roughly inline with peer group owing to growing disintermediation risk.
- Our target averages two comparable multiple valuations (EV/adjusted EBITDA and GAAP P/E, now on 2027 figures) and our DCF.

New target price methodology

Valuation on 2027E	EV/Adj. EBITDA	GAAP P/E		DCF Summary		Triangulated	
Adjusted EBITDA	1,374.1						
Target Multiple	4.0x			Terminal Mult.	5.0x	EV/Revenue	1.9x
Enterprise Value	5,427.9	GAAP EPS	$1.25	Discount Rate	10.6%	EV/Adj. EBITDA	4.9x
Net cash (debt)	2,683.5	Target Multiple	12.0x	26-'31 FCF grth	3.7%	GAAP P/E	15.1x
Equity value	8,111.4					FCF Yield	11.0%
Diluted Shares	482.2						
Price target	**$16.82**		**$14.92**		**$18.46**		**$16.73**
% appreciation	*(13.0%)*		*(22.9%)*		*(4.6%)*		*(13.5%)*

Former target price methodology

Valuation on 2026E	EV/Adj. EBITDA	GAAP P/E		DCF Summary		Triangulated	
Adjusted EBITDA	1,255.2						
Target Multiple	4.0x			Terminal Mult.	6.0x	EV/Revenue	2.0x
Enterprise Value	4,958.0	GAAP EPS	$1.12	Discount Rate	10.8%	EV/Adj. EBITDA	5.1x
Net cash (debt)	1,912.0	Target Multiple	12.0x	26-'31 FCF grth	6.6%	GAAP P/E	15.6x
Equity value	6,870.0					FCF Yield	12.5%
Diluted Shares	478.3						
Price target	**$14.36**		**$13.35**		**$24.67**		**$17.46**
% appreciation	*(35.2%)*		*(39.7%)*		*11.4%*		*(21.2%)*

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Comparable Ad Tech Valuations

Company	Ticker	8/4/2026 Price	Target	Rating	Shares Out (M)	Market Cap (M)	EV/Rev 2026E	EV/Rev 2027E	EV/EBITDA 2026E	EV/EBITDA 2027E	P/E 2026E	P/E 2027E	2026E PEG	2027E PEG	2026E vs S&P	2027E vs S&P	FCF Yield 2026E	FCF Yield 2027E
Applovin	APP	$419.70	NR	NR	336	$140,994	17.0x	12.5x	20.0x	14.6x	26.1x	19.5x	0.4x	0.6x	1.2x	0.9x	3.7%	5.0%
The Trade Desk	TTD	$19.34	$17	Sell	503	$9,720	2.5x	2.1x	6.3x	5.1x	17.5x	15.5x	0.7x	1.2x	0.8x	0.7x	9.5%	11.0%
Magnite	MGNI	$20.86	NR	NR	159	$3,307	3.5x	3.1x	9.9x	8.5x	19.6x	16.8x	0.9x	1.0x	0.9x	0.8x	5.5%	6.6%
DoubleVerify	DV	$11.93	NR	NR	153	$1,831	1.9x	1.5x	5.5x	4.5x	24.9x	22.1x	0.5x	1.8x	1.2x	1.0x	6.0%	7.5%
Criteo	CRTO	$22.40	NR	NR	56	$1,251	0.9x	0.7x	2.6x	2.2x	5.5x	4.8x	nm	0.3x	0.3x	0.2x	14.1%	16.9%
Taboola	TBLA	$5.29	NR	NR	322	$1,704	0.8x	0.8x	7.3x	6.8x	11.5x	15.1x	0.2x	0.9x	0.5x	0.7x	16.1%	12.5%
Viant Technology	DSP	$12.78	NR	NR	75	$955	3.0x	2.3x	10.6x	7.6x	41.4x	27.5x	nm	0.5x	1.9x	1.3x	4.8%	2.7%
Nexxen	NEXN	$10.48	NR	NR	59	$623	1.2x	0.9x	3.6x	2.7x	9.9x	8.5x	1.5x	1.7x	0.5x	0.4x	12.3%	15.3%
PubMatic	PUBM	$13.64	NR	NR	53	$724	1.9x	1.6x	9.8x	7.4x	nm	nm	nm	nm	nm	nm	5.1%	8.0%
Perion Network	PERI	$9.81	NR	NR	43	$426	0.9x	0.8x	8.5x	7.1x	8.3x	7.5x	2.1x	0.7x	0.4x	0.4x	9.8%	15.5%
Outbrain	OB	$0.81	NR	NR	106	$85	0.1x	0.1x	1.0x	0.8x	nm	nm	nm	nm	nm	nm	nm	nm
Ad Tech						**Mean**	**3.1x**	**2.4x**	**7.7x**	**6.1x**	**18.3x**	**15.3x**	**0.9x**	**1.0x**	**0.9x**	**0.7x**	**8.7%**	**10.1%**
Comps						**Median**	**1.9x**	**1.5x**	**7.3x**	**6.8x**	**17.5x**	**15.5x**	**0.7x**	**0.9x**	**0.8x**	**0.7x**	**7.8%**	**9.5%**

Source: Company reports, FactSet, New Street Research analysis

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Related Research

- AI Ad Exec Call Recap: Cannes Takeaways, AWS vs TTD, ChatGPT Ads, META, etc.
- TTD vs META and the Two Demand-Side Markets
- FOXA + ROKU: Will META or TikTok get involved?
- TTD: Reiterate Sell as revenue decelerating, and gross spend is likely worse
- Ads Expert Call Recap: TTD & PUB/OMC in Focus (+ read throughs for GOOGL, AMZN, CRTO, RAMP) (March 26)
- AI Ads Expert Call Recap: +ve for GOOGL/META/AMZN/RDDT/PINS, Mixed for ChatGPT, TTD/AdTech (March 25)
- GOOGL Newfront Insights: Y'all know me, still the same OG (+ read throughs for AMZN, TTD, RAMP) (March 24)
- AI Search Expert Call Recap: The Latest on GOOGL, AMZN Rufus, ChatGPT ads, RDDT, PINS, TTD (March 4)
- TTD: Downgrade to Sell – Numbers that are difficult to explain (February 26)
- TTD Initial Thoughts – The Golden Rule is Dead (February 25)
- TTD: CFO that recommended CEO Green's super-voting shares exits + IR feedback (January 26)
- Ad Tech Exec Lunch Recap: -ve for TTD, +ve for AMZN Cloud + Ads (+ more on APP/LFTO, PINS, HoldCos, RDDT, CRTO) (January 20)
- Expert Call Recap: AI stacks (GOOGL #1), AI coding, (AMZN Kiro rising) and AI in Ads (-ve for TTD) (January 7)
- AMZN: Implications of Unboxed ads announcements, including for GOOGL, TTD, RDDT and PINS (November 12)
- TTD: Amazon and Audience Unlimited in focus (November 6)
- TTD: Implications of CEO Green's Prebid Summit Keynote for TTD, AMZN, MGNI & PUBM (October 15)
- Ad Tech CEO Lunch Recap: +ve for Amazon DSP, -ve for TTD, mixed for APP (October 6)
- TTD: 10x voting shares extended, but non-exec support swings from 3:1 For to 3:1 Against (September 22)
- AMZN/TTD: Amazon DSP adds SIRI access. SPOT seems likely to follow. Quick thoughts on TTD impact. (September 17)
- Ad Tech CEO Lunch Recap: +ve for AMZN , META, GOOGL, ROKU, -ve for NFLX, TTD, APP, WMT/VZEO (July 16)

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Disclosures

Full 12-month historical recommendation changes are available on request.

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