

**NYU Stern School of Business**  
**Department of Information, Operations & Management Sciences**  
**INFORMATION SYSTEMS RESEARCH SEMINAR**

**TOPIC:** Research Issues in Internet Ad Exchanges.

**SPEAKER:** S. Muthu Muthukrishnan, Google and Rutgers University

**DATE:** Thursday, September 17th

**TIME:** 3:45 pm

**PLACE:** KMC 5-80

**ABSTRACT**

While there is considerable attention on sponsored search and the underlying auctions that power ads on the Internet, there is much less attention on how display ads are placed on websites. In particular, increasingly, display ads are transacted via a two-sided market (aka an exchange) that brings online publishers and online advertisers together. In this talk, I will present an overview of some of the issues involved in designing such an exchange. The issues lead to open problems in auction theory, optimization, machine learning and cryptography.