

	Bid requests per day	RTB system
Index Exchange	50 billion ¹	IAB OpenRTB (version?) ²
OpenX	60 billion ³	IAB OpenRTB 2.5 ⁴
Rubicon Project	Unknown (Claims to reach 1 billion people's devices ⁵)	IAB OpenRTB (version?) ⁶
PubMatic	70 billion ⁷	
Oath/AOL	90 billion ⁸	IAB OpenRTB 2.3 ⁹
AppNexus	131 billion ¹⁰	IAB OpenRTB 2.4 ¹¹
Smaato	214 billion auctions ¹²	IAB OpenRTB 2.2, 2.3, 2.4 ¹³
Google DoubleClick	Unknown billions. DoubleClick is the dominant exchange. Google's DoubleClick/Authorized Buyers advertising system is active on 8.4 million websites. ¹⁴	IAB OpenRTB 2.2, 2.3, 2.4, 2.5 and Google Authorized Buyers ¹⁵

¹ "Tour IX's Amsterdam and Frankfurt Data Centers", Index Exchange, 2 July 2018 (URL: <https://www.indexexchange.com/tour-ix-amsterdam-frankfurt-data-centers/>).

² "Bid request", Index Exchange (URL: <https://knowledgebase.indexexchange.com/display/DEMANDAPI/Bid+Request>)

³ "OpenX Ad Exchange", OpenX (URL: https://www.openx.com/uk_en/products/ad-exchange/).

⁴ "OpenRTB API", OpenX, (URL: https://docs.openx.com/Content/demandpartners/ox_openrtb.html)

⁵ "Buyers", Rubicon Project, (URL: <https://rubiconproject.com/buyers/>).

⁶ "Bid request", Index Exchange (URL: <https://knowledgebase.indexexchange.com/display/DEMANDAPI/Bid+Request>)

⁷ "How PubMatic Is Learning Machine Learning", PubMatic, 25 January 2019 (URL: <https://pubmatic.com/blog/learning-machine-learning/>)

⁸ "Maximize yield with Oath's publisher offerings", Oath, 3 April 2018 (URL: <https://www.oath.com/insights/maximize-yield-with-oath-s-publisher-offerings/>)

⁹ "RTB protocol", Oath, (URL: <https://learn.onemobile.aol.com/hc/en-us/articles/204861014-RTB-Protocol>).

¹⁰ "Transacting at a peak of 11.4 billion daily impressions, our marketplace handles more traffic each day than Visa, Nasdaq, and the NYSE combined" at <https://www.appnexus.com/sell>. Note that in 2017, AppNexus said in "AppNexus Scales with DriveScale", 2017, (URL: http://go.drivescale.com/rs/451-ESR-800/images/DRV_Case_Study_AppNexus-final.v1.pdf) that 10.7 billion "impressions transacted" came as a result of running 123 billion auctions. The impressions transacted to auctions ratio appears to be roughly 1:11.5. Therefore, the 11.4 daily impressions reported in 2018 equates to 131 billion auctions per day.

¹¹ "Bid response from, AppNexus, (URL: <https://wiki.appnexus.com/display/adnexusdocumentation/Incoming+Bid+Response+from+Bidders>") and "Legacy bidding protocols", AppNexus, (URL: <https://wiki.appnexus.com/display/adnexusdocumentation/Legacy+Bidding+Protocols>). Note, AppNexus has a proprietary bidding protocol, but dropped it in December 2018.

¹² 500 Billion / 29.6 = 18.6 billion impressions per day. Using AppNexus 1:11.5 ratio, this is 214 auctions per day. 500+ impressions figure cited in "Optimize your mobile strategy", Smaato, (URL: <https://www.smaato.com/>).

¹³ "DSP onboarding guide", Smaato, 1 October 2018 (URL: <https://wiki.smaato.com/display/DSP/DSP+Onboarding+Guide>).

¹⁴ DoubleClick.Net Usage Statistics, (URL: <https://trends.builtwith.com/ads/DoubleClick.Net>).

¹⁵ "OpenRTB integration", Google Authorized Buyers, 23 January 2019 (URL: <https://developers.google.com/authorized-buyers/rtb/openrtb-guide>)