

# ATD(Agency Trading Desk) Architecture

ATD(Agency Trading Desk) is a kind of Advertiser solutions that uses DSP(Demand-Side Platform) as a tool. Trading desks are media buyers and resellers within an ad agency that help advertisers execute programmatic media buys.

- They use either proprietary technology or a demand side platform to buy and optimize media campaigns on ad exchanges, ad networks and other inventory sources.

To be updated later...

You may want to know more about real-time bidding system composed of DSP, SSP, DMP, ATD and ITD. Please refer following associated information for more information:

- [VMAP for Video Ad Insertion](#)
- [Ad Marker - CUE/CUE-OUT/CUE-IN and SCTE35](#)
- [AVOD](#)
- [DMP\(Data Management Platform\) Architecture](#)
- [False Positive Error](#)
- [DSP\(Demand-Side Platform\) Architecture](#)
- [ITD\(Independent Trading Desk\) Architecture](#)
- [ATD\(Agency Trading Desk\) Architecture](#)
- [SSP\(Supply-Side Platform\) Architecture](#)
- [Advertisement serving in AWS](#)
- [Nielsen Expands Dynamic Ad Insertion Pilot with Leading Smart TV Platform and New Broadcast Partner \(Nov 29, 2018\)](#)