

# Online Allocation in Online Advertising: Matching, Auctions, and Autobidding

*Friday, September 27, 2024 9:00 AM (1 hour)*

Internet ad auctions are a fascinating innovation with a huge impact. Advertising auctions match buyers and sellers under various constraints, at scale, enabling highly valuable services for their users. The talk will give an overview of this area, from online budgeted matching to the interplay between matching, autobidding, and auctions. We will present the theory and practical aspects of these settings, including optimal algorithms and equilibrium properties.

**Presenter:** MEHTA, Aranyak (Google Research)

**Session Classification:** Morning Session