NYU Stern School of Business
Department of Information, Operations & Management Sciences
OPERATIONS MANAGEMENT RESEARCH SEMINAR

TOPIC: Online Ad Serving and Advertising Exchanges: Theory and Practice
SPEAKER: Vahab Mirrokni (Google)
DATE: Wednesday, September 5, 2012
TIME: 11:00 AM-12:30PM
PLACE: 5-90 KMC

ABSTRACT

As an important part of any ad system, online ad serving is a rich source of interesting algorithmic, learning and economic problems. In this talk, we survey recent results known in online ad allocation and advertising exchanges. We present (online) stochastic optimization techniques aiming to solve such multi-objective problems, and finally report experimental results, evaluating the performance of these techniques on real-world data sets. In particular, inspired by practical applications, I will discuss a Simultaneous approximation framework for both adversarial and stochastic models and present improved approximation algorithms in this context. Finally, we will conclude the talk by discussing open research directions in understanding ad exchanges.

Bio

Vahab Mirrokni is a Staff Research Scientist and the manger of the algorithms research group at Google Research in New York. He joined Google after two years at Microsoft Research, and a year at MIT and Amazon. He received his PhD from MIT in 2005 and his B.Sc. from Sharif University in 2001. Vahab is a co-winner of a SODA best student paper award and an ACM EC best paper award. Vahab's research interests include approximation algorithms, algorithmic game theory, social network analysis, and computational mechanism design. At Google Research, he is mostly working on algorithmic and economic problems related to online advertisement, social networks, and search.