What changed · Ep 1

Google kept AdX. What do publishers get?

The September 2026 remedies, in plain words. Checked 11 Nov 2026.

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THE MYTH

Google keeps AdX. ~~Nothing changes?~~

Wrong. The auction rules changed.

The term

Remedy

The fix a court orders **after finding a monopoly**.

Here, the court chose **conduct rules**, not a breakup.

Sept 2, 2026 · The decision

Judge Brinkema refused to make Google sell AdX, its ad exchange.

REJECTED

- ✗ Forced sale of AdX

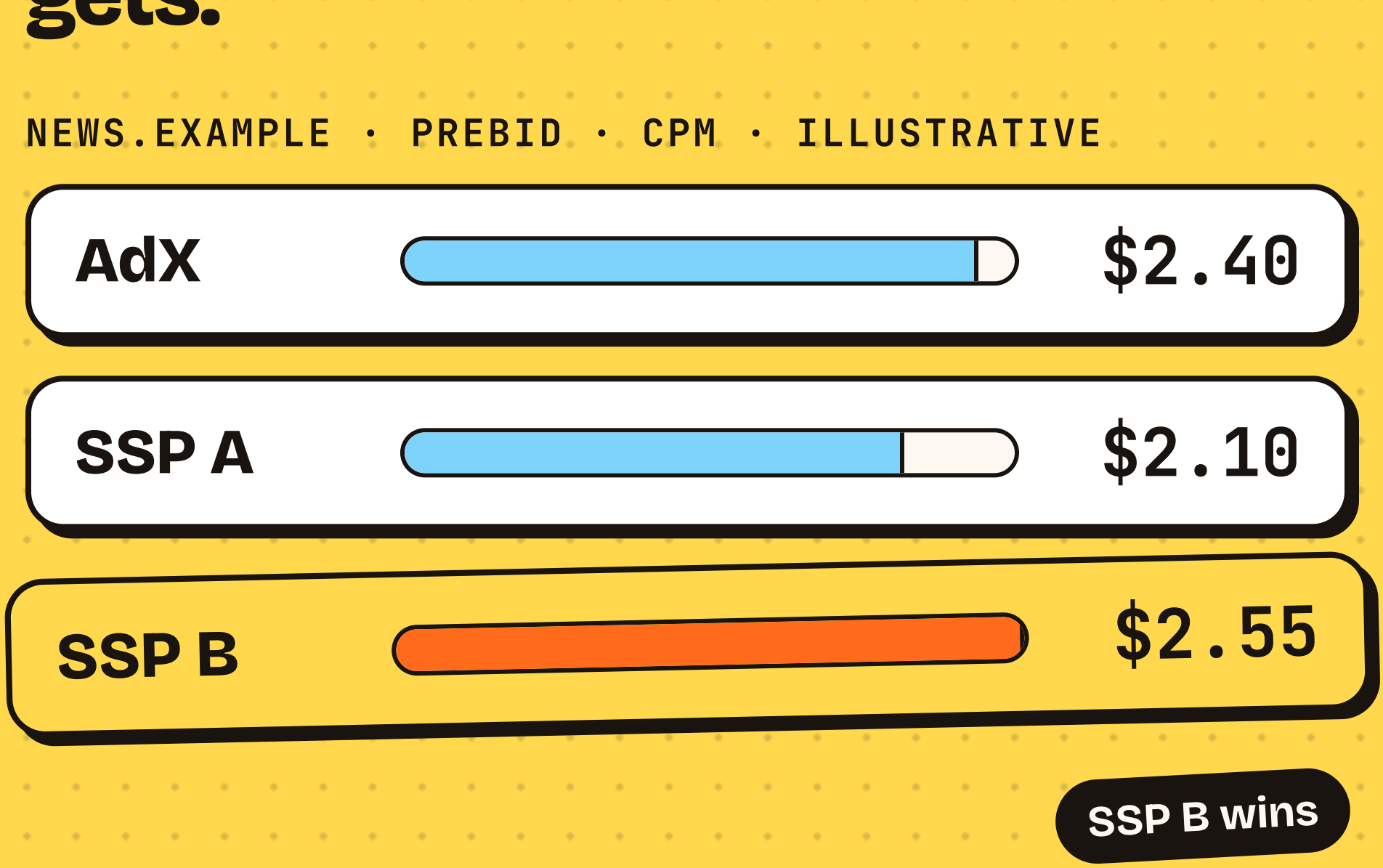
ORDERED

- ✓ Conduct rules
- ✓ 6 years
- ✓ A monitor

Rule 1 · Same terms

AdX must bid into Prebid and rival ad servers, on the same terms Google's own ad server gets.

NEWS.EXAMPLE · PREBID · CPM · ILLUSTRATIVE



Rules 2 and 3 · Plus floors

No peeking. More data.

No first or last look

No first pick, no peeking at rival bids

Win/loss bid data

You see which bids won or lost

A floor per bidder

In pricing rules, live since Dec 2025

Scope and status

- ☑ Open web display
- ☒ Apps
- ☒ CTV

STEP 1 · DATE PENDING

Final judgment

STEP 2

+60 days: rules take effect

STEP 3 · DISPUTED

AdX in Prebid: 6 or 12 months

Google plans to appeal.

Your check today

Open your pricing rules.

"Does every bidder still share **one floor**?"

- [x] Ad Manager → pricing rules
- [x] Note any floor shared by all bidders

Recap

No breakup. New auction rules.

1 Same terms

2 No peeking

3 Bid data

NEXT · S2 EP 9

Pricing rules after the Google ruling

Watch the video at **blog.rediads.com/learn**

What changed · Ep 2

Prebid 10 and 11: what changed in your wrapper.

Five checks before you jump versions.

Checked 11 Nov 2026

Swipe →

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THE MISTAKE

```
"prebid": ~~"9.x"~~ → "11.x"
```

Changing only the version number.

Old settings can quietly stop working.

The term

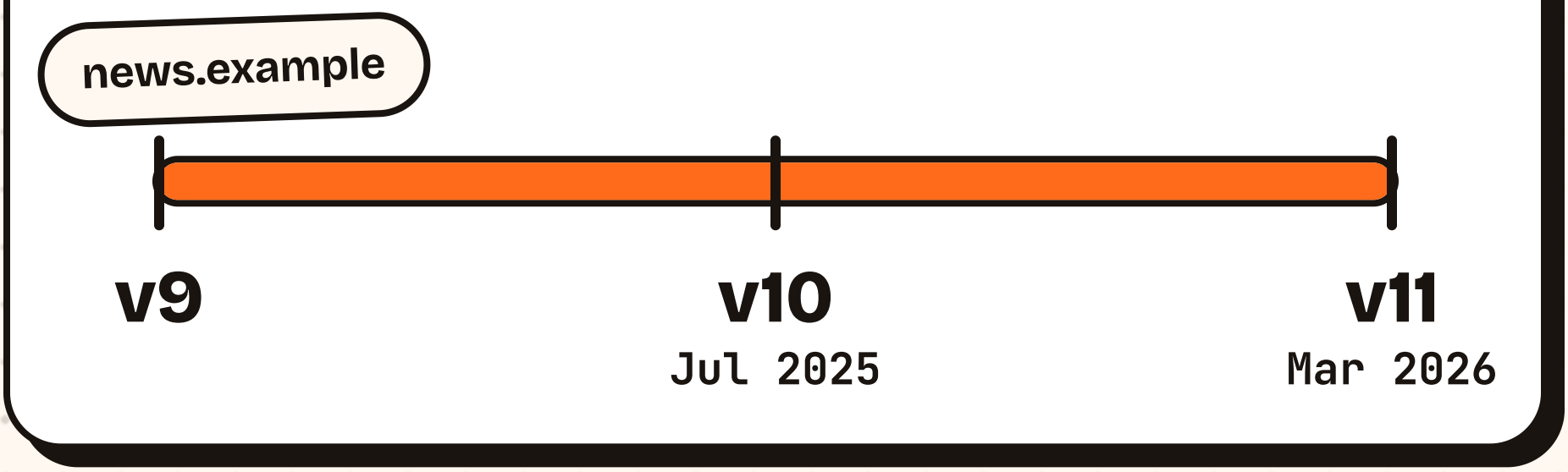
Breaking change

An update that makes **old settings stop working**.

Major versions are where they land.

The timeline

Prebid.js 11 removed 16 modules.



Still on Prebid 9? Run five checks before jumping to 11.

Checks 1–2

1 Video module renamed

`dfpAdServerVideo` → `gamAdServerVideo`

Renamed in 10. Old name gone in 11.

2 schain moves

→ `ortb2.source.ext.schain`

Now set in first-party data config.

Checks 3–4

3 Ad pods

`adpod → removed in 11`

Ad pods for long video breaks are no longer supported.

4 Undisclosed storage fails

`storageControl → strict`

With the module on, storage a module hasn't disclosed now fails.

Check 5

Transaction IDs

5

Off unless you enable them

Since 10.9, each bidder gets its own.

```
consistentTIDs: true
// one shared ID again (10.14+)
```

Your check today

Which Prebid version does your wrapper run?

- [x] Ask for the version
- [x] Open the release notes
- [x] Check the five items

Recap

Upgrade the config, not just the number:

Video module

schain

Ad pods

Storage

TIDs

NEXT · S3 EP 1

How Prebid.js runs an auction, step by step

Watch the 60-second video at
blog.rediads.com/learn