

## Right Media embraces open-source Zend Framework so 19,000 customers can trade digital media efficiently



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Ed Kozek,  
Vice President of Technology and Product Engineering,  
Right Media

**Customer:** Right Media

**Geography:** New York City

**Industry:** Online Advertising

**Challenges:**

- "Market for online advertising is still in its early stages and competition is fierce."
- Previous customer portal was hard to maintain, platform-dependent, and customers resisted updates.
- Needed "the technical infrastructure to move fast, deliver great value to our customers, and stay ahead of the competition."

**Solution:** Zend Framework and PHP 5

In 2005 Right Media launched the Right Media Exchange, where advertisers and publishers buy and sell online ad placements in real-time through auctions, with Right Media's optimization technology predicting where the ads will work best.

"We created an open exchange to help buyers and sellers trade digital media more efficiently. Playing exclusively in the ad network space at first, we realized what the market needed in order to drive that efficiency," says Ed Kozek, Vice President of Technology and Product Engineering at Right Media. "It needed, and we delivered, a way for all buyers and sellers to connect to each other on a common platform and gain open access to media with transparency — the ability for those businesses to see the whole market and know that they're buying or selling every impression for fair market value. It provides for those buyers and sellers a way to maximize that value automatically, on every ad call, in a real-time auction."

The exchange has grown enormously in the past two years. Today in 2007, Right Media serves 4 to 5 billion ads per day and at times processes over 100,000 requests/second. They have a network of 19,000 advertisers and publishers that access their platform to enter, update, confirm, and place advertisements.

### The Challenge

Right Media's 19,000 customers needed a convenient and secure application to interact with the exchange to post ads, create inventory, bid and sell via auction, track results, and so forth. At first Right Media provided their customers a Windows-based desktop application to perform these tasks, but that solution turned out to be unworkable.

"Our product was hard to maintain, we were overwhelmed by support issues and our customers resisted the frequent updates that were needed as we continued to add new and improved functionality," says Dave Weinstein, development manager at Right Media. "What we needed was a rich web application that could be used by all our customers on whatever platform they were standardized on and that could be updated frequently and with ease."

## The Solution

In 2004, Right Media chose to go with industry standard PHP 5 to create the web application. The reasons to choose PHP 5 were:

- There were many top-tier web destinations such as Yahoo! already using PHP in high-traffic production settings. So there was no question that PHP could scale with the fast growth that Right Media was experiencing.
- PHP 5 had a strong object-oriented feature set, enabling Right Media to create an infrastructure that is secure, industry strength, and at the same time can be updated quickly and reliably to add new capabilities.
- PHP had a large and very active user base, so Right Media felt secure that with this open-source community PHP would continue to evolve and improve over time.
- Many of their programmers already knew PHP and with such a large community it was easier than with other programming languages to find talented programmers.

## Zend Framework

In the latter half of 2006, Right Media learned about Zend Framework. Even though it was in a pre-release state at that time, it was clear that the high quality and strength of support in the open source community, the use-at-will architecture, and the licensing terms made it the perfect PHP framework for Right Media. They chose Zend Framework because of:

- Productivity gains that came from reusing the building blocks provided by Zend Framework. It saved their developers many thousands of lines of code to write.
- Access to best practices like object-orientation, unit tests, documentation, and the simplicity that programmers have come to enjoy with PHP. The components of Zend Framework have been created by some of the best programmers in the open-source community and are extensively tested before they are released. The available unit tests lets Right Media run their own test suites in order to support their own agile practices. Using Zend Framework improved the quality of Right Media's applications.
- Its modern architecture which supports Ajax, web services, modern security functions, the Lucene search engine, database abstraction, and more, all of which support Right Media in critical areas of their application development.
- Its "use-at-will" approach that lets Right Media use just the parts of the Zend Framework that are useful for them and not be burdened by parts that provide no value for their application.
- Its friendly BSD license which lets Right Media use the code without restriction. The fact that all contributors to the framework contribute under an Apache-like contributor license agreement (CLA) means that Right Media can use it without concern about later IP issues.

"It was a very good decision for Right Media to embrace Zend Framework," says Dave Weinstein. "We built the online customer portal for our exchange with about 5 PHP developers in less than 6 months. We built a new administrative interface on top of Zend Framework with 3 developers in 3 months. We now have a system that is modern and easy to use for our customers, reliable, high-performance, and very easy for us to maintain and enhance. Without PHP 5 and Zend Framework we would not have had such compelling results."

"The market for online advertising is still in its early stages and competition is fierce", says Ed Kozek. "It is critical that we have the technical infrastructure to move fast, deliver great value to our customers, and stay ahead of the competition. The choice of PHP 5 and Zend Framework and the support from Zend Technologies contribute greatly to this."

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Dave Weinstein,  
Development Manager,  
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For more information please see: [framework.zend.com](http://framework.zend.com)