



Comcast Spotlight Selects Rubicon Project as Digital Advertising Automation Platform for Private Exchange

06/03/14

Advertisers Can Now Access Comcast Spotlight's Digital Display Inventory Through Rubicon Project's Advertising Automation Cloud

LOS ANGELES--(BUSINESS WIRE)-- Comcast Spotlight, the advertising sales division of Comcast Cable, and Rubicon Project [NYSE: RUBI], which operates one of the industry's largest independent real-time trading platforms for the buying and selling of advertising, today announced an agreement offering select advertising buyers the opportunity to purchase advertising across Comcast's XFINITY.com and xfinityTV.com sites. Powered by Rubicon Project's Advertising Automation Cloud platform, the Comcast Spotlight private exchange will launch this quarter.

Comcast Spotlight's automated selling strategy will be powered by Rubicon Project's Advertising Automation Cloud, deploying direct order automation and real-time bidding (RTB) technology. Advertisers will be able to access Comcast's 20 million broadband subscribers with scale and precision.

"Rubicon Project's Advertising Automation Cloud gives us the ability to better scale our display advertising efforts and connect with buyers representing leading global brands," said Hank Oster, Senior Vice President, General Manager at Comcast Spotlight. "We're pleased to expand our inventory management capabilities to include Rubicon Project's infrastructure, quality controls and real-time bidding."

Gregory R. Raifman, President, Rubicon Project, commented, "Comcast Spotlight's utilization of our fully automated strategy demonstrates the accelerating trend towards the automation of the buying and selling of advertising. The relationship also highlights how a publisher can empower its direct sales force with technology that improves yield management."

With specially engineered hardware to enable low latency trading, Rubicon Project's Advertising Automation Cloud currently processes 2.5 million queries per second and trillions of bids each month. The technology platform is constantly self-optimizing based on the ability to analyze and learn from the vast volumes of data processed.

About Comcast Spotlight

Comcast Spotlight, the advertising sales division of Comcast Cable, a wholly owned subsidiary of Comcast Corporation [NASDAQ: CMCSA], helps put the power of cable to use for local, regional and national advertisers. It is focused on providing multi-platform marketing solutions to reach audiences most effectively and efficiently. Headquartered in New York with offices throughout the country, Comcast Spotlight has a presence in nearly 80 markets with approximately 35 million owned and represented subscribers. Comcast Spotlight is a trademark of Comcast. For more information, visit www.comcastspotlight.com.

About Rubicon Project

Rubicon Project pioneered advertising automation and its technology platform is used by hundreds of the world's premium publishers and applications to connect with more than 100,000 brands globally since inception. A company driven by innovation, Rubicon Project has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems, processing trillions of transactions within milliseconds each month. According to comScore April 2014, Rubicon Project reaches 97 percent of U.S. Internet users per month.

Headquartered in Los Angeles, Rubicon Project has offices worldwide. Learn more at RubiconProject.com. Twitter: [@RubiconProject](https://twitter.com/RubiconProject).



Photos/Multimedia Gallery Available: <http://www.businesswire.com/multimedia/home/20140603006491/en/>

Source: Rubicon Project

Comcast Spotlight
Mary Rooney, 610-350-3405
Mary_rooney@cable.comcast.com

or
Rubicon Project
James Aldous, 626-376-5531
press@rubiconproject.com

or
HORN Group
Brynn Moynihan, 646-202-9753
rubiconprojectteam@horngroup.com