



Rubicon Project Named #1 Global Ad Platform By Quantcast

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Rubicon Project Tops List of Global Ad Platforms According to Assessment of Worldwide Audience Reach

LOS ANGELES, Nov. 11, 2014 /PRNewswire/ -- [Rubicon Project](#) (NYSE: RUBI), a leader in advertising automation, earned the industry's highest ranking as having the largest worldwide reach of any advertising platform reviewed by Quantcast - an unduplicated audience of more than half a billion people, which is approximately 20% of the world's online population.

The Top Global Ad Networks and Platforms list draws from ad networks and platforms that are directly measured by Quantcast Measure and have chosen to share their traffic profile publicly. Entities are ranked by their global 30-day people number, which is a modeled number that represents the unduplicated audience reach across an entity's Web and Mobile Web properties. Quantcast is a leader in direct audience measurement and specializes in real-time advertising and audience measurement directly assessing more than 100 million Web destinations.

"This recognition from Quantcast highlights the strength of Rubicon Project's direct relationships with the world's leading publishers and web applications," commented Gregory R. Raifman, President, Rubicon Project. "Since we began automating the buying and selling of advertising more than seven years ago, we have tirelessly focused on providing the largest reach of global audiences to ad brands around the world. This recognition is yet another proof point of our successful efforts to innovate our industry and automate the buying and selling of all advertising."

About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally.

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SOURCE Rubicon Project

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