



## Growth in Japanese Advertising Automation Marked at Rubicon Project's Tokyo Marketplace Summit

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*Leading Japanese Premium Sellers and Buyers Converge for Thought Leadership and Business Deal Discussions at Rubicon Project Customer Event in Japan*

LOS ANGELES & TOKYO--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI), a global technology provider leading the automation of advertising, today will bring together Japan's leading advertising buyers and sellers in Tokyo for the company's second Marketplace Summit event. Since opening in February 2014, Rubicon Project's Japanese office in Tokyo has successfully on-boarded more than 60 premium seller accounts, such as Nikkei Business Online, @nifty, and ORICON STYLE, to the company's advertising automation platform.

Japan is expected to account for \$35.5 Billion in ad spend in 2015, and is adopting advertising automation quickly, which - as a subset - is anticipated to account for nearly one billion dollars this year (IDC<sup>[1]</sup>).

"As the third largest advertising market in the world, Japan presents a significant growth opportunity for Rubicon Project and for the acceleration of advertising automation," commented Jay Stevens, General Manager, International, Rubicon Project. "The increased efficiency that advertising automation brings to Japanese buyers and sellers - as we've experienced in other regions - will be transformative to the industry looking for ways to better follow consumer media consumption with efficacy of marketing investment."

"Rubicon Project has been a significant partner to us in helping improve the effectiveness and performance of our programmatic strategy," commented Hiroshi Harada, NIFTY Corporation. "Through both open auction and private marketplace, we have found that Rubicon Project gives us better performance than we have previously seen, allowing us to increase our overall advertising revenue."

Commenting on the growth in the region, Tommy Ikeda, Managing Director, Japan, Rubicon Project, explains, "Within just a short space of time we've seen growing interest across Japan by some of the most premium sellers and buyers in advertising automation. As an early entrant into the market, our continued focus on developing leading technology that helps drive adoption of automation amongst the country's most premium buyers and sellers is having a substantive impact supporting the growth of the overall advertising economy."

### 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. [www.RubiconProject.com](http://www.RubiconProject.com) @RubiconProject

**#Automation #Excellence #CultureMatters**

[1] IDC Worldwide Digital Advertising Market Model, 1Q15.

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