



Rubicon Project Launches Programmatic TV Partnership With AdMore

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Rubicon Project's Orders Platform will enable marketers to reach linear-TV audiences in more than 100 million Nielsen-monitored homes nationwide

LOS ANGELES--(BUSINESS WIRE)--Jan. 25, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces worldwide, and AdMore, America's largest independently owned automated TV ad platform enabling brand marketers to reach targeted Nielsen-monitored television viewing audiences, today announced a new strategic alliance under which Rubicon Project will power the automation technology for AdMore via its Guaranteed Orders platform, bringing programmatic advertising solutions to AdMore's more than 1,700 national and local television affiliates.

Combining AdMore's ability to access more than 100 million highly targeted, Nielsen-rated TV homes with Rubicon Project's industry leading Orders platform will enable advertisers to buy targeted linear TV audiences in an Automated Guaranteed environment - enabling a far more efficient and effective convergence of automated digital and linear advertising. The unique combination of these two operations further reduces many of the traditional inefficiencies major advertisers often experience, enabling key brands to automate audience targeting and engagement across both their digital and television advertising needs far more seamlessly.

Today's announcement follows recent news from Rubicon Project on its efforts to automate the entire digital advertising ecosystem and follows other recent strategic relationships with leading out-of-home providers such as Adspace Networks, Inc., Captivate, and BITPOSTER. The partnership with AdMore adds the television marketplace to Rubicon Project's already-expansive automation technology capabilities, which previously included traditional desktop and mobile devices, venue advertising in malls, elevators and lobbies, and digital and static billboards.

"Rubicon Project's industry leading Guaranteed Orders platform enables us to now package, market, and deliver Nielsen-monitored linear television audiences across 200 Designated Market Areas to Rubicon Project's installed base of premium agencies and brands," said Brendan Condon, CEO of AdMore and its parent company, Media Properties Holdings. "Today's announcement is a direct response to the rapidly increasing demand for programmatic TV solutions we're both experiencing throughout the marketplace, and gaining access to such an enviable class of marquee advertisers is critical as we continue to grow and scale our business to meet our many clients' evolving needs."

"Our partnership with AdMore helps to solve the media fragmentation challenge for advertisers looking to reach local and national audiences across linear television," commented Jay Sears, SVP Marketplace Development, Rubicon Project. "As more and more marketers seek cross device and second screen engagement with consumers, the opportunity to now target, negotiate, and buy audiences across every format - out of home, desktop, mobile, and linear TV - within our industry leading Orders platform is a true game changer for the industry."

About AdMore

With its expansive network, technology, experience and relationships, AdMore offers agencies and marketers an automated TV advertising model that is effective, accountable and scalable. As a division of Media Properties Holdings, whose investors include The Carlyle Group and HIG Growth Partners, AdMore has deep, trusted 20-year plus relationships with the majority of content providers in the U.S. AdMore has developed proprietary technology that integrates external data including measurements and reporting systems, and web-based dashboards and tools, to help advertisers and agencies measure and optimize the distribution of their TV advertising campaigns. For more information: www.admore.tv

About Media Properties Holdings, Parent Company of AdMore

Media Properties Holdings manages and owns an array of media companies that provide automated and programmatic buying, lead generation and pay-for-performance advertising. Media Properties Holdings was founded in 1992 and its investors include private equity firms The Carlyle Group (www.carlyle.com) and HIG Growth Partners (www.higgrowth.com). Media Properties Holdings' companies provide advertising solutions across a variety of consumer sectors including consumer packaged goods, retail, health care, fitness, financial services and automotive. For more information, visit www.mph.tv.

About Rubicon Project

Rubicon Project's mission is to keep the Internet free and open and fuel its growth by making it easy and safe to buy and sell advertising. Rubicon Project pioneered advertising automation technology to enable the world's leading brands, content creators and application developers to trade and protect trillions of advertising requests each month and to improve the advertising experiences of consumers. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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