



Rubicon Project Unveils Success of Mobile Video Platform “MVP” - The Most Comprehensive Mobile Video Solution for Publishers, App Developers and Advertisers Globally

05/19/16

Built with a Focus on Quality Inventory, MVP Reaches More Than One Billion Connected Devices Around the World

LOS ANGELES--(BUSINESS WIRE)--May 19, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced the initial success of its next generation Mobile Video Platform (“MVP”) as it also announced it has moved from beta to general availability worldwide. Through MVP, Rubicon Project powers the industry’s most comprehensive mobile video solution, offering every mobile video advertising format within one of the highest quality advertising marketplaces in the world. The company also announced that MVP now reaches more than one billion unique connected mobile devices globally.

MVP was purpose-built for the mobile ecosystem, supporting every format of mobile video advertising including user-opt-in / rewarded, native, expandable, interstitial, pre/mid/post-roll, outstream and the latest innovation in video: vertical. The ability to support all major mobile video advertising formats is a key differentiator in today’s marketplace filled with point solution providers. MVP’s comprehensive suite, combined with the depth of quality the platform offers, has fueled rapid growth for the Company’s mobile video offering during its initial beta launch. Mobile video now comprises more than half of all video transacted within the Rubicon Project platform.

“Rubicon Project’s commitment to quality and to offering a comprehensive mobile video solution for both buyers and sellers is a key differentiator in the market today,” said Scott Silverman, Chief Revenue Officer at AerServ, a leading mobile-first video mediation platform. “AerServ is dedicated to solving the complexities of mobile video and as an early MVP partner we have seen significant increases in CPMs. We expect our partnership to continue to grow and scale as more and more advertisers realize the value of reaching consumers with high quality, engaging mobile video content.”

“The core differentiator we are bringing to the marketplace with MVP is the ability for every buyer and seller in the world to utilize one comprehensive solution for mobile video advertising,” said John Peragine, Head of Video at Rubicon Project. “The challenge with mobile video was that there was not one integrated place to buy and sell mobile inventory, regardless of format -- MVP was purpose built with precisely this in mind and delivers for both buyers and sellers at all levels.”

With global mobile video ad spend forecasted to grow at a compounded annual rate of 43% through 2019¹, the future of video advertising is clearly within the mobile ecosystem. Clients have been quick to embrace Rubicon Project’s comprehensive MVP with thousands of premium mobile websites and leading mobile applications utilizing Rubicon Project’s API technology in the first quarter of 2016 to power the sale of mobile video.

“Video on Mobile is truly the sweet spot driving the future growth of digital advertising,” said Gregory R. Raifman, President of Rubicon Project. “We have deployed a very calculated video strategy focused on a mobile-first video solution that offers buyers and sellers access to every mobile video advertising format in the market today. That strategy has enabled Rubicon Project to become the only marketplace in the world to offer buyers and sellers the breadth and depth combination of a top 3 mobile exchange, access to every mobile video advertising format, top tier independent inventory quality rankings and the most widely adopted Orders platform within which to transact.”

About Rubicon Project

Founded in 2007, 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.

Forward Looking Statements

This press release includes forward-looking statements about the mobile video market and the size, scope, market differentiation, penetration, growth, pricing, and unique device reach of our mobile video offering. These forward-looking statements reflect our current views and expectations and the current status of the market and our operations, and are based on assumptions and estimates and subject to known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from those we project or imply. Among other things, the market, pricing, and our advantages can change quickly due to competition and other factors. Data about market size and our unique device reach was obtained from third party sources. For a more complete discussion of risks affecting our business, including our mobile video offering, and factors that could cause actual results to differ from our expectations, please see our recent Quarterly Report on Form 10-Q for the three months ended March 31, 2016, as filed with the Securities and Exchange Commission, in particular under the headings “Risk Factors” and “Management’s Discussion and Analysis of Financial Condition and Results of Operations” therein.

¹ IDC’s Programmatic Forecast (Q4 2015)



Source: Rubicon Project

Rubicon Project
Eric Bonach, 310-207-0272
press@rubiconproject.com