



Rubicon Project Reports Record Breaking Days for Video Advertising Following U.S. Presidential Election

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LOS ANGELES--(BUSINESS WIRE)--Nov. 10, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, today announced record breaking video advertising spend in the days surrounding the 2016 U.S. Presidential election.

The most watched and followed news event of the year saw a massive spike of advertising spend transacted across Rubicon Project's global mobile and desktop advertising exchange, with video being the clear format of choice as people turned to their mobile devices and laptops for real-time updates.

Election Day represented the single biggest day in terms of video spend in company history, with momentum continuing to the following day which marked the second largest day on record. The surge in video consumption impacted both desktop and mobile. Highlighting the increasing trend of people moving away from traditional mobile web usage to mobile in-app content consumption, mobile in-app video accounted for 85% of all mobile video spend on Rubicon Project's exchange for those days. Rubicon Project operates one of the three largest mobile advertising exchanges globally.

"During important moments in history - be they related to sports, politics, weather or other must watch moments - people are increasingly turning to digital video to stay connected and informed," said Harry Patz, Chief Revenue Officer, Rubicon Project. "On November 8, the world turned its attention online and in many cases to mobile to watch the election results unfold, and tens of thousands advertisers leveraged the power and reach of automated advertising to engage via video this highly sought after audience."

Rubicon Project enjoys a unique position in the video marketplace, powering the industry's most comprehensive mobile video solution, offering buyers and sellers access to every advertising format within the mobile video ecosystem. Ad formats available on Rubicon Project's video offering include highly engaging formats like user-opt-in / rewarded, native, expandable, interstitial, pre/mid/post-roll, outstream and vertical.

Rubicon Project announced during its Q3 2016 conference call on November 2, 2016 that the company is well on pace to accelerate to over \$100 million of video advertising spend in 2017. In Q3, more than half of Rubicon Project's top customers used Rubicon Project to execute their video advertising business.

Tom Kershaw, Chief Product and Engineering Officer for Rubicon Project, commented, "Rubicon Project has built a premium video offering providing both buyers and sellers access to every video format available. We expect to see more record moments like these in the future as people embrace video - and especially in-app video - to stay connected to the news and information that matters most to them."

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 people. Rubicon Project is a publicly traded company (NYSE: RUBI) headquartered in Los Angeles, California.



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