



Rubicon Project Experiences Significant Growth in Video Business Throughout 2017

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LOS ANGELES, Dec. 19, 2017 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the Global Exchange for advertising, today announced it has seen significant growth across its video business throughout the course of 2017. In the first half of 2017, Rubicon Project's video business outpaced market growth by 180% year-over-year according to data obtained from a recent [Nielsen report](#). From Q2 2017 to Q3 2017, Rubicon Project added more than 1,500 net new advertising buyers, bringing the total number of buyers who access video inventory on the Rubicon Project exchange to more than 21,800.

Key growth metrics for Rubicon Project's video business on a year-over-year basis from Q3 2016 to Q3 2017 include:

- Experienced 64% increase in ad spend;
- Increased video ad requests by more than 65%;
- Added 18 DSP partners, bringing the total to 85; and
- Onboarded 199 accounts and 1,273 new sites.

"We have always taken pride in both the quality and the variety of our inventory offerings, and video continues to be an attractive option for buyers especially over the past year," said John Peragine, Global Head of Video, Rubicon Project. "Rubicon Project's PMP platform provides publishers with the right tools to sell their most valuable video inventory programmatically. We are also excited to see an increase of brand dollars moving toward OTT, reflecting the continuous shift in audience viewing preferences. Our consistent and strategic focus on this dynamic medium will further enable Rubicon Project to build a scaled, one-stop exchange in which buyers and sellers will transact in the most effective and efficient manner available today."

Changing preferences in audience consumption habits, and unlimited access to video content are partly responsible for the rapid growth. As consumers increasingly migrate to their phones, tablets, OTT devices and desktop for both short and long form video content, advertisers are increasing their digital video ad spend to capitalize on the shift¹. This trend, coupled with a publisher's ability to package inventory easily via Rubicon Project's Orders platform, creates a solution for buyers and sellers to transact in a way that is beneficial to both parties.

"Rubicon Project is a valued partner of ours in video, offering custom solutions for our business and providing a level of transparency that has become a fundamental part of our programmatic strategy," said Paris Piedade Neto, Director of Technology Platforms at Grupo Globo. "Video is a key business for Grupo Globo and we are confident that by working together with Rubicon Project we are better positioned to be able to achieve the ever-changing demands of the market and monetize programmatically in the most effective and efficient manner possible."

"Rubicon Project's early adoption of passing viewability scores in mobile app bid requests gives buyers the ability to buy viewable in-app supply from their vendor of their choice, across Open Exchange and Private Marketplace," said Kayla Wilson, Head of Programmatic Partnerships at InMobi. "Viewability verification for in-app video buying has been the biggest request from buyers in 2017 and inMobi is pleased to be able to pass this information in the bid request for buyers."

About Rubicon Project

Founded in 2007, Rubicon Project is one of the world's largest advertising exchanges. The company helps websites and apps thrive by giving them tools and expertise to sell ads easily and safely. In addition, the world's leading agencies and brands rely on Rubicon Project's technology to execute billions of advertising transactions each month. Rubicon Project is an independent, publicly traded company (NYSE:RUBI) headquartered in Los Angeles, California.

¹<http://www.emarketer.com/Chart/US-Digital-Video-Ad-Spending-2017-2021-billions-change-of-total-digital-ad-spending/209000>

Contact

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