With Demand Manager, Rubicon Project Introduces Prebid as a Service

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Now in Private Beta, Demand Manager™ Brings Simplicity and Control to Header Bidding for Publishers

NEW YORK & LOS ANGELES--(BUSINESS WIRE)--May 9, 2019-- Rubicon Project (NYSE:RUBI), the global exchange for advertising, today announced the private beta release of Demand Manager. Demand Manager is a new service that makes it easy for large publishers to deploy, configure, and optimize their own Prebid-based header bidding solutions. Discovery Inc., Publishers Clearing House, AutoTrader, Southern Cross Austereo, and Domain are among the first clients to integrate Demand Manager into their daily operations.

Demand Manager puts publisher monetization teams back in control of their programmatic business with tools that enable them to make quick, informed decisions aimed at driving revenue. Because the solution is built on Prebid, the global technology standard for open source header bidding, the service is transparent, flexible and ready to connect with more than 70 exchanges and SSPs. Rubicon Project supports users of Demand Manager by hosting and updating the Prebid code and providing ongoing technical and yield management expertise.

While the rise of header bidding delivered higher revenues for publishers and greater inventory access for buyers, it also injected more complexity into the market. In 2017, Rubicon Project co-founded Prebid.org, Inc. to foster community-driven solutions to these challenges. Though hundreds of the world's most sophisticated publishers rely on Prebid today, they still sacrifice time, effort, and revenue grappling with its day-to-day technical complexities.

"As Prebid scaled globally, it became clear that publishers had to expend significant time and resources adapting it to their needs, which is unsustainable and unnecessary," said Tom Kershaw, Chief Technology Officer, Rubicon Project. "With Demand Manager, we see the opportunity to combine the transparency and flexibility of open source with a turnkey service that puts control back in the publishers' hands so they don't have to rely on us or anyone else to run their businesses."

"Implementing Demand Manager immediately increased our revenue by double digits," said Matt Burgess, Business Development & Programmatic Partnerships, Publishers Clearing House. "The solution enables us to lower page latencies and improve our user experience, but the biggest change is how simple and easy it is to transact with all of our partners."

"We're very excited to leverage this new service from Rubicon Project," said Bill Murray, Vice President, Programmatic Solutions, Discovery Inc. "The tools and support that Demand Manager provides allow us easy access to actionable data while operating in a transparent environment."

Key features of Demand Manager include:

- **Universal performance analytics and configuration UIs** that enable publishers to monitor and optimize demand across all demand sources.
- **Integration with Rubicon Project's marketplace across all deal types** ensuring seamless integration with Private and Guaranteed Deals that are increasingly central to large publishers' monetization efforts.
- **Dedicated technical and yield management expertise** including implementation, configuration, hosting, and yield management support.

Demand Manager is currently available in private beta for large publishers. To learn more about how Demand Manager fits into Rubicon Project's vision, please see President & CEO Michael Barrett's blog post. And, for more information, please visit our website for the latest details.

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 the 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.

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