



## InMobi and Rubicon Project Enable Programmatic Buying of Native and Video Inventory on Mobile

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*The InMobi Exchange, Powered by Rubicon Project, Supports Today's Most Innovative and In-Demand Advertising Formats – at Scale*

SAN FRANCISCO & LOS ANGELES--(BUSINESS WIRE)-- InMobi, the world's most powerful mobile advertising platform, and [Rubicon Project](#) (NYSE:RUBI), the global technology provider leading the automation of advertising, are excited to announce the availability of mobile native and video formats on the InMobi Exchange.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150602005631/en/>

The InMobi Exchange, powered by Rubicon Project now offers programmatic buyers both native and video ad experiences across 7,800 mobile apps and growing, bringing to market the most extensive and diverse set of engaging mobile ad experiences, at scale. According to InMobi, native and video ads typically deliver between two and five times the performance of standard mobile ad units, delivering substantially higher value than banners to both buyers and app developers.

Native ads on both desktop and mobile in the US are predicted to attract \$21 billion in advertising spend in 2018.<sup>1</sup> Also growing strong, mobile video ad revenue in the US is predicted to top \$4.4 billion that year.<sup>2</sup> In the global view, IDC predicts that mobile programmatic ad revenue overall -- including ads sold via Real-Time Bidding (RTB) -- will account for 54% of worldwide mobile display-related ad revenue in 2018, up from 9% share in 2013.<sup>3</sup>

"We are excited about this launch from InMobi and Rubicon Project. This will allow us to add more diversity to our native ad demand, providing better user experience and also better monetization for us," said **Carl-Fredrik Martensson, Sr. Business Development Manager at Sony Mobile Communications**.

"Custom content is an important part of communicating with our audience. Native ads as a delivery mechanism of that content allow us to have an experience that is user-friendly. The next logical step is personalization of this content while still being able to deliver at scale," said **Oleg Korenfeld, SVP, Ad Technology & Platforms, MediaVest**. "This is why it's exciting to see programmatic buying methods becoming more available for native executions."

With the industry now adopting IAB's [Open RTB 2.3](#) standard for native ads and their Video Ad Serving Template ("VAST") for video ads, programmatic buying of native and video inventory can now be done efficiently. This creates opportunities for advertisers and publishers to offer mobile ads that blend well into the user context. Consumers too will benefit from mobile-friendly ads that are organic to, and seamlessly integrated with, their mobile experiences.

"We're thrilled to power the InMobi Exchange, and to bring the unrivalled engagement of mobile native and mobile video formats to media buyers everywhere," said **Joe Prusz, Head of Mobile, Rubicon Project**. "Leveraging our industry-leading advertising automation platform, we're bringing unparalleled reach, precision and scale to these high-impact formats."

"This advances our vision for a 'no banner' mobile advertising world," said **Anne Frisbie, Senior Vice President - Global Alliances & Programmatic, InMobi**. "With 40% of the InMobi Exchange now powered by these superior native and video ad formats, and growing, we are excited that over 20 major buying platforms have already extended their support."

At present, the following buying platforms support native ad formats on the InMobi Exchange: Adelphic, Bidtellect, Bidswitch (Iponweb), Bidstalk, Digilant, Lifestreet, Lyfe, Pocketmath, Powerlinks and Stackadapt, each of which has completed their upgrades to OpenRTB 2.3. For video, buyers can use the following platforms: 4INFO, Active Agent, Adelphic, AdTheorent, Audience Science, BidTheatre, EyeReturn, BidSwitch, NativeTouch, Pocketmath, Phunware, TapAd and theTradeDesk.

### Learn more:

Click to view our [Mobile Buyer Survey Results Infographic](#) and watch the video interview with InMobi's Anne Frisbie and Rubicon Project's Joe Prusz. Visit [the InMobi Exchange](#).

### About InMobi

InMobi is the world's most powerful mobile advertising platform enabling brands, developers, and publishers to engage mobile consumers globally. Recognized by MIT Technology Review as one of the 50 Most Disruptive Companies, InMobi reaches over 1 billion mobile uniques across 200 countries.

### Additional Info

- Visit [www.inmobi.com](http://www.inmobi.com), or follow us on Twitter @InMobi
- Discover the latest mobile insights at [www.inmobi.com/insights/](http://www.inmobi.com/insights/)

- Developers, start monetizing today by downloading our SDK at [www.inmobi.com/SDK](http://www.inmobi.com/SDK)

#### About Rubicon Project

Rubicon Project (NYSE: RUBI) has engineered the Advertising Automation Cloud, one of the largest real-time cloud and Big Data computing systems. The Company's mission is to automate the buying and selling of advertising by offering innovative products to connect buyers and sellers globally. [www.RubiconProject.com](http://www.RubiconProject.com) @RubiconProject **#Automation #Excellence #CultureMatters**

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<sup>1</sup> BI Intelligence: [Spending on Native Advertising, May 20, 2015](#)

<sup>2</sup> BI Intelligence: [Digital Video Advertising Report, April 21, 2015](#)

<sup>3</sup> IDC Worldwide Digital Advertising Market Model, 1Q, 2015

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