



Tapjoy Selects Rubicon Project as Initial Launch Partner for the Tapjoy Private Exchange

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Partnership brings unique opt-in mobile video and gaming app inventory that was previously unavailable to programmatic buyers

SAN FRANCISCO & LOS ANGELES--(BUSINESS WIRE)--May 3, 2016-- Tapjoy, the mobile industry's leading personalized monetization platform, and Rubicon Project (NYSE:RUBI), which operates one of the largest advertising marketplaces in the world reaching approximately 1 billion consumers worldwide, announced today the launch of the Tapjoy Private Exchange, which for the first time opens up Tapjoy's premium in-app, opt-in mobile video inventory to programmatic ad buyers via Rubicon Project's leading Orders platform.

"For years, marketers have used Tapjoy to sponsor in-app content for consumers, creating a deep emotional connection with their brands and driving unprecedented levels of awareness, preference and action," said Steve Wadsworth, CEO of Tapjoy. "We are thrilled to partner with Rubicon Project to enable brand marketers to access our premium in-app, opt-in mobile video inventory programmatically for the first time."

Effective today, inventory across Tapjoy's publisher network – which spans more than 10,000 top-tier mobile apps and reaches 520 million monthly active mobile consumers throughout the world – will be available in Rubicon Project's Orders platform. Tapjoy's Opt-in Video ads provide advertisers with 100 percent viewability and 90+ percent completion rates in a user friendly, skippable format. Tapjoy ads leverage a value exchange model that rewards consumers for their time and attention to video advertisers by providing them with access to premium content native to each app experience.

"We are extremely excited to be the initial launch partner with Tapjoy, unlocking the power and scale of automation as Tapjoy seeks to drive greater monetization for the premium audiences they connect with globally," said Joe Prusz, Head of Mobile, Rubicon Project. "By automating rewarded video with partners like Tapjoy, we are advancing our mission to empower the consumer by bringing them into the advertising equation as an active participant -- choosing how to trade their time and attention in return for a more personalized and engaging experience."

The Tapjoy Private Exchange also provides buyers with access to Tapjoy's first-party targeting, based on billions of mobile data points and rich app usage analysis including user preferences, conversion history, lookalike comparisons, and behavioral insights to drive industry-leading advertising ROI. Meanwhile, the exchange offers application developers and publishers one of the largest and most sophisticated sell-side platforms for opt-in, rewarded advertising.

To get started, buyers seeking access to Tapjoy's mobile in-app inventory and opt-in video formats should contact their Rubicon Project account lead or email videosales@RubiconProject.com or contact Tapjoy sales at advertise@tapjoy.com.

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.

About Tapjoy

Tapjoy's mission is to help advertisers engage with mobile consumers through an in-app mobile value exchange. Its rewarded advertising platform for mobile apps uses market leading data science and predictive analytics to drive deeper engagement and more targeted advertising with each and every user. Tapjoy's SDK has been embedded in more than 270,000 apps globally and its global reach is currently more than 520MM monthly active users (December, 2014). Tapjoy is backed by top-tier investors, including J.P. Morgan Asset Management, Rho Ventures, North Bridge Venture Partners, InterWest Partners and D.E. Shaw Ventures. Headquartered in San Francisco, the company also has offices in New York, Los Angeles, Chicago, Santa Barbara, Atlanta, Boston, London, Beijing, Shanghai, Seoul and Tokyo.

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