Magnite

Rubicon Project Announces Production Availability of Header Bidding Integration with Amazon Publisher Services

June 15, 2017

LOS ANGELES, June 15, 2017 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the Global Exchange for advertising, today announced the successful integration of its header bidding solution with Amazon Publisher Services' Transparent Ad Marketplace (TAM), clearing publishers to fully deploy the solution in production. The announcement follows months of successful tests with several leading publications.

TAM's cloud-based architecture enables buyers and sellers to operate in a marketplace where the rules of the exchange are clearly articulated, consistent with Rubicon Project's commitment to transparency in the ad tech ecosystem.

Tom Kershaw, Chief Technology Officer, Rubicon Project, said, "Rubicon Project has been very careful in choosing which header bidding solutions to integrate with, and we have maintained a high bar for completing testing. We look for solid user sync and match rates, adoption rates at scale and full transparency of auction dynamics -- something most solutions consistently fall short of. TAM is unsurpassed in each of these categories, making them an ideal solution for us. We are excited that publishers can now take advantage of our Amazon Publisher Services/TAM integration at scale and with a simple, proven implementation process."

"Rubicon Project and Amazon Publisher Services share a commitment to customer focus, marketplace transparency, and innovation," said Ken Leeder, General Manager, Amazon Publisher Services. "We look forward to a successful collaboration that gives publishers greater control of their demand and helps them drive higher yield and faster page loads."

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.

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

Rubicon Project, Inc.