Rubicon Project Debuts Ad Engine

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Empowers Publishers to Create Trading Operations and Optimize Revenue Holistically Across all Advertising Inventory and All Sales Channels

NEW YORK and LOS ANGELES, Oct. 2, 2014 /PRNewswire/ -- Rubicon Project (NYSE: RUBI), which operates one of the industry's largest independent real-time trading platforms for the buying and selling of advertising, today announced the debut of Ad Engine. Ad Engine is a new feature of Rubicon Project's Seller Cloud that empowers publishers to create their own trading operations and optimize revenue holistically across all advertising inventory and all sales channels.

Today's media companies are increasingly sophisticated in their approach to selling digital advertising, with multiple sales models operating across all advertising inventory types. They're also buying additional media beyond their own inventory and offering powerful audience targeting options to advertisers.

Yet, since not all solutions are built to perform real-time decisioning (including ad servers), most sellers still aren't getting the maximum value for their advertising inventory.

They need a data-driven ad sales platform with a real-time decisioning engine to manage buyer demand and optimize the performance of both guaranteed and non-guaranteed deals.

Ad Engine helps these diversified sellers optimize revenue holistically while expanding on both what they can sell and to whom they can sell. This can include executing direct sales campaigns via the Real-Time Bidding (RTB) protocol in a unified auction, automating performance campaigns and buying additional media audiences.

"With Ad Engine, we're helping our sellers be the best possible stewards of their advertisers' spend," said Kaylie Smith, Head of Seller Cloud Rubicon Project. "Gone is the artificial distinction between direct and indirect digital advertising channels. We're optimizing sellers' return on direct-sold advertising deals and programmatic advertising buys alike."

"At News Corp, we're always finding innovative ways to capture more advertising dollars," said Charlie Weiss, VP Ad Marketplaces, News Corp. "Rubicon Project's Ad Engine helps ensure that we are making the most of our existing digital advertising sales so that we can focus on creative sales strategies."

HOW IT WORKS:

Ad Engine uses Rubicon Project's intelligent unified auction – which is aware of pricing, campaign commitments and the priority of advertising buys, as well as demand and supply scarcity – to more effectively deliver on direct advertising campaigns while maximizing overall yield. It has a simple order-taking user interface (UI) that makes it easy to enter and execute direct-sold advertising deals. Click here to learn more.

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 technology products to connect buyers and sellers globally. Headquartered in Los Angeles, Rubicon Project has offices worldwide. Learn more at RubiconProject.com. Twitter: @RubiconProject.

News Corporation holds an equity position in Rubicon Project. For further information see "Certain Relationships and Related Transactions" in the Company's prospectus filed with the Securities and Exchange Commission ("SEC") on April 2, 2014 pursuant to Rule 424(b) under the Securities Act of 1933, as amended.

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