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Rubicon Project Recognized as Premier Technology Company for Reach, Inventory Quality and Transparency

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Rubicon Project Retains Top Ranking on Pixalate Global Seller Trust Index, Receives Top Ranks From Quantcast for Global Reach and is Joining comScore's Industry Trust Initiative

LOS ANGELES--(BUSINESS WIRE)-- Rubicon Project (NYSE: RUBI), the technology leader engineering the global infrastructure for the future of advertising with the industry's largest independent real-time trading platform for the buying and selling of advertising, announced today three independent initiatives recognizing the company for its inventory quality, superior reach and commitment to transparency.

First, Rubicon Project has once again been recognized as one of the top global platforms on Pixalate's Global Seller Trust Index, the industry's comprehensive RTB quality rating standard list. By ranking Rubicon Project as one of the Top 3 global sellers, the list recognizes Rubicon Project's commitment and investment in creating a clean, high-quality marketplace, as well as its superior network of seller domains. The Pixalate Index is based upon inventory and domain quality, viewability, and safeguards against poor inventory quality, and Rubicon Project's ranking confirms its leadership position in these areas.

This latest recognition comes shortly after Quantcast named Rubicon Project as having the largest worldwide reach of any advertising platform – an audience of more than 500 million people, approximately 20% of the world's online population.

"Rubicon Project has been a leader in bringing quality inventory to the marketplace through our direct integrations with the world's leading publishers and applications," said Dr. Neal Richter, Chief Scientist, Rubicon Project. "We remain committed to investing in the quality of our marketplace and we're thrilled that our efforts and high standards continue to gain recognition."

"We are pleased to announce the latest Global Seller Trust Index today and applaud Rubicon Project for their continuing commitment to operating a highly transparent and trusted environment," said Jalal Nasir, Founder and CEO, Pixalate. "Sellers that demonstrate investment in a high quality marketplace should be recognized and we congratulate Rubicon Project on retaining its top tier ranking."

Additionally, Rubicon Project announced it is working with comScore to be one of the first members of the comScore Trust Initiative, an independent effort designed to enable trusted transactions between buyers and sellers of quality advertising in both programmatic and direct buying environments. The comScore Industry Trust Initiative delivers transparency for buyers and sellers by providing access to key comScore metrics that include nonhuman traffic (NHT) certifications, top property rankings, viewability and demographic statistics. By participating in the Industry Trust, Rubicon Project gives its seller customers the benefit and reassurance of having an independent measurement company verify the quality of Rubicon Project's inventory, and provides its buyer customers with independent verification that they are purchasing the consistent level of quality inventory they have come to expect from Rubicon Project's marketplace.

"We could not be more excited that Rubicon Project is becoming one of our first Industry Trust partners," said Anne Hunter, Senior Vice President, comScore. "The success of comScore Industry Trust relies on working with key partners in the ecosystem such as Rubicon Project who share a common goal: bringing greater transparency to digital advertising so that together we can enhance trust among both buyers and sellers."

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 @RubiconProject

#Automation #Excellence #CultureMatters

Source: Rubicon Project

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