



DELTA Publisher Alliance, Japan's First Publisher Co-operative, Launches Partnership With Rubicon Project

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Partnership marks the 12th co-operative worldwide powered by the global technology company

TOKYO & LOS ANGELES--(BUSINESS WIRE)--May 31, 2016-- DELTA Publisher Alliance, Japan's first premium publisher co-operative, announced its launch today, selecting Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, as the programmatic partner for all its digital advertising inventory.

DELTA Publisher Alliance launches initially with three of Japan's leading publishers – Succor King, J-CAST News and AUTO SPORT, who combined have a monthly reach of over 16 million unique users and garner 114 million monthly page views. Through the new co-operative, publishers will make their entire mobile, app, and desktop inventory available to advertisers through Rubicon Project's technology platform, enabling participating publishers in the alliance to access demand from thousands of the world's leading advertisers.

Managing Director for Japan at Rubicon Project, Tomoyuki Ikeda, commented, "Co-operatives are a proven way for publishers to aggregate their inventory and compete effectively in the digital space. The launch of DELTA Publisher Alliance is a huge step for this robust marketplace and will further fuel the growth of digital advertising spend in Japan, which is forecast to be worth \$4.42 billion in 2016, growing to over \$6 billion by 2020¹."

Tetsuya Shintani, Country Manager for Japan at The Trade Desk Japan K.K., added, "Private marketplaces have recently taken off in Japan. We understand the value of audience data at scale across multiple premium publishers and have been delivering top-class PMP executions in the US and Europe. We have long been working with Rubicon Project on this nascent area in Japan, and the launch of DELTA Publisher Alliance will bring great benefit for buyers. We expect that this will greatly increase the programmatic transactions of high quality premium inventory in Japan."

This is the 12th co-operative to be powered by Rubicon Project, indicative of a global trend that has seen publisher co-operatives launch across five continents in the past 24 months and has continued into 2016 with co-operatives launching in the UK, the US, and South Africa prior to the announcement of DELTA Publisher Alliance in Japan.

¹ eMarketer: *Digital Ad Spending in Japan, by format 2014-2020*

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.

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