



## Spotify Taps Rubicon Project to Automate Audio Inventory

July 20, 2016

Partnership marks the first time Spotify's digital audio inventory has been made available in an automated fashion via Deal ID and private marketplaces

LOS ANGELES--(BUSINESS WIRE)--Jul. 20, 2016-- Rubicon Project (NYSE: RUBI), which operates one of the largest advertising marketplaces in the world, and Spotify today announced that Rubicon Project has been selected to automate Spotify's unique and highly coveted audio advertising inventory, marking the first time ever the power of automated advertising has been brought to Spotify's digital in-app audio via Deal ID and private marketplaces.

Spotify is available in 59 markets around the world and reaches over 70 million music fans on the Spotify Free app across more than 2 billion individual playlists. The streaming service utilizes first-party registration to offer a 100% authenticated audience. Brands are now able to access Spotify's data and target listeners with 15-and 30-second audio advertising spots based on age, gender, music genre and even specific playlists -- all in real-time via Rubicon Project's Orders platform. These advertising spots are available across Spotify's multi-channel/screen offering through sponsored play, individual and national playlists, and podcasts.

"Today, we are extremely excited to be partnering with Rubicon Project to make our premium inventory available in an automated fashion, providing advertisers the ability to deliver ads in real-time to more than 70 million registered Spotify users whether they are commuting, at work, at the gym, at home, or wherever they regularly consume audio content," commented Brian Benedik, Global Head of Sales, Spotify.

"As Rubicon Project continues on our mission to automate all forms of advertising around the world, we are extremely excited to be blazing the automated advertising audio trail with a digital audio leader like Spotify and to be tapped as the only destination where buyers can purchase this premium inventory in an Automated Guaranteed fashion," said Harry Patz, Chief Revenue Officer, Rubicon Project. "With consumers increasingly turning to their mobile devices to consume content, streaming audio providers like Spotify are primed to tap into the enormous benefits of advertising automation as buyers seek access to audiences exactly where and when they are most receptive. We are thrilled to partner with Spotify on this first for the entire industry."

### 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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Source: Rubicon Project

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