Magnite

Rubicon Project Launches OutStream Video Player with 300+ Publishers On Board

August 3, 2017

LOS ANGELES, Aug. 03, 2017 (GLOBE NEWSWIRE) -- Rubicon Project (NYSE:RUBI), the global exchange for advertising, today announced that it has launched a new OutStream video advertising solution and successfully rolled it out to more than 300 premium publishers on its exchange. The new, proprietary solution leverages the widely-adopted video player from JW Player, the world's largest network-independent video platform.

Rubicon Project's proprietary OutStream video advertising technology was designed specifically to address the common pain-points in the automated video marketplace, including scarcity of high-quality video inventory, with decreased latency, increased render rates and increased viewability. In addition, the solution brings publishers unparalleled video demand from Rubicon Project's nearly 100 video-buying demand side platforms (DSPs) representing tens of thousands of advertisers around the world.

"We are extremely excited to have launched our OutStream video solution, and gratified by the immediate adoption by hundreds of top-tier publishers around the world," said John Peragine, Global Head of Video, Rubicon Project. "As a seamlessly integrated part of our unified platform, Rubicon Project's OutStream video solution makes it easier for publishers to create net-new video inventory and for marketers to achieve the engagement metrics and audience impact they seek."

Today's announcement comes on the heels of OutStream video being widely lauded as a popular and increasingly entrenched ad unit in the industry. Publishers and media buyers alike have cited it as a primary growth driver in digital video advertising in recent months[1]. Additionally, 20% of US ad sellers reported that they planned to adopt the offering in the next year according to research from eMarketer[2]. The format has risen to prominence thanks to its ability to embed video natively within editorial content, launching only when the video is viewable, playing sound only upon user-initiated mouse hover, and disappearing immediately on video completion.

"JW Player is laser-focused on empowering publishers to deliver and monetize video across every device and screen. Our platform offers the biggest toolbox and broadest industry support for video advertising and can easily integrate with any ad service," said Jeroen Wijering, JW Player Cofounder and Head of Product. "JW Player and Rubicon Project are both committed to helping publishers transform digitally through video, and that's why we are excited to be working with them and their programmatic trading solution OutStream."

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.

[1] eMarketer: Primary Growth Drivers in Digital Advertising According to US Ad Buyers vs. Sellers, Nov 2016

[2] eMarketer: Implementation of Select Digital Video Ad Opportunities According to US Ad Sellers, Nov 2016

Contact

For Rubicon ProjectEric Bonach
310-207-0272
press@rubiconproject.com

Rubicon Project, Inc.