



## Record Video Growth for Rubicon Project in First Half of 2018 Driven by Private Marketplace Deals

09/10/18

### Platform Achieves 70 Percent Year-Over-Year Increase in Video Ad Spend

LOS ANGELES, Sept. 10, 2018 (GLOBE NEWSWIRE) -- [Rubicon Project](#) (NYSE: RUBI), the Global Exchange for Advertising, today shared highlights of its video business through the first half of 2018. During this period, Rubicon Project added new video inventory from premium publishers including Univision/FMG, Spotify, Flipboard and Gannett/USA Today Network, and reported that the total number of video buyers on its exchange had eclipsed 23,000. The company also noted that Private Marketplace (PMP) deals contributed significantly to this growth.

Key metrics for Rubicon Project's video business on a year-over-year basis from the first half of 2017 to the first half of 2018 include:

- Achieved 70 percent growth in ad spend;
- Reached more than 23,000 video buyers;
- Added 3 additional DSP partners, bringing the total to 79;
- Onboarded approximately 200 accounts and 2,000 new sites.

In 2018, Rubicon Project has focused on developing its PMP capabilities to enhance programmatic sales tools for direct premium video supply partners. This work is positioning the company to better serve its clients as audiences and advertising dollars shift towards channels such as over-the-top (OTT) and connected television (CTV).

"As consumers migrate their viewing habits toward mobile and CTV devices, these areas are becoming golden opportunities for buyers and sellers," said John Peragine, SVP, Global Head of Video at Rubicon Project. "Building a world-class offering that reduces transactional friction between buyers and sellers of video is a major focus for us."

Since 2014, Rubicon Project has executed billions of video transactions across 40 countries, underpinning its position as the Global Exchange for Advertising. According to eMarketer, U.S. programmatic video in 2018 is expected to grow by 31 percent year-over-year. In the first half of this year, Rubicon Project's video business outpaced this average market growth by 35%.

Said Rubicon Project's President and CEO, Michael Barrett, "We're optimistic about the growth we've seen in our video business and are making significant investments to provide buyers and sellers with the best possible tools to conduct business. 2018 has been a strong year on this front, and we anticipate exciting advances into 2019."

#### Cautionary Note about Forward-Looking Statements

This press release may include forward-looking statements, including statements based upon or relating to our expectations, assumptions, estimates, and projections. In some cases, you can identify forward-looking statements by terms such as "may," "might," "will," "objective," "intend," "should," "could," "can," "would," "expect," "believe," "design," "anticipate," "estimate," "predict," "potential," "plan" or the negative of these terms, and similar expressions. Forward-looking statements may include, but are not limited to, statements concerning our anticipated financial performance, including, without limitation, revenue and advertising spend; strategic objectives, including focus on video and private marketplace opportunities; our belief that we are well positioned to capitalize on connected TV and over-the-top video markets; investments in our business; development of our technology; business mix and expansion of our mobile, video and private marketplace offerings; sales growth; client utilization of our offerings; our competitive differentiation; our market share and leadership position in the industry; market conditions, trends, and opportunities; certain statements regarding operational performance measures including ad requests; and factors that could affect these and other aspects of our business. These statements are not guarantees of future performance; they reflect our current views with respect to future events and are based on assumptions and estimates and subject to known and unknown risks, uncertainties and other factors that may cause our actual results, performance or achievements to be materially different from expectations or results projected or implied by forward-looking statements. We discuss many of these risks and additional factors that could cause actual results to differ materially from those anticipated by our forward-looking statements under the headings "Risk Factors," "Management's Discussion and Analysis of Financial Condition and Results of Operations," and elsewhere in filings we have made and will make from time to time with the Securities and Exchange Commission, or SEC, including our Annual Report on Form 10-K for the year ended December 31, 2017 and subsequent Quarterly Reports on Form 10-Q. These forward-looking statements represent our estimates and assumptions only as of the date made. Unless required by federal securities laws, we assume no obligation to update any of these forward-looking statements, or to update the reasons actual results could differ materially from those anticipated, to reflect circumstances or events that occur after the statements are made. Given these uncertainties, investors should not place undue reliance on these forward-looking statements. Investors should read this press release and the documents that we reference in this press release and have filed or will file with the SEC completely and with the understanding that our actual future results may be materially different from what we expect. We qualify all of our forward-looking statements by these cautionary statements.

#### 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.

#### Media Contact

For Rubicon Project  
Ben Billingsley  
[press@rubiconproject.com](mailto:press@rubiconproject.com)  
917-826-1103

Source: The Rubicon Project, Inc.