

Asiaray Partners with Rubicon Project to Pioneer Digital Out-of-Home Programmatic Trading Offering Greater Flexibility for Advertisers

Sydney – 21 January 2020 - Rubicon Project (NYSE:RUBI), the global exchange for advertising, has announced that it has executed an agreement to enable Asiaray to programmatically sell its digital out-of-home (DOOH) and video inventory across Hong Kong and Singapore using Rubicon Project's technology platform. This will include providing buyers access to digital inventory across the 32 new train stations on Singapore's soon-to-be operational Thomson-East Coast Line, displaying responsive advertisements that can adapt quickly to the time of day, weather or other commuter dynamics. Asiaray's DOOH screens are equipped with traffic analytic technology which provides audience segmentation and verification measurements that empower next-generation DOOH campaigns. These capabilities will be combined with Rubicon Project's strong demand-side platform (DSP) connections; robust technology platform; and DOOH-specific flag Impression multiplier, which takes into account the size of the audience in the vicinity of the DOOH screen; to enable Asiaray to package their audience information and offer it in real-time to connected buyers. The partnership with Rubicon Project will enable Asiaray to make brand-safe inventory available to DSPs, trading desks, and the tens of thousands of advertisers they represent, to monetise their audience and to automate the process of packaging, negotiating, and executing reserved premium buys. Buyers across the Asia Pacific market will benefit from the transparent auction dynamics provided by Rubicon Project. Yogesh Sehgal, Country Manager, Asia Pacific for Rubicon Project commented: "Digital out-of-home is a rapidly growing channel for reaching audiences in our region, creating an opportunity for marketers to achieve more unified campaigns. This partnership with Asiaray will deliver exceptional reach and enable data-enriched buying options for advertisers looking at DOOH to achieve their campaign goals." Vincent Lam, Chairman and Executive Director of Asiaray, said, "We are delighted to partner with Rubicon Project which allows us to further expand our business scope in the high-potential DOOH market as well as develop business in both Singapore and Hong Kong. Given the rapid growth of DOOH, we believe the cooperation will generate greater synergies and achieve a win-win outcome. Looking ahead, we will look for more cooperation opportunities and strive to further develop our online and offline strategies". 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 providing the tools and expertise to sell ads easily and securely. 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. About Asiaray Asiaray Media Group Limited (HKSE – 1993) is a leading out-of-home media company. Founded in Hong Kong in 1993, the company has an extensive network across more than 40 major cities throughout the Greater China Region, with a strategic focus on airport and metro line advertising, and high-profile CBD and shopping sites. Most recently it has won the exclusive media rights for the Singapore MRT Thomson-East Coast Line. Media Contact: Pru Quinlan
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