

## **PubMatic Teams With Smaato To Include Mobile Ad Network Optimization For Premium Publishers**

### **PubMatic Will Increase Publishers' Mobile Inventory Ad Revenue As Mobile Ad Spending Skyrockets**

**Palo Alto, CA (September 9, 2010):** PubMatic, which provides online publishers — including the majority of the comScore Top 10 — with the technology and services to significantly increase revenue and better manage their advertising inventory, today unveiled a partnership with Smaato, the world's leading mobile ad optimization platform for publishers. The partnership will provide the hundreds of premium publishers that work with PubMatic with similar ad network optimization for their mobile platforms, including iPhone, iPad, Android, Symbian, QT, Windows Phone and BlackBerry applications as well as mobile browser inventory.

"The mobile space is expanding rapidly and creating new revenue opportunities for premium publishers," says Rajeev Goel, Co-Founder and CEO of PubMatic. "We selected Smaato as a business partner because they are not only the biggest ad network optimizer for mobile, but they also have the best technology. We have seen that having the best technology remains a critical part of being able to provide the biggest ad revenue improvement for our publishers."

The partnership, which has been in beta for several months, is now open to publishers that currently leverage PubMatic's Premier platform. Similar to how PubMatic can decide in real-time which ad network, Demand Side Platform (DSP), or Real-Time Bidding (RTB) partner is willing to pay the most for a publisher's ad space, the partnership will enable PubMatic to determine which mobile ad network is willing to pay the most for publishers' mobile ad space in real-time. PubMatic publishers will be able to view their mobile performance and get reporting on mobile metrics through the PubMatic consolidated dashboard that they already use.

"We are very pleased to be working with PubMatic to increase mobile ad revenue for their publishers," says Smaato CEO & Co-Founder, Ragnar Kruse. "Spending on mobile advertising is expected to jump 60% from 2010 to 2011, according to JP Morgan, and publishers that have the ability to easily work with multiple mobile ad networks will participate in that growth."

**Smaato** (<http://www.smaato.com>) is a pioneering mobile advertising company that operates the mobile ad optimization platform called SOMA (Smaato Open Mobile Advertising) and partners with publishers, developers, ad networks and operators. More than 7,000 publishers have signed up with Smaato as a partner to monetize their content in 220+ countries and Smaato is managing 16 billion ad requests per month.

SOMA's unique feature is the aggregation of more than 50 ad networks globally to maximize mobile advertising ARPU. SOMA can be easily integrated with ad networks, ad inventory owners (publishers, developers and operators) and 3rd party ad technology providers.

The privately held company was founded in 2005 and is headquartered in Redwood Shores, California with further offices in Hamburg and Singapore.

**PubMatic** (<http://www.PubMatic.com>) ad management technology combines an impression-level ad auction, the most comprehensive brand protection tools, and enterprise ad operations support to give the Web's top publishers the most control over their revenue and brand. Some of the world's most respected online publishers have chosen to work with PubMatic, including The Huffington Post, eBay, United Online, TV Guide, and the majority of the comScore Top 10.

PubMatic is privately held, backed by funding from Draper Fisher Jurvetson, Nexus Venture Partners, and Helion Ventures, and has seven offices around the world in the US, Europe, and Asia.

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