

FYBER ANNOUNCES SIGNIFICANT PLATFORM UPDATES TO GIVE DEVELOPERS MAXIMUM CONTROL OVER MOBILE AD MONETIZATION

Industry-first advanced pre-caching controls empower developers to enhance user experience

Berlin, Germany (August 10, 2015) – [Fyber](#), a leading mobile advertising monetization platform, today announced the addition of industry-first advanced video pre-caching controls to strengthen its Mediation product and offer developers maximum control over their users' experience.

The controls granted to developers will allow them to decide how many ad networks are initialized based on the network's performance, priority, and predefined direct business terms. In addition, within the coming weeks, the company will begin rolling out the ability for developers to choose when pre-caching occurs within the application, following the download of other application assets. These advanced controls can lead to a better user experience, with a reduction in data and memory usage, loading times, and an overall improvement in app performance. This is especially important as apps continue to adopt more advanced graphics engines and multiplayer PvP games increase in popularity.

"Fyber currently leads the charge when it comes to rewarded video mediation," said Pieter Kooyman, Director of Advertising for MiniClip. "In an incredibly competitive space they seem to have found the right mix of solid, flexible technology and combine it with a team of smart and friendly people."

Fyber's ad platform also includes the company's recently [announced](#) mediation bundles, which offer developers a more streamlined process to integrate and update their mediated ad networks. With Fyber Mediation, developers benefit from direct access to leading ad networks such as AdColony, Chartboost, Facebook Audience Network and more. Together with the Fyber Exchange, which offers high quality demand from global brands and performance advertisers, including programmatic demand sources, Fyber aims to increase publisher's fill-rates and eCPMs—making it the most developer-friendly ad platform.

"Fyber's goal is to build a platform that offers developers an open ad monetization solution that is easy to integrate and provides the scale of demand they require," said Janis Zech, Fyber's Co-founder and Chief Revenue Officer. "These updates deliver on our vision of always putting the developer first, giving them maximum control over ad monetization and user experience."

Fyber innovated the concept of video mediation two years ago at Casual Connect and has since seen rapid adoption from developers such as DeNA, GREE, HotHead Games, Miniclip, Smule, Social Point, Viggie, Wooga, and many more.

Fyber will once again have a presence at this year's Casual Connect USA 2015 in San Francisco at booth #102, Continental Ballroom. The company's Vice President of Global Developer Relations, David Diaz, will speak on August 12th on the topic of [mobile monetization](#) alongside leading developers including FunPlus, Storm 8, and Wooga.

About Fyber

Fyber is a leading mobile advertising technology company that empowers app developers to execute smart ad monetization strategies across all connected devices through a unified mobile Supply-Side Platform. Serving approximately 320+ million monthly active users, Fyber works with thousands of the world's leading app developers, publishers and advertisers. For more information, visit www.fyber.com.

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