

DeNA Selects Fyber as Leading Ad Monetization Partner in US

Fyber Delivers Increase in Average Revenue Per Daily Active User

Berlin, GERMANY – March 4, 2015 - [DeNA](#), a global leader in developing and publishing mobile games, today announced that it has selected [Fyber](#) as its leading mobile ad monetization partner in the United States. Late last year, DeNA began working with Fyber to test the effectiveness of various mobile ad monetization strategies including rewarded video, interstitials and offer walls. The test was deployed on two apps – Super Battle Tactics and TRANSFORMERS: Age of Extinction – in both the iOS and Android gaming environments. The implementation immediately drove strong results in terms of increased engagement, video views and revenue growth resulting in Fyber being selected as DeNA’s leading monetization provider.

Super Battle Tactics saw an overall two cent increase in Average Revenue Per Daily Active User (ARPPU) with several days peaking as high as a four cent increase. Additionally, the top 25 percent of players watched 6 or more videos a day and the average player (nearly 50 percent of the total audience) watched at least 3 videos per day. Likewise, Fyber’s implementation on TRANSFORMERS: Age of Extinction drove a surge in engagement through rewarded video. More than 17 years’ worth of free gameplay was delivered to players and nearly 15,000 free characters were given away.

“The early successes we have seen from our partnership with Fyber prove the tremendous potential behind mobile ad monetization,” said Barry Dorf, vice president of partnerships and alliances, DeNA. “Fyber has become a trusted partner that provides high-touch guidance and counsel around viable, practical solutions to better monetize our portfolio. Fyber will be instrumental in helping DeNA achieve our aggressive goals.”

Fyber enables publishers to integrate, manage and optimize all ad revenues sources through a single, unified platform; meanwhile, developers have access to a mobile supply side platform that encompasses a complete product suite for smarter ad monetization and user acquisition. The company works with thousands of the world's leading developers, publishers and advertisers and has been named a [Top Ten Mobile Advertising Company](#) by VentureBeat.

“It’s our mission to empower our partners to discover and execute smarter ad monetization strategies,” said Janis Zech, co-founder and CRO, Fyber. “We are thrilled to be supporting amazing companies like DeNA and helping to engage and delight their users in new and authentic ways.”

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 150+ million monthly unique users, Fyber works with thousands of the world's leading app developers, publishers and advertisers. Fyber is a subsidiary of RNTS Media N.V. For more information, visit www.fyber.com.

About DeNA

DeNA (pronounced “D-N-A”) is a global Internet company that develops and operates a broad range of mobile and online services including games, e-commerce and other diversified offerings. Founded in 1999, DeNA is headquartered in Tokyo with offices and game development studios across the globe. DeNA Co., Ltd. is listed on the Tokyo Stock Exchange (2432). For more information, visit: dena.com.

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