

Fyber Expands Platform with Introduction of RTB

Leading mobile advertising company brings together a mediation layer across interstitials and rewarded video with an RTB exchange

Berlin, GERMANY – March 2, 2015 - [Fyber](#), a leading mobile advertising technology company, today announced open beta of its Real Time Bidding (RTB) platform. Through RTB –a programmatic technology–Demand Side Platforms (DSPs) and their advertisers can bid on inventory in real time and apply fine-tuned targeting on the inventory most relevant to them, which yields better ROI and higher eCPMs. With this introduction, Fyber brings together a mediation layer across interstitials and rewarded video with an RTB exchange.

“With the introduction of RTB into the Fyber platform, our goal is to serve as a one-stop shop for publishers to manage all of their mobile advertising needs,” said Janis Zech, Co-founder and CRO, Fyber. “For DSPs, we want to become the de facto platform for transacting high-value ad formats such as interstitials. We knew this was an inevitable move for Fyber, and are thrilled to be rounding out our stack and offering RTB especially as more budget and demand moves towards programmatic. This move enables us to provide developers with access to all budgets available in the exchange.”

"It's great to see Fyber's platform expand to support RTB for mobile advertising," said Reid Sheppard, Director, Analytics Technology and Ad Revenue, Sunstorm Games. "Programmatic access to larger ad budgets and more inventory will allow us to utilize the Fyber platform to the full extent, providing efficiency and more revenue streams."

Likewise, DSPs are provided access to a growing base of unique mobile inventory through Fyber's mobile Supply Side Platform. The open RTB-based exchange enables DSPs to reach the most valuable audiences through premium inventory–high-performance ad formats, including rewarded video and interstitials. DSPs and their advertisers can reach segments that matter most to them out of Fyber's 150M+ monthly unique users across the globe and can adjust their campaign budgets in real time in response to performance. DSPs already integrated into Fyber's RTB program include companies like TradeMob, Mars Media Group, Ajillion, Pocket Math, Rmerge and Liquid M.

To learn more about Fyber's RTB exchange, please visit: <http://blog.fyber.com/rtb-exchange/>

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.

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