

Fyber Expands Video SSP with Fyber Deals Library

New Feature Allows Premium Publishers to Increase Revenue by Improving Workflow Efficiency and Enhancing Inventory Value

Berlin, Germany (September 12, 2016) - Fyber GmbH ([Fyber](#)), an independent advertising technology company, today announced the Fyber Deals Library, as part of its programmatic offering, to empower publishers to increase revenue by leveraging easier inventory discovery and simplified deal implementation. Fyber Deals Library is an exclusive catalog of Deal IDs allowing publishers to review, identify, and subscribe to a selection of deal profiles that have predetermined campaign criteria set by preferred buyers like DSPs and trading desks. This new capability unlocks major value and creates significant efficiency for both publishers and buyers.

[eMarketer](#) estimates that ad spending on private marketplaces in the U.S. will reach \$3.31 billion this year, a 4000% increase since 2013. With preferred deals and private marketplaces on the rise, the Fyber Deals Library allows publishers to match and maximize their relevant inventory, while maintaining control over quality and price.

“The lack of transparency for Deal ID discovery has been an industry-wide challenge in the programmatic space between SSPs and DSPs. To provide more value, we worked with our ecosystem to go beyond the deals they have in place and help create this type of Deal ID discovery catalog inside the Fyber platform,” said Erwin Plomp, VP of RTB for Fyber. “The Fyber Deals Library bridges the gap between programmatic and direct sales relationships, empowering premium publishers to package and efficiently implement lucrative quality direct deals with minimal back and forth negotiations.”

The Fyber Deals Library enables:

- **Easy Buyer Matching** -- Fyber Deals Library acts as a customizable matchmaking service, allowing publishers to automatically subscribe to the Deal ID profiles that match their criteria (i.e. target audience, price range, ad format), with opted-in buyers such as DSPs and trading desks
- **Quick Deal Implementation** -- Publishers can skip the hassle of negotiating individual private marketplace deals, and quickly implement deals with already opted-in buyers that fit the publisher's Deal ID criteria
- **Actionable Insights** -- Deal ID offers specificity and transparency, as publishers can see what a DSP or advertiser wants, and they can leverage that intelligence for future deals. Publishers can make informed decisions from reports, based on aggregated insights across all channels, ad formats, and time (day, week, month)

With more than seven years' experience as a mobile-first in-app monetization platform, Fyber's rapidly growing video SSP platform offers an enterprise-level, unified ad monetization infrastructure that programmatically connects premium publishers to top sources of demand. This includes more

than 200 leading DSPs and VAST partners such as Drawbridge, AppNexus, DataXu, MediaMath, The Trade Desk, TubeMogul, and more, who bid on Fyber's global exclusive premium inventory.

Meet us at DMEXCO

Fyber will highlight its recent product innovations at DMEXCO in Hall 6 - G058 on September 14-15 in Cologne, Germany. To make an appointment with the Fyber team, email events@fyber.com.

About Fyber

Fyber connects app developers and media companies with advertisers through the power of technology across every device. It's an independent advertising technology company devoted to delivering global audiences at scale through a powerful cross-platform monetization and advertising solution. Our SSP, Ad Serving, Ad Exchange and Mediation products empower thousands of the world's leading app developers and publishers to generate business-critical revenue streams and serves over 500+ million monthly active users globally. For more information, visit www.fyber.com.

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