

Fyber Partners With Innovid to Bring Scale to VPAID Mobile Video

New York, December 19, 2017 – [Fyber](#), a programmatic trading technology platform, has partnered with [Innovid](#), the world's leading video marketing platform, to scale programmatic supply of VPAID video ads on mobile and in-app on its [Video Advertising Monetization Platform](#) (VAMP). Fyber's proprietary in-app video player can now respond to the growing programmatic dollars going to mobile apps and enables publishers who support VPAID (Video Player Ad Interface Definition) to demand higher prices for the premium, interactive experience they enable an advertiser to offer.

With VAMP, Fyber has introduced a suite of video units that are tailored for the in-app environment and support VPAID. Those include outstream units such as landscape, square, and other full screen ad units such as rewarded video, and skippable interstitials. VPAID ads enable more user interactions and provide enhanced measurability (e.g., video impression, completion rates, interactive event reporting, viewability), brand safety and fraud feedback to the advertiser, becoming the format of choice of most advertisers. Compared to desktop, this supply has been scarce on mobile and almost non-existent in the in-app environment. Fyber and Innovid's partnership opens the market to more DSPs, advertisers and brands who are looking for VPAID inventory and equips publishers with greater access to the industry's best demand sources.

"We're heavily invested in in-app, programmatic selling, and monetization. Therefore, it was imperative that VAMP support the industry's most common formats. Being able to support VPAID in an in-app environment is essential to the programmatic trading of mobile video ads." said Roni Anavi-Fass, VP Product at Fyber. "We are tremendously excited about our close work with Innovid, ensuring our video player functionality would meet the demands of DSPs, direct demand partners, and brands. Innovid's position as the primary video ad server for hundreds of brand advertisers made it a company we wanted to work with."

As the industry moves from an impressions-served standard to an impressions-viewed standard, demand for VPAID has grown. That said, because the VPAID standard pre-dates the growth of the mobile video market, much of the existing VPAID inventory has not been built specifically with mobile in mind. Fyber's solution is a much-needed exception to that rule.

"Fyber has proven that they can deliver VPAID mobile ads with advanced functionality at scale," said Michael Tuminello, VP Solutions and Partnerships at Innovid. "Both VAST and VPAID need to improve to meet advertiser expectations for mobile performance and transparency, and Innovid is committed to efforts to improve both standards. Since the mobile ecosystem is slow to change, having an improved mobile in-app solution for existing VPAID demand is a good move, and we are proud to be part of Fyber's success adding support of VPAID to VAMP."

Beyond enabling both VAST and VPAID formats, VAMP also supports a wide variety of mobile ad units including in-feed videos in landscape, medium rectangle and square (1:1 aspect ratio), interstitial video (both vertical and horizontal), rewarded video, and more, along with general settings such as sound on/off, ability to skip, etc. All in-feed units support Inneractive's proprietary 'story-telling' behavior which allows the video to play in consecutive ad slots, and to auto-pause and auto-resume as user scrolls to ensure viewability and high completion rates.

About Fyber

Fyber is a global technology company, developing a next generation platform for the programmatic trading of mobile video ads, in a data-driven environment. Its mission is to fuel the creation of quality content by empowering publishers to unlock the true value of their advertising properties through advanced technologies, innovative ad formats and data-driven decision-making. It was previously named a Deloitte Technology Fast500 Company for EMEA and Deloitte Fast50 Company for Israel. Fyber, a

publicly traded company (ticket FBEN), and has six worldwide offices in Tel Aviv, Berlin, New York, San Francisco, London, and Beijing. For more information, visit www.fyber.com.

About Innovid

Innovid is the world's #1 online video marketing platform, delivering more video than any company across PCs, tablets, mobile phones, smart TVs and streaming devices. Innovid helps leading advertisers and agencies leverage the power of data to create interactive and personalized video that delivers 80 percent higher performance than traditional pre-roll. Most recently, Innovid was featured in [Business Insider's 19 Most Interesting Ad-Tech Startups of 2017](#). Please visit www.innovid.com for more information.

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