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SCALABLE SUCCESS
WITH PRE-ROLL VIDEO

Overview

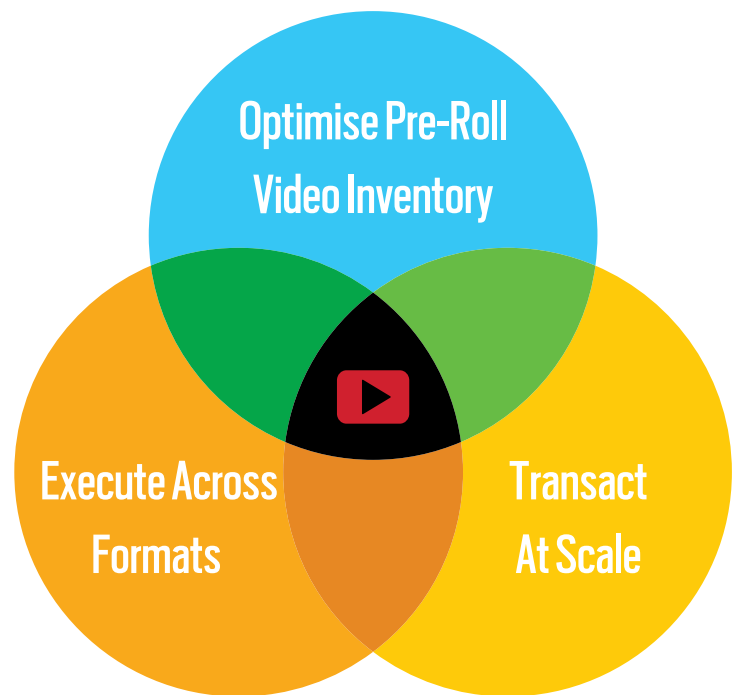
International Business Times is a leading digital global news publisher that provides coverage and analysis of the world's most important business, economic, political and technological issues. Its seven sites reach over 55 million people every month in four different languages.

We've witnessed over the last 5 years a seismic shift in global media consumption with people spending more and more of their lives on their mobile devices and ever increasing amounts of time consuming digital video. This trend has accelerated over the last year, and IBT has long ensured that they are at the forefront of this opportunity, building a team of in-house experts that produce more than 350 pieces of video content every month.

The Challenge:

With its focus on premium video content, IBT needed to ensure that it monetised its highly valuable inventory with high quality advertising and, importantly at scale across mobile, tablet and desktop formats.

IBT has historically worked with multiple smaller video partners, but is now looking to consolidate its partnerships to try to maximise its revenue.



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The Solution:

Rubicon Project has seen explosive growth in video advertising coming through its platform throughout 2016. By supporting the adoption of video on its sellers' inventory across mobile, tablet and desktop formats and by integrating with over 70 Demand Side Platforms, Rubicon Project is well-positioned to help buyers and sellers of advertising inventory capitalise on monetising this growing consumption of video content.

IBT selected Rubicon Project as one of its key partners for video, specifically to work on fulfilling its key advertiser metrics like viewability, completion rate and click-through rate (CTR) and to ensure IBT's expectations for quality and demand were met.

The Results:

- IBT's video metrics improved drastically
- IBT saw its premium supply met with high quality demand and sustained consistently high fill rates
- Rubicon Project saw a significant revenue uplift from IBTimes.co.uk



CTR: **0.3% → 1.2%**



Viewability Average: **85%**



Completion Quality: **67%**

completion rate whilst still in view of consumer



YoY Uplift

on Rubicon Project platform

Revenue **220%**

eCPM **378%**

Note:

Data pulled from MOAT and Rubicon Project platform for most recent 30 day range (Oct/Nov 2016)

// Part of the IBT Media video strategy is to focus our efforts on working closely with partners that deliver across key metrics such as fill rate, scale of demand, level of support, etc. Rubicon Project has performed exceptionally well over the last six months, against all of our important criteria and consequently we have prioritised this relationship and will continue to do so in 2017 //

- KEITH DONEGAN, HEAD OF PROGRAMMATIC AND PARTNERSHIPS, IBT