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Kantar Media's SRDS.com and PubMatic Partner on Automated Guaranteed Solution for Media Buyers

New York, NY (Jan 28, 2015)— Kantar Media, the leading provider of strategic advertising and marketing information, and PubMatic, the programmatic advertising platform company for leading publishers, announced today that guaranteed advertising inventory from PubMatic's premium publishers and mobile application developers is now live in the SRDS.com media planning platform creating an automated guaranteed solution for media buyers. The partnership launches with twenty leading publishers selling through PubMatic on SRDS.com that have made their seasonal and topical inventory packages available to buyers.

The addition of this guaranteed inventory enables brand planners to use SRDS.com as the single interface to discover, evaluate and connect with publishers offering digital advertising inventory programmatically, both through automated guaranteed platforms and private marketplaces.

"With PubMatic publisher inventory available on our platform, buyers can access more packages for comparison and purchase," says Dina Srinivasan, SRDS Managing Director of Emerging Media, Kantar Media. "It also gives publishers the ability to expose their inventory packages to 15,000 media and marketing decision makers from hundreds of agencies, including the top four agency holding companies. Through this functionality, we are enhancing the ways in which the buyers and sellers of digital media connect."

"PubMatic is committed to making it easier for media buyers to buy high quality inventory programmatically, through the platforms they already use. Through this partnership with Kantar Media, buyers gain instant access to guaranteed packaged inventory across many of our premium publishers," said Kirk McDonald, President of PubMatic. "Media buyers are able to discover and purchase guaranteed deals seamlessly, while our publishers benefit from the ability to execute deals in a brand-safe environment."

Kantar Media's subscription-only media planning platform, SRDS.com, provides essential data on more than 125,000 media brands, including digital, B2B publications, consumer magazines, direct marketing, newspapers, out-of-home media, radio, TV/cable and more. Kantar Media, a leader in ad intelligence in the U.S., is rapidly expanding its overall digital footprint, recently launching online video and mobile ad tracking. The programmatic data in SRDS.com reinforces how clients can use Kantar Media as the top resource for digital insights in ad intelligence and now, programmatic buying.

About Kantar Media

Kantar Media provides critical information that helps our clients make better decisions about communications. We enable the world's leading brands, publishers, agencies and industry bodies to navigate and succeed in a rapidly evolving media industry. Our services and data include analysis of paid media opportunities; counsel on brand reputation, corporate management and consumer engagement through owned media; and evaluating consumers' reactions in earned media. As the global house of expertise in media and marketing information, Kantar Media provides clients with a broad range of insights, from audience research, competitive intelligence, vital consumer behaviour and digital insights, marketing and advertising effectiveness to social media monitoring. Our experts currently work with 22,000 companies tracking over 4 million brands in 50 countries.

For further information, please visit us at www.KantarMedia.US



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About PubMatic

PubMatic is the technology platform that powers the programmatic advertising strategy of leading publishers and premium brands. Its innovative solutions help content providers drive the highest value for their digital media assets and provide consumers with a more personalized advertising experience across display, mobile and video. PubMatic's One Platform, proprietary technology, and advanced mobile capabilities are utilized by a global roster of comScore publishers. Pioneering online auctions for the buying and selling of media through Real-Time Bidding (RTB) and Private Marketplace (PMP), the company also works with hundreds of advertising partners. Ranked by Deloitte as one of the fastest growing companies in the US Internet sector in 2012, 2013 and 2014, PubMatic has offices worldwide with headquarters in Redwood City, California.

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