

33Across Selected as an OnMedia Top 100 Winner by AlwaysOn for Fifth Consecutive Year

33Across Real Platform recognized for creating 100 percent in-view, fraud free technology products

NEW YORK, March 30, 2016 – [33Across](#) today announced that it has been chosen by AlwaysOn as one of the OnMedia Top 100 winners for its publisher monetization technology that ensures ads are 100 percent in view and strips out fraudulent traffic. 33Across was selected by the AlwaysOn editorial team and global industry experts based on its innovation, market potential, commercialization, stakeholder value, and media buzz. Being selected signifies industry leadership, game-changing approaches and technologies that are likely to disrupt existing markets and entrenched players. 33Across will be honored at the 2016 OnMedia NYC event in May.

Through its multi-step verification process, the 33Across Real Platform™ is the first publisher traffic and monetization platform to guarantee the quality of its ads, verifying that impressions are in view and seen by humans, not bots. The 33Across Real Platform includes three distinct marketplaces, Real Impact™, Real Display™ and Real Video™. Real Impact guarantees 100 percent viewability and fraud-free placements. Real Display also blocks suspicious traffic and delivers ads above the fold.

"33Across is grateful to be recognized for the fifth consecutive year for the work we are doing to bring quality to publishers and advertisers," said Eric Wheeler, CEO, 33Across. "We put a lot of effort into building products designed for publishers' needs and the growing demands of advertisers. We are committed to quality and innovation and will continue to strive beyond the industry standard. We thank OnMedia for this honor."

"This year's OnMedia 100 winners are building on successes in digital media and branching out into new territory, taking advantage of today's advances in cloud computing and other on-demand services.

Social commerce is flourishing, bringing prosperity to a wide variety of retail markets. Payment options are becoming even more user-friendly and secure. And advertising, marketing, and PR companies are using the recent data explosion to break down established practices and bring people what they want—exactly when they want it," says Tony Perkins, founder and editor of AlwaysOn. "OnMedia 100 winners continue to open up new ways for consumers to connect with goods and services. Innovation

in the digital media sector shows no sign of slowing down, and we predict even more growth and positive disruption coming during the next few years.”

The OnMedia 100 winners were selected from among hundreds of other technology companies nominated by investors, bankers, journalists, and industry insiders. The AlwaysOn editorial team conducted a rigorous three-month selection process to finalize the 2016 list.

About 33Across

33Across introduced the first publisher monetization platform to guarantee quality through ads that are 100 percent in-view and viewed by humans. Through our advanced technology, and insight into how people view, consume and share content across devices, we enable more than one million publishers to increase revenue and traffic. The 33Across traffic building, insights and monetization tools allow publishers to do what they do best—create great content.

About AlwaysOn

AlwaysOn is the leading business media brand connecting and informing the entrepreneurial community in the Global Silicon Valley. Founded by Red Herring founding editor, Tony Perkins in 2003, AlwaysOn’s mission is to continue to lead the industry by empowering its readers, event participants, sponsors, bloggers, and advertisers like no other media brand.

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