SELLER TRUST INDEXES 2017: YEAR IN REVIEW Which programmatic sellers were the most trustworthy in 2017? Pixalate's Seller Trust Indexes bring transparency to the programmatic industry by ranking the overall quality of programmatic sellers across devices and channels. **DESKTOP & MOBILE WEB MOBILE APPS VIDEO GSTI MSTI VSTI** Measures the overall quality Measures the overall quality of Measures the overall quality of programmatic sellers within programmatic video ad sellers

PROGRAMMATIC

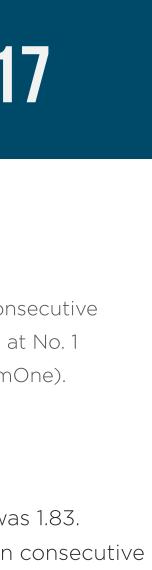
of programmatic sellers on desktop & mobile web. GSTI: UNITED STATES - 2017

pixalate

the top 10.

mobile apps.

The average final Most consecutive score of companies in months at No. 1 (RhythmOne). **RhythmOne** RhythmOne's average ranking in 2017 was 1.83. RhythmOne was No. 1 for a record seven consecutive months (April through October).



across all devices.



three. **OpenX** 5.17

Sovrn

Sovrn's average ranking in 2017 was 2.00. Sovrn was the only company to spend every month ranked in the top OpenX's average ranking in 2017 was 2.83. OpenX never

Sonobi

PubMatic AppNexus Oath Formerly

'ONE by AOL'

District M

Google

Number of times a

different company

#10

AdExchange

5.92 7.92 8.67

ranked out of the top five. OpenX began the year (January) and ended the year (December) at No. 1. Average 2017 Ranking of 5.17 Average 2017 Ranking of 5.92 Average 2017 Ranking of 7.92 Average 2017 Ranking of 8.67 9.75 Average 2017 Ranking of 9.75 9.83 Average 2017 Ranking of 9.83

Average 2017 Ranking of 9.92

Most consecutive

(Google AdExchange).

months at No. 1

Switch 9.92 **Concepts GSTI: INTERNATIONAL - 2017** The average final score of companies in ranked No. 1 in 2017. the top 10. **RhythmOne**

RhythmOne's average ranking in 2017 was 2.08. RhythmOne ranked in the top three every month from February through December. **OpenX**

3.5

6.58

8

8.25

10.33

OpenX's average ranking in 2017 was 3.08. OpenX ranked in the top five every month for the International GSTI, a feat OpenX also accomplished for the U.S. GSTI. **Google AdExchange** Google AdExchange's average ranking in 2017 was 3.17. Google AdExchange was No. 1 for a record five consecutive months (May through September).

Average 2017 Ranking of 3.50 Average 2017 Ranking of 6.58 Average 2017 Ranking of 8.00 Average 2017 Ranking of 8.25

Average 2017 Ranking of 10.33

Average 2017 Ranking of 10.92

Average 2017 Ranking of 11.58

PubMatic #5 **PulsePoint** #6 Sovrn Sonobi Rubicon **Project Switch Concepts** Index

Number of times a

different company

ranked No. 1 in 2017.

Exchange

10.92 11.58 **MSTI: UNITED STATES - 2017**

83

the top 10.

AdColony

InMobi

month.

D. | /

6.5

7.33

10.17

16

17.25

Appliexus

Rubicon

Project

OpenX

Native Ads

Inneractive

PulsePoint

MoPub

A Fyber company

#5

#6

#7

#8

#9

#10

Oath

The average final

score of companies in

Most consecutive months at No. 1 (AdColony). Oath's average ranking in 2017 was 1.83. Oath was the only company which ranked in the top five every single month. Oath was formerly ranked as 'ONE by AOL'. AdColony's average ranking in 2017 was 5.33, tied for second place. AdColony was No. 1 a record seven consecutive months (May through November).

InMobi's average ranking in 2017 was 5.33, tied for

second place. InMobi ranked in the top 10 every single

Average 2017 Ranking of 6.17

Average 2017 Ranking of 6.50

Average 2017 Ranking of 7.33

Average 2017 Ranking of 10.17

Average 2017 Ranking of 14.17

Average 2017 Ranking of 16.00

Average 2017 Ranking of 17.25

Most consecutive

months at No. 1

(SpotX).

Average 2017 Ranking of 6.17

Average 2017 Ranking of 6.64

VSTI: UNITED STATES - 2017 Number of times a different company ranked No. 1 in 2017. **BrightRoll** Exchange **PulsePoint**

LKQD

Teads

Oath

#9

#10

Formerly

'ONE by AOL'

Inneractive

Rubicon

Project

Number of times a

different company

ranked No. 1 in 2017.

A Fyber company

The average final score of companies in the top 10. **Telaria** Telaria's average ranking in 2017 was 1.83. Telaria ranked either first or second in 11 of the 12 months and ranked in the top five in all 12 months. **SpotX** SpotX's average ranking in 2017 was 2.58. SpotX ranked No. 1 a record six times in 2017, including three straight months (September through November).

> PubMatic's average ranking in 2017 was 4.83. PubMatic ranked in the top 10 every month. PubMatic ranked in the top three over the final four months of the year. 6.17 6.64 7.92

> > 9.75

13

14.17

82

the top 10.

Teads

December).

4.25

The average final

score of companies in

PubMatic

Average 2017 Ranking of 7.92

Average 2017 Ranking of 8.50 Average 2017 Ranking of 9.75 Average 2017 Ranking of 13.00 Average 2017 Ranking of 14.17 VSTI: INTERNATIONAL - 2017

Most consecutive

months at No. 1

(Teads).

Teads' average ranking in 2017 was 1.90. Teads was No. 1

for a record seven consecutive months (June through

SpotX SpotX's average ranking in 2017 was 2.66. SpotX ranked in the top five in every month, and they ranked in the top three in 11 of 12 months. **Google AdExchange** Google AdExchange's average ranking in 2017 was 3.00. Google AdExchange ranked in the top five in 11 of 12 months. Rubicon #4 **Project** #5 Ooyala

#6

#7

#8

Average 2017 Ranking of 4.25

info@pixalate.com pixalate.com each firm with respect to the categories. Pixalate's opinions are just that - opinions, not

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6.25 Average 2017 Ranking of 6.25 **LKQD** 10 Average 2017 Ranking of 10.00 **PubMatic** 10.75 Average 2017 Ranking of 10.75 **Telaria** 11.25 Average 2017 Ranking of 11.25 Publicidad.net 11.5 Average 2017 Ranking of 11.50 Average 2017 Ranking of 12.00 **PulsePoint** DISCLAIMER: Pixalate's Seller Trust Indexes present ratings and rankings of programmatic advertising firms according to a number of categories. The categories reflect Pixalate's opinions with respect to the factors that Pixalate believes will be useful to purchasers of media inventory in making their purchasing decisions, and that will be of value to the advertising firms themselves. The scores or ratings in each category reflect Pixalate's opinions regarding the performance of each company with respect to a particular category. The rankings reflect Pixalate's opinions regarding the relative performance of

facts or guarantees - but they are grounded in its proprietary technology and analytics,

which Pixalate is continuously evaluating and updating.