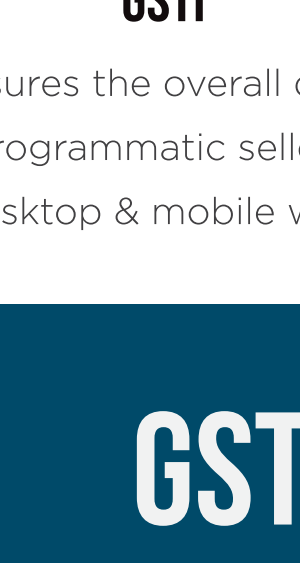


PIXALATE

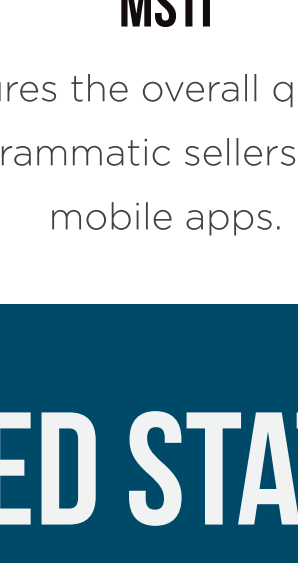
PROGRAMMATIC SELLER TRUST INDEXES 2017: YEAR IN REVIEW

Which programmatic sellers were the most trustworthy in 2017? Picalate's Seller Trust Indexes bring transparency to the programmatic industry by ranking the overall quality of programmatic sellers across devices and channels.



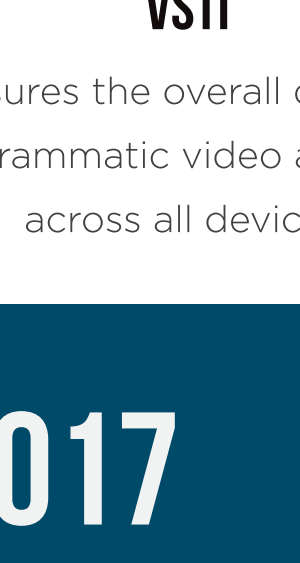
GSTI

Measures the overall quality of programmatic sellers on desktop & mobile web.



MSTI

Measures the overall quality of programmatic sellers within mobile apps.



VSTI

Measures the overall quality of programmatic video ad sellers across all devices.

DESKTOP & MOBILE WEB: GSTI: UNITED STATES - 2017

4




Number of times a different company ranked No. 1 in 2017.

93

The average final score of companies in the top 10.

7

Most consecutive months at No. 1 (RhythmOne).

#1		<p>RhythmOne</p> <p>RhythmOne's average ranking in 2017 was 1.83. RhythmOne was No. 1 for a record seven consecutive months (April through October).</p>
#2		<p>Sovrn</p> <p>Sovrn's average ranking in 2017 was 2.00. Sovrn was the only company to spend every month ranked in the top three.</p>
#3		<p>OpenX</p> <p>OpenX's average ranking in 2017 was 2.83. OpenX never ranked out of the top five. OpenX began the year (January) and ended the year (December) at No. 1.</p>

#4	Sonobi	5.17	Average 2017 Ranking of 5.17
#5	PubMatic	5.92	Average 2017 Ranking of 5.92
#6	AppNexus	7.92	Average 2017 Ranking of 7.92
#7	Oath <small>Formerly 'ONE by AOL'</small>	8.67	Average 2017 Ranking of 8.67
#8	District M	9.75	Average 2017 Ranking of 9.75
#9	Google AdExchange	9.83	Average 2017 Ranking of 9.83
#10	Switch Concepts	9.92	Average 2017 Ranking of 9.92

DESKTOP & MOBILE WEB: GSTI: INTERNATIONAL - 2017

4




Number of times a different company ranked No. 1 in 2017.

94

The average final score of companies in the top 10.

5

Most consecutive months at No. 1 (Google AdExchange).

#1		<p>RhythmOne</p> <p>RhythmOne's average ranking in 2017 was 2.08. RhythmOne ranked in the top three every month from February through December.</p>
#2		<p>OpenX</p> <p>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.</p>
#3		<p>Google AdExchange</p> <p>Google AdExchange's average ranking in 2017 was 3.17. Google AdExchange was No. 1 for a record five consecutive months (May through September).</p>

#4	PubMatic	3.5	Average 2017 Ranking of 3.50
#5	PulsePoint	6.58	Average 2017 Ranking of 6.58
#6	Sovrn	8	Average 2017 Ranking of 8.00
#7	Sonobi	8.25	Average 2017 Ranking of 8.25
#8	Rubicon Project	10.33	Average 2017 Ranking of 10.33
#9	Switch Concepts	10.92	Average 2017 Ranking of 10.92
#10	Index Exchange	11.58	Average 2017 Ranking of 11.58

MOBILE APPS: MSTI: UNITED STATES - 2017

2



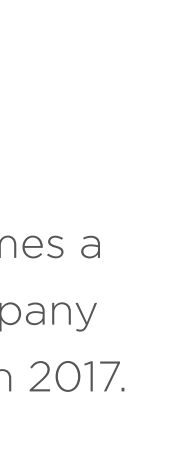
Number of times a different company ranked No. 1 in 2017.

83

The average final score of companies in the top 10.

7

Most consecutive months at No. 1 (AdColony).

#1		<p>Oath</p> <p>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'.</p>
#2		<p>AdColony</p> <p>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).</p>
#2		<p>InMobi</p> <p>InMobi's average ranking in 2017 was 5.33, tied for second place. InMobi ranked in the top 10 every single month.</p>

#4	AppNexus	6.17	Average 2017 Ranking of 6.17
#5	Rubicon Project	6.5	Average 2017 Ranking of 6.50
#6	OpenX	7.33	Average 2017 Ranking of 7.33
#7	Native Ads	10.17	Average 2017 Ranking of 10.17
#8	Inneractive <small>A Fyber company</small>	14.17	Average 2017 Ranking of 14.17
#9	PulsePoint	16	Average 2017 Ranking of 16.00
#10	MoPub	17.25	Average 2017 Ranking of 17.25

VIDEO: VSTI: UNITED STATES - 2017

4

Number of times a different company ranked No. 1 in 2017.

84

The average final score of companies in the top 10.

3

Most consecutive months at No. 1 (SpotX).

#1		<p>Telaria</p> <p>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.</p>
#2		<p>SpotX</p> <p>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).</p>
#3		<p>PubMatic</p> <p>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.</p>

#4	BrightRoll Exchange	6.17	Average 2017 Ranking of 6.17
#5	PulsePoint	6.64	Average 2017 Ranking of 6.64
#6	LKQD	7.92	Average 2017 Ranking of 7.92
#7	Teads	8.5	Average 2017 Ranking of 8.50
#8	Oath <small>Formerly 'ONE by AOL'</small>	9.75	Average 2017 Ranking of 9.75
#9	Inneractive <small>A Fyber company</small>	13	Average 2017 Ranking of 13.00
#10	Rubicon Project	14.17	Average 2017 Ranking of 14.17

VIDEO: VSTI: INTERNATIONAL - 2017

4




Number of times a different company ranked No. 1 in 2017.

82

The average final score of companies in the top 10.

7

Most consecutive months at No. 1 (Teads).

#1		<p>Teads</p> <p>Teads' average ranking in 2017 was 1.90. Teads was No. 1 for a record seven consecutive months (June through December).</p>
#2		<p>SpotX</p> <p>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.</p>
#3		<p>Google AdExchange</p> <p>Google AdExchange's average ranking in 2017 was 3.00. Google AdExchange ranked in the top five in 11 of 12 months.</p>

#4	Rubicon Project	4.25	Average 2017 Ranking of 4.25
#5	Ooyala	6.25	Average 2017 Ranking of 6.25
#6	LKQD	10	Average 2017 Ranking of 10.00
#7	PubMatic	10.75	Average 2017 Ranking of 10.75
#8	Telaria	11.25	Average 2017 Ranking of 11.25
#9	Publicidad.net	11.5	Average 2017 Ranking of 11.50
#10	PulsePoint	12	Average 2017 Ranking of 12.00