



**Bidstack Group PLC** - BIDS Bidstack signs contract with AppNexus  
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12 August 2019

## **Bidstack Group PLC ("Bidstack" or "the Company")**

### **Bidstack signs contract with global programmatic marketplace, AppNexus**

First contract with a top 10 worldwide demand side platform

Bidstack Group plc (AIM: BIDS.L), the native in-game advertising group, following the successful conclusion of technical trials and test marketing, has today signed a contract with AppNexus, Inc., ("AppNexus") one of the world's largest independent marketplaces for digital advertising and powerful enterprise technology for buyers and sellers of digital ads.

New York headquartered AppNexus provides a platform for real-time advertising across multiple devices. The AppNexus platform offers supply and demand in the form of a real time bidding marketplace, with the result that advertisers are able to find the right audiences at the right time for their campaigns to enable better performance. AppNexus' platform's architecture enables highly scalable ad serving.

This is Bidstack's first contract with a top 10 worldwide programmatic demand side platform ("DSP") and means Bidstack's in-game advertising inventory will be available on AppNexus' programmatic platform for global advertising campaigns.

Global gross revenues for AppNexus for 2017 have been estimated to be in the region of US\$2 billion. AppNexus was acquired by AT&T for an estimated US\$1.6 billion in 2018.

AppNexus claims it transacts a peak of 11.4 billion daily impressions, that its marketplace handles more traffic each day than Visa, Nasdaq and the NYSE combined and that it sees more than 108 billion available advertising impressions across global

markets every day, giving reach spanning all continents. AppNexus has 23 offices in North America, Latin America, Europe, Asia and Australia.

Amongst its customers, AppNexus has partnered with Microsoft to deliver more than 700 billion impressions annually in the AppNexus ecosystem, across display, video, and mobile channels. For the past eight years, Microsoft has worked hand-in-hand with AppNexus to develop new advertising technology products and find new ways to make digital advertising a better experience for brands and consumers alike.

James Draper, CEO of Bidstack, commented:

"This is a significant step for Bidstack, signing a deal with a truly global DSP. Successful connections with DSPs of the size of AppNexus will make Bidstack's inventory available to the world's largest advertising agencies and brands.

Getting here is testament to the incredible work our technology and product teams have put in to ensure that the world's largest programmatic platforms can now make our inventory available to their customers. Going programmatic is essential to our business, to unlock global digital advertising budgets and to enable frictionless scale.

This is another meaningful milestone on our journey to become the de facto destination for global digital advertisers to buy in-game advertising.

Thanks to our friends at AppNexus, we look forward to working with you."

## **Contacts**

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~ENDS~

## **Notes to editors**

Bidstack is an advertising technology company which provides dynamic, targeted and automated native in-game advertising for the global video games industry across multiple platforms. Its proprietary API technology is capable of inserting adverts into natural advertising space within video games across multiple video games platforms (mobile, PC and console).

Bidstack's customers are games publishers and developers and advertising agencies, brands and programmatic advertising platforms. Bidstack contracts exclusive access to the native in-game advertising space within video games from their developers or publishers and sells that advertising space either direct to specific brands and their agencies or through programmatic advertising platforms.

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