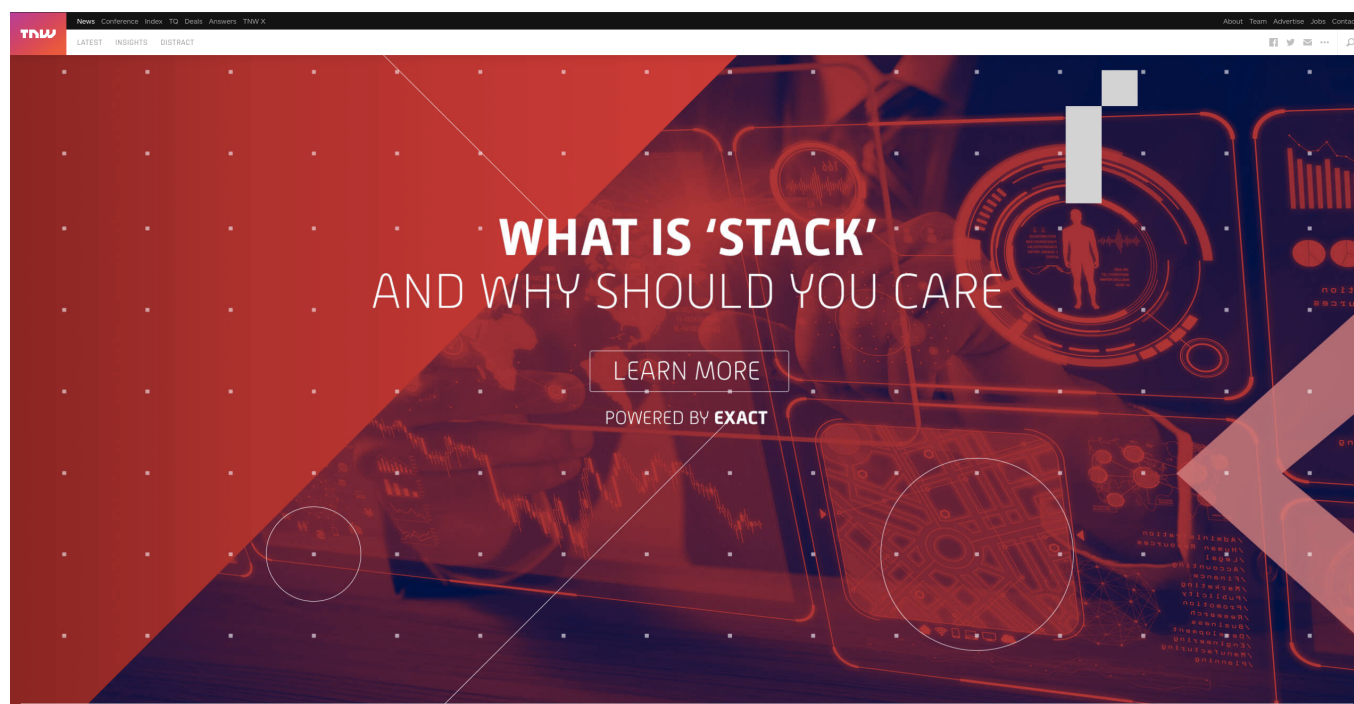


The Next Web partners up with PubMatic, boosting programmatic display offerings

Tech-focused media outfit introduces a new slate of programmatic advertising capabilities



AMSTERDAM, September 12, 2017 – International tech publisher TNW (The Next Web) has signed a major strategic partnership with automation solutions provider PubMatic in an effort to boost programmatic display offerings. This new holistic approach will help TNW drive Private Marketplace (PMP) deals across the globe and help scale its content.

With the new full-stack programmatic strategy, TNW will be utilising PubMatic's advertising solution Unified Ad Server (UAS) and automated buying and selling technology. This will allow TNW to both run campaigns from its direct deals and provide all demand partners the capability to compete in one single system. Maarten Postma, VP of Sales at TNW, comments:

“We’ve always strived to deliver an international perspective through remarkable stories about technology, business and internet culture. As we are aiming to scale this even further, we looked for a partner that was able to seamlessly integrate with our campaigns, provide transparency and give us full control over our offerings. PubMatic is a key player within the global programmatic market, with an advanced technology and reporting. With their presence and demand teams in our key markets (US, UK and APAC), we’re confident that this partnership will help take our media platform to the next level.”

— Maarten Postma, VP of Sales, TNW

Edo Povel, Regional Director, Benelux, at Pubmatic, added:

“Three of the big challenges facing publishers today are managing fragmented inventory, optimizing across demand channels, and overcoming difficult system integrations. We are extremely excited to partner with an innovator like TNW to bring the power of our UAS solution to the global marketplace. Today’s announcement further establishes PubMatic’s leadership in the holistic yield management space and underscores our ongoing commitment to providing publishers the ability to access premium, unique demand as well as providing transparency and control in all aspects of the transaction.”

— Edo Povel, Regional Director, Benelux, Pubmatic

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About TNW

TNW is a future-proof tech media company with a focus on Generation T, helping them get the most out of technology by informing them through remarkable stories and insights, and by bringing them together through extraordinary events and workspaces.

About PubMatic

PubMatic is the automation solutions company for an open digital media industry. Featuring the leading omni-channel revenue automation platform for publishers and enterprise-grade programmatic tools for media buyers, PubMatic's publisher-first approach enables advertisers to access premium inventory at scale. Processing nearly one trillion ad impressions per month, PubMatic has created a global infrastructure to activate meaningful connections between consumers, content and brands. Since 2006, PubMatic's focus on data and technology innovation has fueled the growth of the programmatic industry as a whole. Headquartered in Redwood City, California, PubMatic operates 11 offices and six data centers worldwide. PubMatic is a registered trademark of PubMatic, Inc. Other trademarks are the property of their respective owners.

For more information, contact:

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ABOUT INSIDE TNW

Here you can get a sneak peak inside TNW, the stuff we don't publish on our media platform. In case you have missed it... TNW is a global digital media company, with a focus on Generation T.

We have four branches: [Media](#), [Events](#), [Intelligence](#) and [Spaces](#), that all build onto each other to create a virtuous circle of awesomeness for tech companies and Gen T.

Want to know more? [What is TNW?](#)



Inside TNW