

EMERYVILLE, Calif., Sept. 30, 2013 /PRNewswire/ -- IPG Mediabrands, the global media holding company of the Interpublic Group, and TubeMogul, a leading programmatic video advertising company, announced a global partnership today that will continue both companies' charge towards delivering programmatic video buying at scale. TubeMogul's technology and inventory is currently integrated into IPG Mediabrands' global programmatic platforms, enabling clients to access and invest in high-quality, targeted digital video. The next phase, already underway, is the integration of TubeMogul into IPG Mediabrands' custom data stack to provide increased targeting via proprietary data sets. The non-exclusive partnership will extend IPG Mediabrands' programmatic buying capabilities into the United Kingdom

, Japan, and Australia, for clients in those markets.

"IPG Mediabrands has committed to and continues to enhance the automated buying commitment of 50% by 2016. TubeMogul is an important partner for us as we continue to accelerate our growth, globally," said Nicole Craine, President of Mediabrands Audience Platform. "Their willingness to embrace innovation and collaborate on new, relevant solutions for our global clients in an integral part of our offering," she added.

"IPG Mediabrands has worked closely with us for over two years in the United States and Australia to develop a video buying platform that meets their unique vision for how programmatic buying can benefit their brand clients, and we are excited to expand our partnership to global markets," said

Brett Wilson

, CEO of TubeMogul. "They are a pioneering client that have pushed us to innovate on multiple dimensions of our technology – all of which have improved the capabilities of the TubeMogul platform. Adding seamless access to private inventory and cross-inventory GRP optimization is the next phase of our joint solution that enables IPG Mediabrands to execute campaigns that

would not have been possible previously."

**About IPG Mediabrands** Founded by Interpublic Group (NYSE: [IPG](#)) in 2007 to manage all of its global media related assets, IPG Mediabrands manages and invests \$36 billion in global media on the behalf of its clients, employs over 7,500 diverse and daring marketing communication specialists worldwide and operates in more than 127 countries.

A proven entity in helping clients maximize business results through integrated, intelligence-driven marketing strategies, IPG Mediabrands is committed to driving automated buying, pay for performance and digital innovation solutions through its network of media agencies including UM, Initiative, BPN, ORION Holdings and ID Media. Its roster of specialty service agencies, including MAGNA GLOBAL, Mediabrands Audience Platform (Ansible, Cadreon, Reprise Media, Spring Creek), Mediabrands Publishing, IPG Media Lab, Ensemble, and Identity offer technologies and industry moving partnerships that are recognized for delivering unprecedented bottom line results for clients.

**About TubeMogul** TubeMogul is the leading advertising software company for digital branding. The world's largest brands and agencies unify their video advertising on TubeMogul's programmatic platform. By using a single, integrated solution, TubeMogul's clients gain control over their video spend, simplify their workflow and verify the success of their campaigns.

Founded in 2006, TubeMogul is based in Emeryville, California with offices across North America

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Europe

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Asia  
and  
Australia

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## **IPG MEDIABRANDS and TubeMogul To Partner on Global Roll Out of Programmatic Buying**

Written by Australian Business

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