LiveRamp Names Former ViacomCBS Exec Jason White As SVP, Head of Publishers

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White to Scale LiveRamp's Global Publisher Business and Further Accelerate the Authenticated Traffic Solution

SAN FRANCISCO--(BUSINESS WIRE)-- **LiveRamp**® (NYSE: RAMP), the leading global data connectivity platform, today announced the appointment of Jason White, former executive vice president and general manager of global programmatic at ViacomCBS, as its senior vice president and head of publishers. In his new role, White will oversee the accelerated publisher adoption of LiveRamp's Authenticated Traffic Solution (ATS), and reinforce the company's commitment to helping publishers grow revenue streams, optimize yield, and demonstrate marketing value.

Publishers today face numerous headwinds. The deprecation of third-party cookies, expanding data privacy regulation, and dominance of walled gardens have all strained publisher relationships across constituents, namely advertisers and consumers. Add to that the current economic climate and global health crisis, now is the time for publishers to reevaluate their strategies. In fact, **88% expect** to miss their forecasts this year due to the pandemic.

"With increased pressure on publishers due to economic and industry challenges, Jason's proven track record of implementing best-in-breed publisher strategies adds tremendous firepower to our roster at a critical time," said LiveRamp Chief Strategy Officer, David Eisenberg. "We are committed to building a trusted ecosystem that prioritizes consumer trust and business continuity in a post-cookie world. There's no one better suited than Jason to help us make good on that promise."

Today, up to 40% of browser inventory is already cookieless—another indicator of the rapid progression toward a post-cookie internet, recession or not. Without the ability to identify visitors using third-party cookies, publishers will be unable to sustain, let alone grow yields for high-value audiences.

"The entire advertising ecosystem needs to be rearchitected to make it more secure, transparent and efficient. We need a better model that serves advertisers, publishers, platforms, and most importantly, consumers," commented White. "LiveRamp has demonstrated impressive momentum with ATS, and I'm a firm believer that it is the solution that will put publishers in the driver's seat in a cookieless world, especially as LiveRamp works with 400+ of the top advertisers. We must continue to provide publishers access to as much of these budgets as possible, while supporting premium content and the democratization of information so that we can keep the internet free."

Activating a first-party data and authentication strategy is a top priority for publishers, especially amidst the loss of third-party cookies. Accordingly, LiveRamp debuted ATS last year, which allows publishers to match consented user data with a LiveRamp IdentityLink™. The company has built a new infrastructure for a post-cookie world enabling people-based advertising on authenticated inventory across web, mobile, TV, and beyond. ATS represents a better way to buy, sell and bid on media, and has experienced notable traction in-market. To-date LiveRamp has signed on 39 publishers globally, spanning the US, UK, France, Spain, Italy, and Japan and reaching 16 billion daily impressions across 8,000 websites. IdentityLink and enabling buying and measuring on IDL has also been implemented or is being adopted by 34 DSPs and 15 SSPs.

"We need a champion for publisher-supported advertising, someone who has lived and breathed these challenges first-hand and knows how to solve them. Jason is going to be that person for us and for the industry at-large," said Travis Clinger, Senior Vice President, Addressability and Ecosystem, LiveRamp.

Before ViacomCBS, White held leadership roles at OpenX and FOX Audience Network, where he helped build its third-party network and first real-time bidding exchange.

Those interested in learning more about LiveRamp's ATS are encouraged to visit **https://liveramp.com/our-platform/identity-resolution/authenticated-traffic-solution-ats/**.

About LiveRamp

LiveRamp provides the data connectivity platform leveraged by brands and their partners to deliver innovative products and exceptional experiences. Powered by its core capabilities in data accessibility, identity, connectivity, and data stewardship, LiveRamp makes it easy to connect the world's data, people and applications. For more information, visit **www.LiveRamp.com**.

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