

6 Months After Merger, Magnite Rebrands Its Ad Stack



Six months after the merger of Rubicon Project and Telaria spawned the Magnite brand, the ad-tech company is pushing ahead with its marketing efforts, this time by naming its product offerings.

Earlier this week, the ad-tech company began contacting clients and partners informing them that the former Telaria offering is now known as Magnite CTV, while Rubicon Project's is to be known as Magnite DV+.

"While we are now a unified company, the platforms formerly known as Telaria and Rubicon Project continue to evolve," reads a note shared with clients that emphasizes the company's ongoing transformation.

Magnite CTO Tom Kershaw told Adweek that company leadership had contemplated unifying the respective technology platforms of the duo, but the evolving nature of the market—the company is placing its bets on connected TV—required distinct offerings.

“We came to the conclusion that it didn’t make sense,” he explained. “We had to have a platform that’s optimized for CTV because it is such a different environment ... so we decided to keep one for CTV, and a more general purpose one [for display advertising].”

Experienced industry observers will note how the DV moniker is a popular one with marketers in the comparatively small programmatic advertising landscape—Google’s automated ad-buying platform is called DV360, and measurement company DoubleVerify is often abbreviated as “DV” by many.

Kershaw told Adweek the company was more concerned with developing product functionality, such as common reporting and targeting tools between the two platforms, than carving out a unique brand identity for the former Rubicon Project offering.

“We settled on ‘DV’ because there is the core display and video, and the ‘+’ means there’s a bunch of other things that we’re working on [such as audio and digital out-of-home],” he explained.

“Are people going to confuse it with DV360 or DoubleVerify? Maybe,” Kershaw said. “‘DV+’ may not be perfect, but it’s a description.”

The Magnite brand was unveiled last year, three months after Rubicon Project and Telaria officially merged, with the timing of the announcement set to coincide with last year’s scheduled Cannes Lions Festival of Creativity.

Recommended articles

<https://www.adweek.com/programmatic/6-months-after-merger-magnite-rebrands-its-ad-stack/>