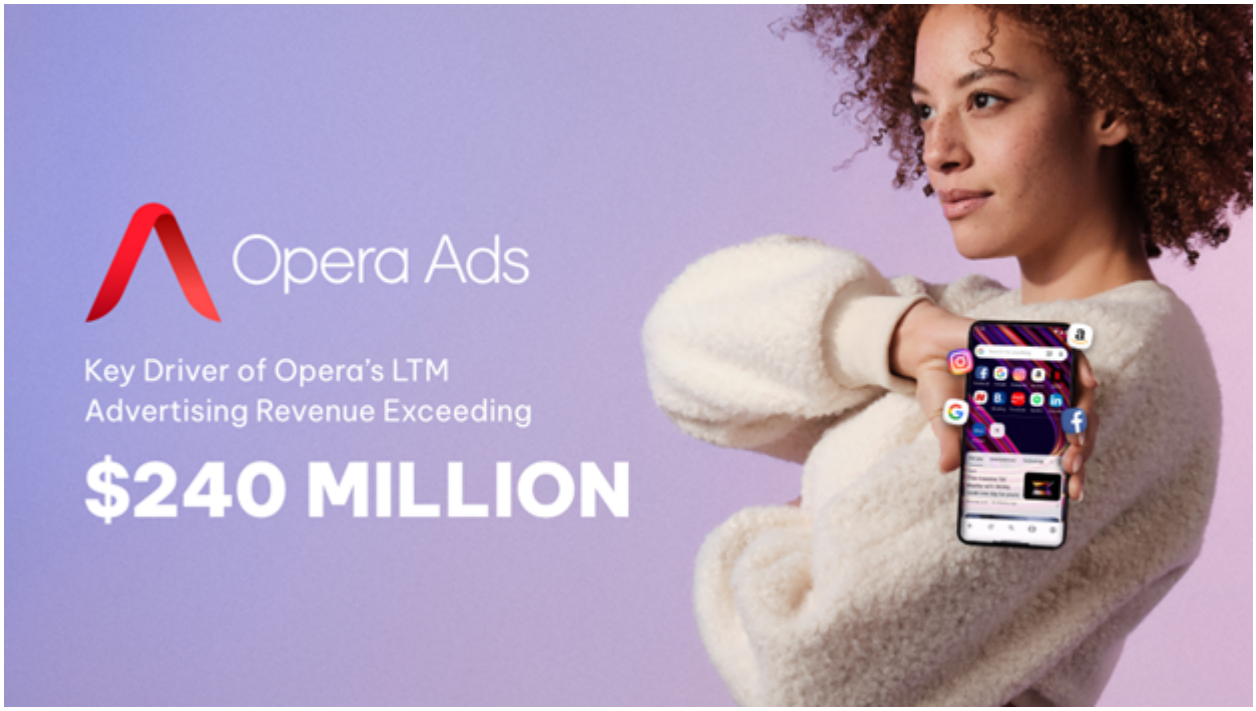
Opera Ads Celebrates Five Years of Innovation and Growth

June 13, 2024



Opera's advertising platform, Opera Ads, recently celebrated its fifth anniversary, marking a significant milestone in its evolution within the advertising landscape. Over the past few years, Opera Ads has taken advantage of its cornerstone owned and operated inventory to spearhead innovation, forge invaluable partnerships, and uphold a steadfast commitment to transparency, efficiency, and privacy. Opera Ads has played a significant role in boosting Opera's advertising revenue, driving 22% growth and exceeding $240 million over the last four quarters.

During its five year tenure, Opera Ads has undergone a remarkable evolution, originating as a powerful content-based native ad platform and expanding to become a multifaceted ecosystem catering to the diverse needs of advertisers and publishers alike. The platform began as a means for advertising partners to access premium inventory and reach Opera's vast user base across mobile, PC, and other platforms. It has subsequently evolved into a comprehensive suite of solutions that provide access to premium placements specific to Opera browsers and a vast range of exclusively managed partner inventories.

Since launching in 2019, Opera Ads has gained traction across multiple regions with solid revenue growth. Operating across approximately 35 performance demand verticals, Opera Ads has observed increasing growth trends, notably within gaming, ecommerce/retail and travel. As the digital landscape continues to evolve, Opera Ads remains agile, most recently including emerging trends such as Connected TV (CTV), which has already experienced 450% year-over-year growth, further solidifying its position as a dynamic player in the advertising industry.

In 2021, Opera introduced its Supply-Side Platform (SSP), now known as Opera Audience Solutions. The platform offers an extensive omni-channel marketplace, encompassing a diverse, exclusively managed inventory portfolio of mobile, web, CTV, video and audio properties, processing more than 380 billion daily ad requests across our globally scaled proprietary infrastructure. In addition, Opera Ads' marketplace offers a robust global audience DMP.

As part of the Anniversary Campaign, Opera Ads is unveiling a new website. With an intuitive interface and engaging visuals, the revamped site serves as a hub for advertisers, publishers, and industry professionals to discover the latest advancements in digital advertising and to explore collaborative opportunities with Opera Ads.

If you'd like to learn more about Opera Ads, visit our website or have a look at this explanatory video