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Digital Turbine Works with Qualcomm to Bring Its Mobile Delivery Platform to Global OEMs

AUSTIN, Texas, Jan. 29, 2018 /PRNewswire/ -- [Digital Turbine, Inc.](#) (Nasdaq: APPS), today announced a global agreement with Qualcomm Technologies, Inc., a subsidiary of Qualcomm Incorporated (NASDAQ: QCOM). Under the multi-year agreement, Qualcomm Technologies will promote Digital Turbine's Mobile Delivery Platform as one of Qualcomm Technologies' recommended advertising and monetization solutions for global OEMs.

At the end of 2017, an estimated 31 percent of the world's population will have a smartphone, a figure that was at less than 10 percent in 2011. As end customers are using their phone for an increasing number of activities, OEMs are looking for ways to engage and transform their user experience. Globally, more devices are purchased off contract or not through a traditional operator store model, resulting in an OEM-driven customer experience.

"We are excited to work with Qualcomm Technologies, a global leader in mobile technology," said Bill Stone, CEO of Digital Turbine. "Our Mobile Delivery Platform seamlessly enables a customer engagement experience that can be tailored to the needs of our partners. This relationship progresses our strategic initiative to address the strong regional growth in countries like China and India and addresses the trends occurring in open market devices. We anticipate this will accelerate our efforts with OEMs in Asia to take advantage of the enormous opportunity for open market devices."

For more information, visit www.digitalturbine.com or visit Digital Turbine at Mobile World Congress, February 26 – March 1, in Barcelona, Spain – Apps. Hall 8.1 Booth #G41. [Click here to request a meeting at MWC.](#)

About Digital Turbine, Inc.

Digital Turbine works at the convergence of media and mobile communications, connecting top mobile operators, OEMs and publishers with app developers and advertisers worldwide. Its comprehensive [Mobile Delivery Platform](#) powers frictionless user acquisition and engagement, operational efficiency and monetization opportunities. Digital Turbine's technology platform has been adopted by more than 30 mobile operators and OEMs worldwide, and has delivered more than one billion app preloads for tens of thousands advertising campaigns. The company is headquartered in Austin, Texas, with global offices in Durham, Mumbai, San Francisco, Singapore, Sydney and Tel Aviv. For additional information visit www.digitalturbine.com.

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