Taboola Announces Strong Momentum for Realize, Pushing Beyond Native with Expanded Partnerships with Leading Global Publishers Including TIME, Weather Channel Digital, Gannett | USA TODAY Network, Nexstar, and Slate, Continues to Add New Features for Advertisers to Connect with Consumers on Publisher Sites; Taboola Expects to Pay Over $1.5 Billion to Publishers and OEMs in 2025

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NEW YORK, Oct. 15, 2025 (GLOBE NEWSWIRE) -- Taboola (Nasdaq: TBLA), a global leader in delivering performance at scale for advertisers, today announced a major milestone for its performance advertising technology platform, Realize.

As part of Taboola's expansion beyond native and into performance, Taboola has deepened its partnership with multiple global publishers to offer performance advertisers access to display inventory with Realize. Key names include TIME, Weather Channel Digital, Gannett | USA TODAY Network, Nexstar, and Slate, among others. Taboola's effort to offer advertisers more ways to reach consumers reflects its holistic approach to driving performance beyond search and social, across multiple formats and placements. In addition, Taboola expects to pay over $1.5 billion to publishers and OEMs in 2025.

Realize allows advertisers to tap into display as well as other parts of Taboola's large network of publishers, apps, and OEMs. Realize is powered by an AI performance engine that finds the best opportunities for campaigns across Taboola's network of trusted publishers and apps. This AI performance engine is driven by the unique data advantage of Taboola's code-on-page integrations with publishers, giving it signal unlike any other open web platform to use when optimizing and placing ads.

"We've spent years building real relationships with publishers. We've evolved with them, helped them grow their audiences, engagement, and ability to work with advertisers," said Adam Singolda, CEO of Taboola. "We announced our push beyond native with Realize, and we're excited for publishers to be leaning in, expanding their partnerships with us, and delivering more for advertisers together."

Supporting quotes

"Our partnership with Taboola has consistently delivered results, and giving advertisers access to our display inventory on Realize represents an exciting step forward," said Tim Wolfe, Senior Vice President of Revenue Operations at Gannett. "We value Taboola's collaborative approach and look forward to what we can accomplish next as we continue to evolve."

"Taboola has been a trusted partner in helping us grow and innovate across our digital business," said Molly Gallagher, Programmatic Manager at Slate. "Over the years, they've shown a strong understanding of our goals and a commitment to building long-term value—not just through technology, but through true collaboration. With the launch of Realize, we see a new opportunity to deepen that partnership and tap into more impactful revenue streams."

About Taboola

Taboola empowers businesses to grow through performance advertising technology that goes beyond search and social and delivers measurable outcomes at scale.

Taboola works with thousands of businesses who advertise directly on Realize, Taboola's powerful ad platform, reaching approximately 600M daily active users across some of the best publishers in the world. Publishers like NBC News, Yahoo, and OEMs such as Samsung, Xiaomi and others use Taboola's technology to grow audience and revenue, enabling Realize to offer unique data, specialized algorithms, and unmatched scale.

Disclaimer – Forward-Looking Statements

Taboola (the "Company") may, in this communication, make certain statements that are not historical facts and relate to analysis or other information which are based on forecasts or future or results. Examples of such forward-looking statements include, but are not limited to, statements regarding future prospects, product development and business strategies. Words such as "expect," "estimate," "project," "budget," "forecast," "anticipate," "intend," "plan," "may," "will," "could," "should," "believes," "predicts," "potential," "continue," and similar expressions are intended to identify such forward-looking statements but are not the exclusive means for identifying such statements. By their very nature, forward-looking statements involve inherent risks and uncertainties, both general and specific, and there are risks that the predictions, forecasts, projections and other forward-looking statements will not be achieved. You should understand that a number of factors could cause actual results to differ materially from the plans, objectives, expectations, estimates and intentions expressed in such forward-looking statements, including the risks set forth in the Company's Annual Report on Form 10-K for the year ended December 31, 2024 under Part 1, Item 1A "Risk Factors" and our subsequent filings with the Securities and Exchange Commission. The Company cautions readers not to place undue reliance upon any forward-looking statements, which speak only as of the date made. The Company does not undertake or accept any obligation or undertaking to release publicly any updates or revisions to any forward-looking statements to reflect any change in its expectations or any change in events, conditions or circumstances on which any such statement is based.

Contact: Dave Struzzi, dave.s@taboola.com