

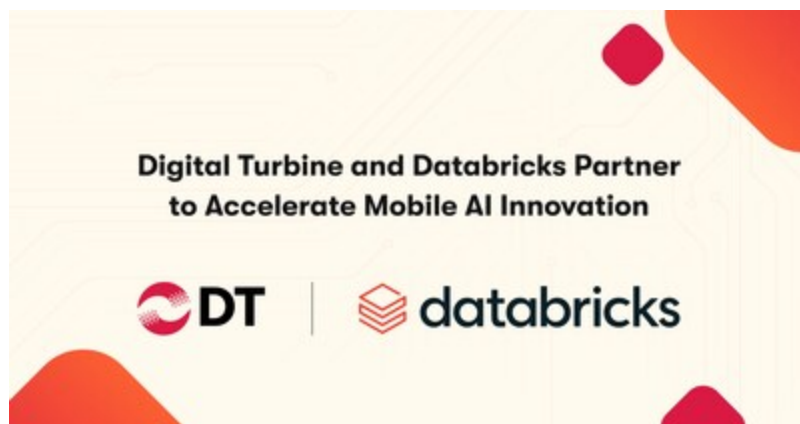
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## Digital Turbine and Databricks Partner to Accelerate Mobile AI Innovation

*Strategic integration of Databricks Genie Spaces and Databricks Apps unifies data intelligence for Digital Turbine's global footprint, spanning over a billion devices globally*

AUSTIN, Texas, May 13, 2026 /PRNewswire/ -- [Digital Turbine](#) (NASDAQ: APPS), the global leader in growth solutions for the mobile ecosystem, today announced its strategic partnership with [Databricks](#), the data and AI company, to bring AI-powered intelligence to the rich data from DT's global footprint spanning 80K+ apps and over a billion devices. Through the integration of Databricks Genie Spaces and Databricks Apps into its technology stack, Digital Turbine is accelerating its data and AI strategy to enable smarter and privacy-conscious mobile experiences at global scale.



Digital Turbine delivers an industry-leading robust, signal-rich data infrastructure through its Ignite Graph, which maps real-time device interactions to drive predictive modeling and actionable insights, and DT iQ, which aggregates data for smarter targeting. To accelerate these outcomes, DT will leverage [Genie](#), Databricks' AI agent that lets any employee chat with their data and get trusted answers. By using Genie Spaces to encode business-specific logic and rules, Digital Turbine streamlines collaboration across its device and app-level data, ensuring natural language questions resolve into correct queries for faster, actionable results.

Digital Turbine's massive first-party data and global on-device distribution give the company a unique opportunity to scale, and its partnership with Databricks is the critical accelerant enabling DT to turn billions of real-time behavioral signals into automated decisions that are already delivering meaningful results for advertisers and brands. This fuels the DT iQ and Ignite Graph flywheel, connecting signals across 80K+ apps and over a billion devices to

drive real-time intelligence, activation, and outcomes across the AI-first marketplace. [Databricks Apps](#) serves as the connective tissue, helping DT build, deploy, and scale secure data and AI applications where its data already lives. As a serverless application platform, Databricks Apps enables teams to quickly turn trusted data into production-ready AI applications directly on Databricks.

"Integrating Databricks solutions into our technology stack enables the unification of our data architecture and accelerates our ability to deploy next-generation AI," said Ben John, CTO of Digital Turbine. "By fostering closer collaboration between data and engineering teams, we have transformed our complex data into real-world AI impact - accelerating innovation and delivering precise mobile intelligence that is driving results for our partners."

"Digital Turbine is a great example of what enterprise AI can deliver when it is built on trusted, governed data at scale," said Tony LaVasseur, RVP Media & Advertising at Databricks. "Genie makes it easy for DT's teams to ask questions and get trusted answers from their data instantly, while Databricks Apps turns those insights into production-ready AI applications - all without moving data out of a governed environment. The result is faster, smarter decisions that create real, measurable outcomes for DT's customers."

This implementation establishes a scalable foundation for the next generation of generative and agent-based mobile capabilities. By combining its on-device footprint with the Databricks platform, Digital Turbine continues to lead in an open and intelligent mobile ecosystem.

### **About Digital Turbine**

Digital Turbine (NASDAQ: APPS) is unifying the mobile ecosystem by connecting advertisers, app owners, and device partners through on-device integrations, direct app partnerships, and intelligence powered by the Ignite Graph and DT iQ - turning rich data into actionable insights and measurable performance while delivering the scale and performance of a walled garden without the walls. The company's technology is live on more than 1 billion devices and embedded across 80K+ apps, reaching over a billion users each month and enabling growth across the mobile experience. [www.digitalturbine.com](http://www.digitalturbine.com)

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