



Driven By Global Momentum, PubMatic Brings Activate to APAC

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Dentsu APAC, iQIYI, KINESSO India, Madison Digital, and Wishmedia are Among the Asia-Pacific Launch Partners for End-to-End Supply Path Optimization Solution

NO-HEADQUARTERS/REDWOOD CITY, Calif., Oct. 02, 2023 (GLOBE NEWSWIRE) -- [PubMatic](#) (Nasdaq: PUBM), an independent technology company delivering digital advertising's supply chain of the future, today announced the availability of its newest offering, [Activate](#), in the Asia-Pacific region. PubMatic's new end-to-end supply path optimization (SPO) solution allows buyers to execute non-bidder direct deals on PubMatic's programmatic platform, accessing premium video and CTV inventory at scale.

Since launching in the US and EMEA in May, Activate has gained traction across every region, with an active pipeline of more than 50 advertisers, agencies, and campaigns live through multiple global agency holding companies. Following this success, the solution is being launched in the Asia-Pacific region with partners including dentsu APAC, iQIYI, KINESSO India, Madison Digital, and Wishmedia.

Activate represents a new industry paradigm by creating a single layer of technology that directly connects buyers and sellers of digital media. Activate allows a smooth shift from conventional direct transactions to programmatic private marketplace (PMP) or programmatic guaranteed (PG) deals. The platform gives media buyers more control over their omnichannel video investments by facilitating transactions across PubMatic's premium CTV and online video inventory within a unified platform.

"PubMatic's launch of Activate in the Asia-Pacific region marks a significant milestone in our efforts to revolutionize the industry's programmatic marketplace," said Rajeev Goel, Co-Founder and CEO of PubMatic. "Activate is an extension of our successful SPO strategy that addresses advertiser demand for solutions that deliver a better return on video and CTV investments."

"At dentsu, we prioritize adtech maturity, focusing on transparency and control in the programmatic supply chain for efficient, high-quality media delivery. Our partnership with PubMatic plays a pivotal role in our supply curation and SPO practices," said Sunil Naryani, Chief Product Officer, Media at dentsu APAC, who supports the Carat, iProspect, and dentsu X agencies in the region. "With PubMatic's Activate, we anticipate delivering enhanced value to our clients by bridging the gap between buyers and sellers and further streamlining the supply chain, unlocking opportunities to maximize working media for their video and CTV investments."

"iQIYI is a long-time partner of PubMatic. Together we are committed to delivering innovation in the CTV ecosystem," said Andy Sun, General Manager of Sales Operations, International Business Department at iQIYI. "We're excited to be a launch partner for PubMatic's Activate solution and look forward to continuing to work closely together to drive effective programmatic CTV advertising."

"PubMatic is a key player in the programmatic ecosystem, and we're excited to explore how Activate can benefit our CTV clients," said Paras Mehta, Business Head at KINESSO India.

"PubMatic is a valuable partner across India, helping us deliver transparent and effective solutions for advertisers," said Suchi Jain, General Manager and Head of Programmatic at Madison Digital. "We're excited to see their continued innovation in streamlining video and CTV buying for our clients."

"Wishmedia is dedicated to providing advertisers in Korea with best-in-class digital advertising solutions," said Meejoo Na, Chief Operating Officer at Wishmedia. "We're thrilled to be a launch partner for PubMatic's Activate and look forward to our clients benefiting from a more efficient digital supply chain, and greater ROI on their video and CTV spend."

Non-programmatic insertion orders are expected to account for almost 60% of CTV and 18% of online video transactions by the end of 2023, according to industry estimates. Activate represents a nearly \$65 billion expansion of PubMatic's total addressable market.

Built leveraging technology from PubMatic's 2022 acquisition of Martin, Activate is fully integrated into PubMatic's growing software suite, including the PubMatic Sell-Side Platform and [Connect](#).

To learn more about Activate visit pubmatic.com/activate.

About PubMatic:

PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's

supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

Press Contact:

Broadsheet Communications for PubMatic

pubmaticteam@broadsheetcomms.com

(917) 826-1103