



PubMatic Launches AgenticOS, the Operating System for Agent-to-Agent Advertising

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Launching with WPP Media, Butler/Till, MiQ and Others as Agentic Campaigns Move Into Market

No Headquarters/REDWOOD CITY, Calif.--([BUSINESS WIRE](#))--PubMatic, the leading AI-powered ad tech company delivering digital advertising performance, today announced the launch of **PubMatic AgenticOS**, an operating system designed to orchestrate autonomous, agent-to-agent advertising execution across premium digital environments. AgenticOS provides a system-level layer that allows agents to plan, transact, and optimize programmatic advertising with speed, consistency and control. PubMatic is launching AgenticOS in close partnership with a group of forward-leaning advertisers, agencies, and publishers actively engaged in testing, shaping, and deploying agent-led workflows, providing real-world validation and innovation for the next phase of AI-native advertising.

Advertising is compounding across new devices and formats, hundreds of thousands of new entrant advertisers, and billions of global users, placing increasing pressure on legacy programmatic systems. In this environment, effective decision-making must happen continuously and coherently, without adding operational complexity or fragmentation. Meeting this opportunity requires advanced systems that can sense, learn, and adapt in real time, while giving humans greater strategic control and clarity. AgenticOS is designed to meet that moment, enabling intelligent execution without latency or operational drag.

With AgenticOS, advertisers define objectives, guardrails, brand-safety requirements, and creative parameters in their preferred LLM interface. PubMatic's platform then operationalizes that intent through a coordinated set of intelligent agents that plan, execute, and optimize campaigns continuously within defined guardrails, allowing teams to focus on higher-value strategy, creativity, and performance analysis rather than manual setup and troubleshooting.

From Agent Innovation to an Operating System

AgenticOS is a synthesis of PubMatic's multi-year investment in agentic AI and interoperability. From the first agent-to-agent communication specification to yield optimization, audience or inventory discovery and planning, and deal troubleshooting agents, these innovations now come together in AgenticOS, a unified, end-to-end operating environment where agent-led campaigns are executed, monitored, and continuously refined at scale.

Unlike point execution layers or single-protocol connectors, AgenticOS runs on NVIDIA-accelerated computing and is embedded within PubMatic's global infrastructure. This foundation enables large-scale, low-latency inferencing and coordination across millions of advertising transactions per second, supporting reliable execution in live markets where performance, scale, and accountability are essential.

In December 2025, PubMatic worked with independent agency Butler/Till and Geloso Beverage Group's Clubtails to run an early agentic campaign on AgenticOS. Guided by natural-language input through Claude, PubMatic AgenticOS autonomously recommended campaign tactics, executed the buy, and optimized performance in real time within predefined parameters. This automation allowed the agency team to focus on higher-value strategic planning, creative development, and measurement, while the platform handled continuous execution and optimization.

A Three-Layer Architecture Built for Agentic Intelligence

AgenticOS is built on PubMatic's [Architecture of Advertising Intelligence](#), a three-layer framework designed to support autonomous decision-making responsibly and at global scale.

- **Infrastructure layer:** NVIDIA-accelerated computing enables microsecond-level inference and real-time, privacy-safe data integration across tens of millions of auctions per second, delivering up to 5× faster decisioning, sub-millisecond response times, and significantly fewer auction timeouts.
- **Application layer:** Agentic capabilities embedded across PubMatic's platform interpret intent expressed through protocols such as the Ad Context Protocol (AdCP) and Model Context Protocol (MCP). These agents automate and coordinate key advertising functions, including planning, forecasting, pacing, yield management, troubleshooting, and measurement, working together to continuously improve outcomes within defined constraints. Early tests with agentic campaigns are showing that campaign setup time is reduced by 87% and issue resolution by 70%.
- **Transaction layer:** This is where agentic intelligence becomes real-world execution. An interoperable execution environment connects agentic decisioning directly to PubMatic's Activate buying platform, bringing together premium supply, in-flight campaign signals, and direct bidding infrastructure to transact in real time across Programmatic

Guaranteed and Private Marketplace transactions. This layer ensures agent-led workflows remain compatible with existing buying models while enabling more intelligent, adaptive execution over time.

Accelerating Agentic Adoption Across the Ecosystem

To support real-world adoption, PubMatic is also launching the **Agentic AI Acceleration Program**, a focused initiative designed to help advertisers, agencies, publishers, and partners move from early testing to live agentic workflows within weeks. The program emphasizes execution, governance, and measurable outcomes, supporting in-market deployments throughout Q1 2026.

PubMatic is inviting additional ecosystem partners to participate and help shape how agentic workflows are deployed, governed, and scaled across the open internet.

Partner Perspectives

“WPP and Choreograph are using agentic AI to strengthen WPP Open and Open Intelligence. Partnering with PubMatic to test AgenticOS underscores our commitment to agile innovation and to advancing what autonomous advertising can deliver at scale.”

Amanda Grant, EVP, Global Head of Data and Tech Partnerships, WPP Media

“We're very excited about the deployment of AI to bring speed and agility into programmatic through agentic media buying. PubMatic has been a critical partner with their AgenticOS in helping us and our clients get to market fast to test and validate the potential benefits of this emerging technology.”

Scott Ensign, Chief Strategy Officer, Butler/Till, a results-driven marketing agency.

“As a digital media buying company for independent agencies and brands, Brkthru is built on customer service and performance and sees PubMatic's AgenticOS as a natural extension of how we work. It brings agent-led planning and activation that turns manual setup into always-on, real-time optimization and elevated service for our clients.

Tom Leone, VP of Media Services, Brkthru, a leading digital media solutions provider to mid-market agencies and brands.

“Premium video and live content present some of the most complex decisioning challenges in advertising. PubMatic's AgenticOS introduces automation that can keep pace with real audiences in real moments, which is essential for broadcasters. We see meaningful potential for agent-led workflows to enhance yield across live sports, entertainment, and streaming environments while delivering stronger outcomes for brand partners.”

John Matthews, Executive Director Advanced Advertising, Foxtel Media, a DAZN company and Australia's leading subscription television and streaming company.

“Agentic workflows are poised to reshape how CTV is planned and optimized. PubMatic's AgenticOS is an important step toward making that future interoperable and scalable across the open internet. We're excited to explore the role agent-led buying can play in delivering greater transparency and performance for advertisers.”

Jules Minvielle, Cofounder and CEO, Olyzon, an agentic CTV advertising platform.

“By integrating MiQ Sigma with PubMatic's AgenticOS, we'll show how ecosystems, not individual technologies, will define the next era of programmatic buying. Through the partnership, MiQ Sigma's trading agent will connect to more inventory and audience packages in order to make better decisions for clients, faster - ultimately improving results.”

John Goulding, Global Chief Strategy Officer, MiQ, a programmatic media partner for marketers and agencies.

“We're witnessing the biggest transformation in programmatic since real-time bidding, and agentic media buying is at the center of it. The shift from theory to practice is happening remarkably fast, launching full campaigns through conversational AI interfaces, optimizing autonomously in real-time. Our work with PubMatic on AgenticOS puts us at the forefront of defining how human strategy and autonomous systems converge to unlock new capabilities in personalization and scale”

Skyler McGill, Head of Video and Programmatic, Wpromote, an independent marketing agency.

To learn more about PubMatic's AgenticOS and participate in upcoming agentic pilots, visit <https://go.pubmatic.com/agenticOS>.

About PubMatic

PubMatic is the leading AI-powered ad tech company delivering digital advertising performance. Through an intelligent, unified platform that connects buyers, publishers, data partners, and commerce media networks, PubMatic delivers superior performance with greater transparency, control, and efficiency.

Since 2006, PubMatic has pioneered every major advance in programmatic advertising, from enabling the first OpenRTB transactions to embedding AI-driven optimization and privacy-focused innovation across its platform. With omnichannel scale, proven reliability, and a track record of continuous innovation, PubMatic is building a more intelligent, profitable, and sustainable open internet. Built to Connect. Powered to Perform