



Sony Pictures Entertainment Names PubMatic Its Preferred Programmatic Advertising Partner

October 6, 2026

Partnership brings Sony's premium CTV inventory to PubMatic's unified platform, including exclusive opportunities for performance-focused advertisers

NO-HEADQUARTERS/REDWOOD CITY, Calif.--(BUSINESS WIRE)--Oct. 6, 2026-- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced that Sony Pictures Entertainment (SPE) has selected PubMatic as its preferred programmatic advertising partner for "Live TV on PS5."

PubMatic will serve as Sony's preferred programmatic advertising platform, working alongside its advertising organization to bring premium inventory to brands and agencies worldwide. Through the partnership, PubMatic will connect Sony's premium inventory and authenticated audience insights with brands and agencies worldwide. Advertisers will gain differentiated access to highly engaged audiences, including exclusive performance-focused supply and preferred partnership opportunities. They can transact through their existing DSP or activate campaigns directly through PubMatic's unified platform, creating a more connected path from audience discovery and planning to activation and measurable performance.

Expanding access to premium CTV

Launched on August 31, 2026, LIVE TV on PS5 allows advertisers to reach logged-in PlayStation®5 users with premium video delivered directly within the console experience. These highly engaged audiences have historically been difficult to reach through conventional television and streaming media plans.

For performance-focused brands and independent agencies, the partnership provides a more direct path into premium CTV. These advertisers increasingly want the reach and impact of streaming video, but price, complexity, and fragmented access have often limited their ability to participate at scale.

PubMatic's unified platform brings campaign orchestration, activation and decision intelligence closer together, reducing the complexity of reaching premium CTV audiences. AgenticOS, PubMatic's operating system of more than 20 specialized AI agents and workflows, supports audience discovery, inventory curation, activation, measurement and fee transparency. Activate enables buyers to transact directly on premium inventory through PubMatic, while Decision Fabric brings a selection of partner and PubMatic models and data closer to inventory to enable faster, more intelligent decision-making. Together, these capabilities give advertisers a more direct path from audience discovery to activation and measurable performance, while preserving control over strategy and investment.

"Streaming gives us an opportunity to build something fundamentally different from linear and broadcast," said Jason White, VP of Ads at Sony Pictures Entertainment. "Our PlayStation audiences are highly engaged and highly loyal, but they have historically been difficult for many advertisers to reach. Partnering with PubMatic brings our premium inventory and authenticated audience insights closer to brands, agencies and performance-focused advertisers seeking more direct and measurable ways to invest in connected television."

Connecting premium inventory with performance

Initial programmatic opportunities will center on premium in-stream video across brand and performance campaigns. PubMatic will also support preferred deals, private marketplaces and customized sponsorship opportunities, with additional high-impact advertising experiences expected to develop over time.

"CTV is attracting a new generation of performance-focused advertisers, but accessing premium inventory can still be complex," said Nicole Scaglione, VP of CTV at PubMatic. "By bringing Sony's premium inventory into PubMatic's unified platform, we're combining the quality and engagement of premium CTV with the intelligence, transparency and control advertisers need to drive measurable performance."

Together, Sony Pictures Entertainment and PubMatic are creating a connected television advertising model that combines premium inventory, authenticated audience insights and intelligent activation to deliver greater value for Sony and stronger performance for advertisers.

Brands and agencies interested in LIVE TV on PS5 advertising opportunities should contact their PubMatic account representative or visit [PubMatic.com](https://pubmatic.com).

About PubMatic

PubMatic (Nasdaq: PUBM) 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 digital advertising ecosystem. Built to Connect. Powered to Perform.

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Source: PubMatic