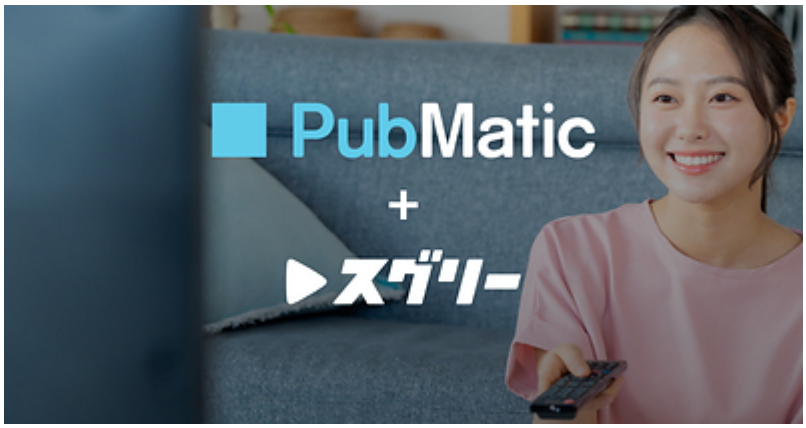
PubMatic Named Primary International Partner for Nippon TV's Sugree Platform, Opening Japan's Premium Broadcast Market to Global Buyers

November 19, 2026

PubMatic, Sugree Premier Partner and FY2025 Ad Reach Max Award winner, now serves as the entry point for international advertisers seeking access to one of Japan's largest broadcasters

TOKYO, Nov. 19, 2026 /PRNewswire/ -- PubMatic (Nasdaq: PUBM), the leading AI-powered ad tech company delivering digital advertising performance, today announced that Nippon Television Network Corporation ("Nippon TV"), Japan's leading broadcaster, has named PubMatic as the primary international partner for Sugree, its programmatic TV advertising platform.



PubMatic will serve as the central point of contact for global advertisers seeking access to Sugree inventory. Through PubMatic's regional teams across North America, EMEA, and APAC, international buyers can now access Nippon TV's broadcast inventory – which, according to internal NTV data, reaches more than 100 million monthly active users through entertainment, news, sports, and drama programming - through a single relationship, with local language support, centralized campaign management, and end-to-end operational coverage from onboarding through billing.

Expanding access to Japanese broadcast television

Japan is the world's fourth-largest advertising market, and television remains its highest-reach, most trusted media channel — yet for international advertisers, accessing premium Japanese terrestrial broadcast inventory has historically been complex. Language barriers, time zone differences, and market-specific operational requirements have made direct engagement with Japanese broadcasters difficult to navigate at scale. This partnership directly addresses that friction.

Mr. Naohiko Arai, Director and Managing Executive Officer of Nippon TV, said: "Since partnering with PubMatic as Sugree's Premier Partner, we have highly valued the important role they have played in bridging the gap between international advertisers and the Japanese broadcast advertising market. Their global footprint, combined with a deep understanding of both programmatic advertising and our local market requirements, makes them an invaluable partner in helping us scale internationally. As international interest in Sugree continues to grow, we look forward to working with PubMatic as our trusted partner for international business to expand global demand and create new business opportunities. Together, we will connect advertisers around the world with Nippon TV's audiences and bring the value of Japanese terrestrial television advertising to a broader global market."

Building on a record of performance

Since being named Premier Partner for Sugree in 2025, PubMatic has worked closely with Nippon TV to expand programmatic access to Japan's premium terrestrial broadcast inventory. That work was recognized with Nippon TV's Ad Reach Max Award for FY2025, a performance-based recognition reflecting PubMatic's contribution to audience reach and advertiser outcomes on the platform.

Ken Aihara, Country Manager Japan at PubMatic, said: "International advertisers have told us that Japan is a market they want to be in, but haven't known how to enter efficiently. What this partnership does is remove that barrier. When a global buyer wants to access Nippon TV inventory through Sugree, they come to us. We handle the relationship, the setup, the reporting, and the ongoing management — in their language, in their time zone.Japan's premium broadcast inventory is now as accessible as inventory in any other market we operate in."

Launched in 2025, Sugree is Japan's first programmatic TV advertising platform enabling impression-based transactions for television advertising. This expanded partnership aims to accelerate adoption of Japanese premium broadcast inventory among global advertisers while supporting Sugree's international growth.

International brands and agencies interested in Sugree inventory should contact their PubMatic account representative or visit 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.

About Nippon Television
Nippon Television Network Corporation (Nippon TV) is Japan's first commercial broadcaster, having launched in 1953. Today, it is a leading multiplatform media company engaged in a wide range of media businesses beyond traditional broadcasting, including the production and distribution of television programs and video content, streaming services, film, live events, international operations, and licensing. With a strong foundation built on creative excellence and trusted broadcast quality, Nippon TV combines its content creation capabilities, technological expertise, and drive for innovation to deliver new value that goes beyond terrestrial broadcasting. By working closely with domestic and international partners, Nippon TV is committed to shaping the future of media and contributing to a sustainable and enriched information society.

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