



## Horizon Media Selects PubMatic as Exclusive Partner to Provide Advertisers with Data-Driven Advertising at Scale

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### Supply Path Optimization Agreement Brings Buyers Efficiency Across CTV and Omnichannel Formats

NEW YORK and REDWOOD CITY, Calif., Nov. 21, 2022 (GLOBE NEWSWIRE) -- [Horizon Media](#), the largest media agency in the U.S., today announced a supply path optimization (SPO) partnership with PubMatic (Nasdaq: PUBM), an independent technology company delivering digital advertising's supply chain of the future. Buying premium media inventory has become increasingly complex across formats and devices, with new challenges in targeting fragmented audiences. Partnering with PubMatic will add value to Horizon Media clients' direct, transparent, and simplified access to high-value audiences and premium inventory, including CTV, at unprecedented scale.

"Horizon's relationship with PubMatic gives our clients access to audiences at scale across channels, including CTV, and they are aligned with our own innovation to ensure our success and leadership in the future of digital advertising," said Jesse Fisher, SVP Programmatic & Data, Horizon Media. "Horizon Media now offers a unique combination of tools for increased cost-savings, along with access to new and exclusive product offerings with PubMatic."

Through the partnership, Horizon Media and PubMatic will collaborate on next-generation solutions to provide automated bid optimization using bespoke advertiser-level performance signals. Horizon clients can seamlessly leverage this DSP-agnostic solution via PubMatic to increase buying efficiencies across marketing objectives.

Horizon's HX will use PubMatic's intelligent bid optimization to automatically move spend to inventory that maximizes the advertiser's return on marketing investments. This can be activated on multiple success metrics to optimize campaign performance holistically. PubMatic automates the optimization of open exchange media buying all in one place, providing better efficiency, insight, and performance for Horizon Media's clients.

"Horizon Media is a great partner in driving efficiency, transparency, and innovation to enable the development of digital advertising and its benefits for brands, publishers, and consumers," said Kyle Dozeman, Chief Revenue Officer, Americas, at PubMatic. "Their media buying scope combined with our omnichannel quality and scale provides one of the most robust media opportunities on the open internet for both brands and publishers. We're looking forward to delivering more custom capabilities that further improve the media buying process, deliver deeper insights, and ultimately create more value."

### About Horizon Media

[Horizon Media](#), Inc., the largest media agency in the U.S. according to [AdAge Data Center 2022](#), delivers data-driven business outcomes for some of the most innovative and ambitious brands. Founded in 1989, headquartered in New York, and with offices in Edmonton, Los Angeles, and Toronto, the company employs 2,400 people and has media investments of more than \$9.5 billion. Horizon Media's fundamental belief is that business is personal, which drives its approach to connecting brands with their customers and engaging with its own employees resulting in industry-leading workplace satisfaction levels (Glassdoor). The company is consistently recognized by independent media outlets for its client excellence and has earned several "Best Workplaces" awards reflecting its commitment to DEI and the life and well-being of everyone at Horizon Media.

### 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.

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