

ARCHIVED EVENTS

- [NVIDIA GTC 2026: Building the Architecture of Advertising Intelligence: How GPU-Accelerated AI Agents are Reshaping Digital Advertising](#)
March 19, 2026
- [Citizens Technology Conference: Fireside Chat](#)
March 2, 2026
- [Q4 & FY 2025 Earnings](#)
February 26, 2026

IN CASE YOU MISSED IT

Case Studies:

- [Butler/Till Unlocks Greater Efficiency and Performance with AgenticOS](#)
March 2026
- [Chevrolet Arabia Exceeds CTR Benchmarks By 70% While Avoiding Over 1 Tonne of Carbon Emissions](#)
March 2026
- [MiQ: Unlocking CTV Scale & Transparency with PubMatic Activate](#)
January 2026

Executive Dialogues:

- [PubMatic + Albertsons Media Collective](#)
- [PubMatic + NVIDIA](#)

Agentic Advertising Demos:

- [PubMatic AgenticOS in Action](#)
- [Live Sports Marketplace](#)

Research Whitepaper:

- [The Agentic AI Blueprint: Designing the Autonomous Future of Advertising](#)
March 2026

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Blog Posts:

- [Where Transparency Meets the Agentic Era](#)
[March 31, 2026](#)
- [Building a Better Supply Chain: PubMatic on the Future of the Programmatic Performance with Amazon Ads](#)
[March 30, 2026](#)
- [The Agentic Shift Is Underway. The Window to Prepare is Now](#)
[March 10, 2026](#)
- [A Clearer Line To Premium In-App Demand with Google](#)
[February 11, 2026](#)
- [The AI Revolution Is Increasing the Strategic Value of Scaled Advertising Platforms](#)
[February 5, 2026](#)
- [AI Advertising Explained: How Agentic Systems Are Changing Media Buying and Why Trust Matters](#)
[January 14, 2026](#)
- [Moving Beyond “AdCP vs ARTF”: Understanding the Agentic Landscape Taking Shape](#)
[January 8, 2026](#)

PUBMATIC IN THE NEWS

- [PubMatic and Amnet Launch the First Agentic Advertising Campaign in France Using the Claude LLM](#)
[Press Release | March 31, 2026](#)
- [Independent Agencies Gain Advanced Agentic Media Buying Through New PubMatic and Untapped Growth Collective Partnership](#)
[Press Release | March 25, 2026](#)
- [PubMatic is Betting AI Agents Will Finally Fix Programmatic’s Complexity Problem: PubMatic Partners with Untapped Growth to Deploy AI Agents That Could Change the Programmatic Supply Chain – No DSP Required](#)
[AdWeek | March 24, 2026](#)
- [Butler/Till’s first agentic media buying tests cut media and supply chain costs](#)
[Digiday | March 17, 2026](#)

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- [PubMatic and Abovo Maxlead Deliver PubMatic's First Agentic AI Advertising Campaigns in Europe](#)
[Press Release | March 9, 2026](#)
- [Co-Founder and CEO Rajeev Goel Named as 2026 Honoree on AdWeek's AI Power 50](#)
[LinkedIn | March 3, 2026](#)
- [PubMatic's AI Live Sports Marketplace Wins AI in Action Award](#)
[LinkedIn | March 6, 2026](#)
- [PubMatic Appoints Marketing Veteran John Petralia as Chief Marketing Officer to Accelerate AI-Driven Growth](#)
[Press Release | February 12, 2026](#)
- [PubMatic Launches AI Insights to Help Publishers Understand and Act on Demand Dynamics in Real Time](#)
[Press Release | February 2, 2026](#)
- [PubMatic Expands Commercial Leadership Team to Accelerate Buy-Side and Publisher Growth](#)
[Press Release | January 27, 2026](#)
- [PubMatic Launches AgenticOS, the Operating System for Agent-to-Agent Advertising](#)
[Press Release | January 5, 2026](#)

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