

# PUBMATIC IR ROUNDUP

JUNE 2024 ISSUE

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## UPCOMING EVENTS

- Information about upcoming earnings calls and investor conferences will be available on our [investor relations site](#).

## IN CASE YOU MISSED IT

### Blog:

- [Retail Media In Australia: A Growing Opportunity](#)  
July 1, 2024
- [Charting The Path to Effective Political Advertising Strategies](#)  
June 26, 2024
- [The Future of CTV Will Be Powered by Commerce Media Data](#)  
June 21, 2024
- [Fostering Programmatic Transparency Through Buyers.Json and DemandChain Object Adoption](#)  
June 18, 2024

## PUBMATIC IN THE NEWS

- [How Publishers Can Unlock the Full Revenue Potential of Political Advertising](#)  
Advertising Week | July 2, 2024
- [Cross-industry Team Led by IPG Mediabrands, SeenThis and PubMatic Creates Climate Action Marketplace](#)  
Press Release | July 1, 2024
- [Cannes Lions: Industry takeaways and comments](#)  
MediaShotz | June 25, 2024
- [PubMatic Announces Key Executive Hires to Bolster Commerce Media Growth and Innovation](#)  
Press Release | June 25, 2024
- [GroupM + PubMatic: Responsible Investment in the Supply Chain Evolution](#)  
GroupM | June 20, 2024
- [Rapido Partners with PubMatic to Enhance Advertiser Engagement Across Its User Base](#)  
MediaNews4U | June 20, 2024

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- [Major Ad Tech Companies Launch New Initiative to Accelerate Programmatic TV in Europe](#)  
[VideoWeek | June 17, 2024](#)
- [Exploring Self-Serve Programmatic Retail Media: A Q&A with Our Retail Media Committee Experts](#)  
[IAB Europe | June 12, 2024](#)
- [Smartstream Partners With PubMatic to Expand Programmatic Buying Across Its Premium Inventory in the DACH Region](#)  
[Press Release | June 12, 2024](#)
- [Tanja Mimica Almost Missed Her Ad Tech Calling Before Building a Demand-Side Ad Platform](#)  
[AdAge | June 4, 2024](#)

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