

PUBMATIC IR ROUNDUP

JUNE 3, 2021 ISSUE

EVENTS

PubMatic will be presenting at the following conferences:

- **Evercore ISI Inaugural TMT Conference**

[June 9, 2021 at 11:45am ET / 8:45am PT](#)

Webcasts of this event will be available on the [Events and Presentations page](#) of our investor relations site.

Recent Events:

- Archived webcasts of our Q1 2021 earnings call and recent investor conferences are available on our [investor relations site](#).

IN CASE YOU MISSED IT

Research:

- [Publisher and Identity Resolution: Case Studies & Tactics for 2021](#)
[Digiday | May 24, 2021](#)
- [Quarterly Global Digital Advertising Spend Trends: Q1 2021](#)
[May 21, 2021](#)
- [The Publisher's Guide to Audience Addressability: Post-cookie approaches in 2021](#)
[Digiday | May 17, 2021](#)

Blogs:

- [Realtime Streaming Ingestion At Scale](#)
[May 24, 2021](#)
- [Strategies and Opportunities for a Cookie-Less World](#)
[May 19, 2021](#)
- [Auction Packages: Transparent, Targeted & Turbo-Charged](#)
[May 18, 2021](#)
- [Addressability In The Wake Of Third-Party Cookies](#)
[May 6, 2021](#)

Case Studies:

- [Dentsu Reach Niche Audiences With Audience Encore](#)
[May 10, 2021](#)
- [Dentsu Boosts View-Through Rate with PubMatic's Private Marketplace Guaranteed](#)
[May 4, 2021](#)

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PUBMATIC IN THE NEWS

- [#TradeTalks: What's driving double digit growth and digital ad trends?](#)
[Nasdaq | May 28, 2021](#)
- [Adverline Régie Partners with PubMatic to Enable Advertisers to Increase Audience Addressability](#)
[Press Release | May 25, 2021](#)
- [CTV's 'Premium Middle': If it's Free from Fraud, Will the Dollars Follow?](#)
[Broadcasting & Cable | May 21, 2021](#)
- [6 Burning Questions About Apple's ATT Privacy Framework](#)
[AdExchanger | May 20, 2021](#)
- [Zeotap and PubMatic Announce Expanded Partnership On Identity](#)
[Press Release | May 18, 2021](#)
- [Veteran Executive Nicole Scaglione to Lead PubMatic OTT and CTV Business](#)
[Press Release | May 7, 2021](#)
- [PubMatic CEO Talks Digital Advertising On 'Money Mitch'](#)
[Benzinga | May 17, 2021](#)
- [PubMatic Extends Fraud-Free Program to CTV](#)
[Press Release | May 4, 2021](#)
- [How to attract more brand spending in your apps](#)
[App Developer Magazine | April 30, 2021](#)

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