

# PUBMATIC IR ROUNDUP

FEBRUARY 5, 2021 ISSUE

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## UPCOMING EVENTS

- **Q4 and 2020 Earnings**

You can access the live or archived webcast from our [investor relations site](#).

February 23, 2021 at 5pm ET / 2pm PT

- **PubMatic will be presenting at the following conferences:**

- **KeyBanc Capital Markets' Virtual Emerging Tech Summit**

February 25, 2021 at 11:35am ET / 8:35am PT

- **Raymond James 42<sup>nd</sup> Annual Institutional Investors Conference**

March 1, 2021 at 3:50pm ET / 12:50pm PT

- **JMP Securities Technology Conference**

March 2, 2021 at 11:00am ET / 8:00am PT

Webcasts of these events will be available on the [Investor Calendar page](#) of our investor relations site.

## IN CASE YOU MISSED IT

### Research:

- [The Future of Connected TV \(CTV\) Advertising in Europe](#)  
VideoWeek | January 26, 2021
- [WTF is The Future of Identity and Addressability](#)  
Digiday | January 11, 2021
- [The State of Omnichannel Wrapper: US Market Landscape Study](#)  
Advertiser Perceptions | November 17, 2020

### Blogs

- [Specialized Infrastructure is a Competitive Advantage for Publishers and Advertisers](#)  
January 29, 2021
- [PubMatic Machine Learning Hackathon 2020 – Rise of the Machines](#)  
January 14, 2021

### Case Studies:

- [How PubMatic Helped Chegg Achieve a 20% YoY Video Private Marketplace \(PMP\) Lift](#)  
December 16, 2020

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## PUBMATIC IN THE NEWS

- [Busting 6 of the Biggest Ad Tech Myths](#)  
[B&T | January 28, 2021](#)
- [Making the Most of Innovation in Connected TV](#)  
[VideoWeek | January 26, 2021](#)
- [In 2021 Approach Supply Path Optimization \(SPO\) With Collaboration In Mind](#)  
[AW360 | January 25, 2021](#)
- [PubMatic is serving close to 63,000 individual domains and apps globally](#)  
[Exchange4media | January 25, 2021](#)
- [United Kingdom Programmatic Digital Display Advertising Outlook 2021](#)  
[eMarketer | January 22, 2021](#)
- [The Future of Programmatic Media Buying](#)  
[Mediatel | January 21, 2021](#)
- [PubMatic Appoints Hitesh Bhatt and Jaidev Kakar to Lead Connected TV Solutions in EMEA](#)  
[ExchangeWire | January 20, 2021](#)
- [Omnichannel header bidding brings better monetization](#)  
[What's New in Publishing | January 12, 2021](#)
- [United States Programmatic Digital Display Advertising Outlook 2021](#)  
[eMarketer | January 11, 2021](#)
- [The Best Way for Publishers to Succeed with Over-The-Top? Don't Mess It Up](#)  
[AdExchanger | January 7, 2021](#)
- [Neustar Launches the Fabrick ID™ to Future Proof Media Buying and Selling in a Post-Cookie World](#)  
[BusinessWire | December 16, 2020](#)

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