

# PUBMATIC IR ROUNDUP

NOVEMBER 2022 ISSUE

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## EVENTS

- PubMatic will be presenting at the following conferences:
  - **Raymond James Technology Investors Conference**  
[December 6, 2022 at 10:55am ET / 7:55am PT](#)
- Information about upcoming earnings calls and investor conferences will be available on our [investor relations site](#).

## IN CASE YOU MISSED IT

### Case Studies:

- [PubMatic and Goodway Group Unlock Superior ROI w/ Consumer Experience Auction Package](#)  
[November 4, 2022](#)

### Blogs:

- [6 Ways Publishers Can Maximize Ad Revenue This Holiday Season](#)  
[November 11, 2022](#)
- [PubMatic And NewsGuard Launch Responsible News Private Marketplace](#)  
[November 10, 2022](#)
- [Automating K8s Cluster Backup And Upgrades With Zero Downtime](#)  
[November 7, 2022](#)

### Research:

- [Quarterly Global Digital Advertising Trends: Q3 2022](#)  
[November 9, 2022](#)

## PUBMATIC IN THE NEWS

- [Auction Packages: The Key to programmatic Supply Path Optimisation](#)  
[AdNews | November 22, 2022](#)
- [Horizon Media Whittles Down Partners And Strikes SPO Deal With PubMatic](#)  
[AdExchanger | November 21, 2022](#)
- [We need to adopt an inclusive approach to sustainability](#)  
[CMO Alliance | November 17, 2022](#)
- [How important is standardization to evolving the CTV market?](#)  
[The Drum | November 15, 2022](#)
- [CTV Ad Confidence Has Reached A Tipping Point: PubMatic's Dozeman](#)  
[Beet.tv | November 15, 2022](#)

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- [What Buyers Want: PubMatic's Steinberg On The New TV \(VIDEO\)](#)  
[Beet.tv | November 8, 2022](#)
- [In a Fast-Changing And Fragmented Market, Data Targeting On The Sell-Side Works for Everyone](#)  
[B&T | November 7, 2022](#)
- [A vibrant addressable media ecosystem is only possible through collaboration](#)  
[The Drum | November 3, 2022](#)
- [Why Google Plays Down Its Ad-Tech Business but Is Determined to Keep It](#)  
[The Wall Street Journal | November 1, 2022](#)

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