

PUBMATIC IR ROUNDUP

DECEMBER 2022 ISSUE

EVENTS

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

IN CASE YOU MISSED IT

Case Studies:

- [PubMatic OpenWrap SDK Delivers 34% Revenue Uplift for Autoscout24](#)
December 20, 2022
- [Omnicom Media Group Germany Streamlines Deals With PubMatic's Media Buyer Console](#)
December 9, 2022

Blogs:

- [Predictions for Mobile Advertising in 2023](#)
December 22, 2022
- [4 Ways CTV Advertising Will Evolve In 2023](#)
December 7, 2022

PUBMATIC IN THE NEWS

- [SPO Is Evolving Thanks To Direct Publisher Connections And A Push For Sustainability](#)
AdExchanger | December 28, 2022
- [Adelaide Announces Global Partnership with PubMatic to Launch First High-Attention Auction Packages](#)
ExchangeWire | December 19, 2022
- [Rethinking In-Game Advertising](#)
ANA | December 19, 2022
- [Programmatic Transparency Will Help CTV Scale](#)
AdExchanger | December 19, 2022
- [PubMatic adopts Adelaide's attention metrics to create 'supply chain 2.0'](#)
Digiday | December 16, 2022
- [The Simple But Overlooked Way to Unlock Scale and Brand Safety in Programmatic CTV](#)
Broadcasting + Cable | December 13, 2022
- [The Fishbowl: Emma Newman, PubMatic](#)
The Media Leader | December 7, 2022

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- [\(VIDEO\) The Perils Of Blossoming Call For Voltron: PubMatic's Scaglione Urges AVODs To Grow Responsibly](#)
[Beet.tv](#) | December 6, 2022
- [We're already in a cookieless present - here's how marketers can capitalize](#)
[The Drum](#) | December 6, 2022
- [CTV: the Trends for 2023](#)
[ExchangeWire](#) | December 5, 2022

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