PUBMATIC IR ROUNDUP
DECEMBER 2022 ISSUE

EVENTS

- Information about upcoming earnings calls and investor conferences will be available on our underlined 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

- [(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