

## INVESTOR RELATIONS ROUNDUP

AUGUST 2025 ISSUE

### UPCOMING EVENTS

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

### IN CASE YOU MISSED IT

#### Executive Dialogues:

- [PubMatic + WPP Media](#)  
August 4, 2025

#### Blog Posts:

- [Introducing Deal Management, Powered by PubMatic Assistant](#)  
August 26, 2025
- [ChinaJoy 2025: Signals of Change in Mobile Monetization](#)  
August 21, 2025
- [Setting the Gold Standard for Trust in Digital Advertising](#)  
August 20, 2025
- [PubMatic Programmatic Guaranteed \(PG\) Deals Now Available on Amazon DSP](#)  
August 14, 2025

#### Research:

- [Commerce Media at a Crossroads: Scaling Smarter with SSP Innovation](#)  
August 29, 2025
- [Quarterly Global Advertising Spend Trends: Q2 2025](#)  
August 12, 2025

### PUBMATIC IN THE NEWS

- [Industry Leaders Transform Enterprise Data Centers for the AI Era With NVIDIA RTX PRO Servers](#)  
Nvidia Newsroom | August 26, 2025
- [Don't Break The Funnel: Why OLV Still Matters In A CTV-First World](#)  
AdExchanger | August 21, 2025
- [AI Search Shakes Ad Tech—But Here's How Companies Are Looking to Cash In](#)  
AdAge | August 15, 2025
- [Balancing Legacy With Innovation is Broadcasters' Key Challenge](#)  
The Drum | August 14, 2025
- [The Trade Desk's AI Platform Sparks Concerns Over Biased Inventory](#)

## INVESTOR RELATIONS ROUNDUP

AUGUST 2025 ISSUE

[AdAge | August 13, 2025](#)

- [Supporting Traditional TV Isn't About Nostalgia – It's a Good Advertising Strategy](#)  
[Mumbrella | August 6, 2025](#)
- [Separating the Truth from the Hype in Curation](#)  
[IAB Tech Lab | August 5, 2025](#)
- [More Like No Yield: A New Book Explores How Google Soaked Up The Web's Ad Profits](#)  
[AdExchanger | August 5, 2025](#)

*PubMatic's IR Roundups are not intended to be a comprehensive report of the company's recent mentions in print or digital media, whether issued by PubMatic or third parties. PubMatic does not endorse or adopt the views expressed in any third-party materials linked above or contained on or available through PubMatic's website.*

*All materials published by PubMatic are only as of the date initially published. PubMatic undertakes no obligation to update any forward-looking statement contained therein.*