

PUBMATIC IR ROUNDUP

SEPTEMBER 2022 ISSUE

EVENTS

Recent Events:

- Archived webcasts of our Q2 2022 earnings call and recent investor conferences are available on our [investor relations site](#).

IN CASE YOU MISSED IT

Case Studies:

- [PubMatic and Wunderkind Deliver Greater Scale With Sell-Side Data Targeting](#)
September 29, 2022
- [How FloSports Experienced a 254% Revenue Increase from Switching to PubMatic's OpenWrap](#)
September 26, 2022
- [PubMatic Drives Unique Video Demand for Primis' Gaming Vertical, Increases Revenue by 170%](#)
September 7, 2022

Blogs:

- [Content Object Signals Are The Future Of CTV/OTT Advertising—Here's Why](#)
September 27, 2022
- [OTT/CTV Publishers: Flatten Your Waterfall To Create Maximum Value](#)
September 22, 2022
- [OpenWrap For Mobile App Interoperability](#)
September 8, 2022

Research:

- [The CTV Advertising Guide 2023](#)
VideoWeek | September 27, 2022
- [Greater Transparency Will Bring More Spend to CTV/OTT](#)
Advertiser Perceptions | September 27, 2022

PUBMATIC IN THE NEWS

- [Publishers Are Back in the Driving Seat as Buyers Move Closer To The Sell-Side](#)
B&T | September 29, 2022
- [CTV must get better at telling brands where their ads are, finds study](#)
The Drum | September 27, 2022
- [Programmatic Transparency Key to Growing CTV Revenue](#)

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[Press Release | September 27, 2022](#)

- [PubMatic Puts Publishers in Control with Major OpenWrap Enhancements](#)
[Press Release | September 19, 2022](#)
- [PubMatic's Martin Acquisition Aims to Boost Transparency for Buyers](#)
[VideoWeek | September 14, 2022](#)
- [PubMatic to Acquire Martin to Further Accelerate Supply Path Optimization](#)
[Product Innovation](#)
[Press Release | September 14, 2022](#)
- [Kroger Making Data Available For Programmatic CTV Ads](#)
[Broadcasting & Cable | September 12, 2022](#)
- [Planning for the Future of Broadcast with PubMatic](#)
[B&T | September 5, 2022](#)

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