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**
Press Release  |  September 27, 2022

- PubMatic Puts Publishers in Control with Major OpenWrap Enhancements
- PubMatic’s Martin Acquisition Aims to Boost Transparency for Buyers
- PubMatic to Acquire Martin to Further Accelerate Supply Path Optimization
- Kroger Making Data Available For Programmatic CTV Ads
- Planning for the Future of Broadcast with PubMatic

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