

PUBMATIC IR ROUNDUP

MAY 2023 ISSUE

RECENT EVENTS

- Archived webcasts of our Q1 2023 earnings call and recent investor conferences are available on our [investor relations site](#).

IN CASE YOU MISSED IT

Blogs:

- [It's Time To Activate Your New Programmatic Supply Chain](#)
May 8, 2023

Case Studies:

- [PubMatic and Havas Exceed Viewability Target with New Cookieless Targeting Solution](#)
May 23, 2023

Research:

- [Quarterly Global Digital Advertising Spend Trends: Q1 2023](#)
May 10, 2023

PUBMATIC IN THE NEWS

- [The Future of Data-Driven CTV: Interview with PubMatic & Adalyser](#)
ExchangeWire | May 31, 2023
- [How A Next-Gen Intelligent Marketplace Uses AI To Increase Media-Buying Efficiency, Sustainability](#)
MediaPost | May 25, 2023
- [Supply Chain Optimization Can Unlock Ad Insertion-Order Budgets: PubMatic's Rajeev Goel](#)
Beet.tv | May 24, 2023
- [How Retail Media Will Scale the Garden Walls](#)
Total Retail | May 23, 2023
- [PubMatic Partners with SeenThis to Advance Sustainability in the Digital Supply Chain](#)
Press Release | May 18, 2023
- [In times of economic uncertainty, biddable CTV offers a solution](#)
AdGully | May 17, 2023

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- [The Big Story: SPO Spring Cleaning](#)
[AdExchanger | May 12, 2023](#)
- [GroupM and PubMatic: A new era of CTV and video buying](#)
[Campaign UK | May 10, 2023](#)
- [Programmatic Darwinism: How Publishers Are Determining Which Supply Chain Components Survive](#)
[AW360 | May 10, 2023](#)
- [PubMatic Launches Activate, Bringing Programmatic Automation to Direct Deals for CTV and Video](#)
[Press Release | May 8, 2023](#)
- [The Capabilities of Video & CTV Buying Need to Catch Up With Advertiser Demands](#)
[ANA | May 2, 2023](#)
- [Making Work Work For Women: PubMatic's CMO On Leadership And Sustainability](#)
[Beet.tv | May 1, 2023](#)

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