

Wrapping up CES with some powerful takeaways. CES 2026 made it clear that artificial intelligence is no longer an add on to digital advertising, it is rapidly becoming the operating layer of the ecosystem. During CES, PubMatic executives held meetings with over 200 clients and partners across our four core customer segments – publishers and streamers, media buyers, commerce media networks, and data partners. This investor roundup highlights the top AI themes that consistently emerged in these conversations, as well as key announcements from across the media and advertising industry.

AI-DRIVEN AD BUYING INNOVATION

Key Themes from CES

CES signaled a defining inflection point for digital advertising as AI rapidly evolves from an optimization layer into the execution engine powering agent-driven buying at scale. NVIDIA announced new agentic and generative AI platforms designed for real-time decisioning across industries, reinforcing its role as foundational infrastructure for advertising and commerce automation. Google and Amazon echoed this direction, outlining how autonomous AI agents will increasingly handle campaign planning, optimization and performance management across search, video and commerce environments. Industry dialogue consistently pointed to open standards from Ad Context Protocol (AdCP) and IAB Tech Lab as critical initiatives to ensure that AI buying scales across the open internet rather than becoming locked in a handful of closed ecosystems. These are transformational changes in a decades-old environment, and the opportunities that unfold will be game-changing.

PubMatic's Advantage

PubMatic is actively shaping this shift. Over the past year, the company has strengthened the AI foundation of its platform, delivering measurable performance gains while building for execution at scale. Its intuitive, chat-based interface, PubMatic Assistant, allows publishers and buyers to access insights, troubleshoot issues, and guide campaign decisions, and is already commanding high interest levels based on performance gains. Marking a significant milestone, PubMatic recently launched the [industry's first AdCP-enabled agentic AI campaign across CTV](#) with independent agency Butler/Till, demonstrating how autonomous agents can plan, activate and optimize campaigns directly across the open internet. Building on this momentum, PubMatic announced at CES [AgenticOS](#), the operating system for agent-to-agent advertising, designed to enable secure, standardized communication between agents.

These innovations are powered by PubMatic's owned-and-operated, NVIDIA-based infrastructure, which management believes is years ahead of peers. As AI-driven buying scales, PubMatic's leadership across infrastructure, AI, and open standards puts it at the center of next generation programmatic execution.

AI CHATBOT ADVERTISING

CES 2026

AI ADVERTISING THEMES & INVESTOR TAKEAWAYS

Key Themes from CES

Conversational AI emerged as a new premium advertising channel as chat-based interfaces become primary consumer entry points. Amazon announced expanded advertising capabilities within Alexa and generative AI shopping experiences, while Microsoft highlighted Copilot-driven conversational surfaces across Windows, Bing, and commerce environments as new advertising touchpoints. Reddit highlighted how AI is transforming its conversion-based platform into intent-rich environment for advertisers, reinforcing the value of contextual signals derived from real user discussions. Although OpenAI has not announced a formal advertising product yet, its scale has accelerated industry focus on how conversational interfaces will be monetized, reinforcing demand for open, programmatic access outside of closed AI ecosystems. Collectively, these developments signal that AI chatbots are evolving into new premium ad inventory that requires careful execution around transparency, brand safety and scale.

PubMatic's Advantage

Once again, early innovation and leadership positions PubMatic at the forefront of this significant opportunity. In partnership with [Kontext](#), PubMatic has opened programmatic access to AI-powered chatbot inventory on the open internet. This enables advertisers to reach users contextually within conversational flows using familiar, performance-driven workflows, while maintaining transparency and control. For publishers, conversational AI represents a new class of monetizable, context-rich inventory that can scale without relying on proprietary AI platforms. As conversational inventory grows, PubMatic's independent infrastructure will help standardize, scale and monetize this emerging channel in a way that aligns with advertiser and publisher expectations.

PLATFORM SIMPLIFICATION & INTEROPERABILITY

Key Themes from CES

As AI accelerates execution, speed and complexity, CES discussions emphasized platform simplification. Roku, Amazon and major device manufacturers highlighted tighter integration between operating systems, ad platforms and measurement to reduce fragmentation across CTV, commerce, and emerging AI formats. Advertisers and publishers alike signaled fatigue with bloated ad stacks and redundant intermediaries. The clear takeaway from CES was that future growth will favor fewer, more interoperable platforms capable of executing across channels, formats, and AI-driven environments without sacrificing transparency or control.

PubMatic's Advantage

PubMatic's AI-driven, end-to-end platform offers an alternative to clients who want to move away from fragmented, legacy, tools. Interoperable across CTV, mobile app, web, commerce media and emerging AI formats, PubMatic's platform enables faster execution, fewer intermediaries, and materially lower operational complexity across channels. The workflow benefits are tangible:

PubMatic's AI platform cut campaign setup time by 87% and sped up issue resolution by 70%, enabling faster activations and higher productivity for both buyers and publishers.

This simplification is reinforced by PubMatic's NVIDIA-powered infrastructure, which enables AI to scale efficiently without proportional cost. Through its [multi-year collaboration with NVIDIA](#), PubMatic achieved 5x faster bid response speeds and an 85% reduction in auction timeouts, while processing nearly 87 trillion impressions in Q3 2025 and reducing cost of revenue per million impressions by 19% YOY.

With PubMatic's best-in-class infrastructure and unified platform, coupled with its leadership role in open standards such as AdCP and the IAB Tech Lab, AI-driven workflows and agent-to-agent transactions remain interoperable across the open internet.

LOOKING AHEAD

Looking forward, PubMatic believes the advertising ecosystem is entering a multi-year transformation driven by three converging forces: the rise of agentic AI, accelerating demand for performance-oriented media, and structural shifts toward the sell-side as value creation moves closer to supply. AI is no longer experimental; it is becoming central to how advertising is planned, transacted, and optimized. PubMatic's early investments across the infrastructure, application, and transaction layers position the company to benefit as these changes scale across the open internet.

As autonomous AI agents increasingly plan and negotiate campaigns, industry compute and workflow requirements are expected to increase materially. PubMatic's owned-and-operated, NVIDIA-powered infrastructure, built over several years, creates a durable advantage in performance, cost efficiency, and scalability that management believes is years ahead of peers. These capabilities are already delivering tangible results, allowing PubMatic to grow volume and usage without proportional increases in cost.

Importantly, PubMatic is not only adapting to these changes, it is helping define them. Through leadership roles in AdCP and the IAB Tech Lab, and with innovations like AgenticOS, PubMatic is shaping the standards that will govern agent-to-agent advertising across the open internet. As revenue growth re-accelerates, management expects these AI-driven efficiencies and new revenue streams to support margin expansion and durable free cash flow generation, reinforcing PubMatic's position as the leading AI-powered ad tech company for the next era of digital advertising.