EVENTS

▪ **Q2 2022 Earnings**
  You may access the live or archived webcast from our investor relations site.
  August 8, 2022 at 5pm ET / 2pm PT

IN CASE YOU MISSED IT

Case Studies:
▪ **How Finecast Scaled Reach with Header Bidding for OTT**
  July 29, 2022
▪ **PubMatic and Lotame Deliver Greater Viewability and VCR for Banana Boat Across Browsers**
  July 29, 2022

Blogs:
▪ **Let's Make Diversity and Inclusion A Cross Industry Effort**
  July 14, 2022

Research:
▪ **IDFA Impact Report: It's Been a Year!**
  August 1, 2022
▪ **IAB Europe’s Guide to Identity: Technical Standards and Key Considerations**
  July 21, 2022

PUBMATIC IN THE NEWS

▪ **How Apple IDFAs Still Affect Advertising**
  MediaPost | July 29, 2022
▪ **Retail Media Networks Should Take a Page from The Mobile Gaming Playbook**
  Martech Series | July 27, 2022
▪ **Who Are The Winners – And Losers – If Google Spins Off Its Ad Business?**
  AdExchanger | July 14, 2022
▪ **Consumer-Retailer Relationships Reimagined**
  ExchangeWire | July 13, 2022
As Programmatic Streaming Grows, The Ad Experience Has To Improve
AdExchanger | July 10, 2022

“The digital advertising market has truly bounced back”: Fastest growth since 2008, IAB Europe reports
What’s New in Publishing | July 7, 2022

Ads are coming to Android lock screens in the US: the industry reacts
The Drum | July 7, 2022

PubMatic Partners with AudienceAlike to Offer Media Buyers Exclusive Sell-Side Access to Transactional Data
B&T | July 6, 2022

Partner Q&A with ID5: PubMatic
ID5 | July 1, 2022

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