

# PUBMATIC IR ROUNDUP

JULY 2022 ISSUE

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## 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 IDFA's 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

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- [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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