

PUBMATIC IR ROUNDUP

APRIL 2023 ISSUE

RECENT & UPCOMING EVENTS

- **Q1 2023**

You may access the archived webcast from our [investor relations site](#).

Tuesday, May 9, 2023 at 4:30pm ET / 1:30pm PT

IN CASE YOU MISSED IT

Blogs:

- [Why Responsible Media Matters—And What The Industry Needs To Make It A Reality](#)
April 20, 2023
- [Programmatic Isn't One-Size-Fits-All](#)
April 5, 2023
- [Think Video and Think Premium. Don't Think Platform.](#)
April 4, 2023

Case Studies:

- [PubMatic's SSP Improved dentsu's Campaign CPA by 45%](#)
April 30, 2023

Research:

- [What is Responsible Media](#)
Digiday | April 17, 2023
- [The Supply Chain of the Future](#)
April 5, 2023

PUBMATIC IN THE NEWS

- [What this year's upfronts tell us about the state of adtech](#)
The Drum | April 28, 2023
- [Roku Revamps Its Anti-Fraud Watermark To Include App Spoofing](#)
AdExchanger | April 20, 2023
- [Is decarbonised media a reality or a pipe dream? – experts from PubMatic, SeenThis, Tribaldata and The Responsible Marketing Agency discuss](#)
Campaign | April 18, 2023

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- [Open internet advertising opportunities have never been greater: Emily Yri](#)
[Exchange4Media | April 17, 2023](#)
- [CTV Can Outperform DRTV for Performance Campaigns](#)
[VideoWeek | April 13, 2023](#)
- [How mobile app developers can boost brand revenue](#)
[Business of Apps | April 12, 2023](#)
- [PubMatic Taps James Young to Lead ANZ Operations](#)
[Branding in Asia | April 4, 2023](#)

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