

# PUBMATIC IR ROUNDUP

DECEMBER 2023 ISSUE

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## RECENT EVENTS

- Archived webcasts of our Q3 2023 earnings call and recent investor conferences are available on our [investor relations site](#).

## IN CASE YOU MISSED IT

### Case Studies:

- [Hungry Studio Accesses Unique Brand Demand with PubMatic's OpenWrap SDK](#)  
December 26, 2023
- [How AnyMind Group's POKKT Increased PMP Revenue with PubMatic by 194%](#)  
December 18, 2023

## PUBMATIC IN THE NEWS

- [Predictions 2024: Economy](#)  
ExchangeWire | December 27, 2023
- [2023: The Year SPO Went Mainstream](#)  
AdExchanger | December 26, 2023
- [Let's Solve the Hidden Problems With Commerce Media Before They Hurt Retailers](#)  
Total Retail | December 21, 2023
- [The Powerhouse Of PubMatic Hackathon](#)  
Times of India | December 21, 2023
- [Three Trends to Look For in 2024: Jason Barnes – PubMatic](#)  
Branding in Asia | December 20, 2023
- [ThePubverse by ArabyAds Partners with PubMatic, Enabling Brands to Better Engage Consumers Through Digital Advertising Across the Middle East and North Africa](#)  
Press Release | December 19, 2023
- ['Programmatic advertising promises to bring efficiency at scale'](#)  
Exchange4Media | December 19, 2023
- [The 2024 C-Suite Prediction List](#)  
VideoWeek | December 18, 2023

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- [Advertly Selects PubMatic as Global Preferred PMP Partner, Elevating In-Game Advertising Ecosystem](#)  
[Press Release | December 18, 2023](#)
- [PubMatic Announces Appointment of Nationwide CMO Ramon Jones to Board of Directors](#)  
[Press Release | December 12, 2023](#)
- [Developing A Retail Media Value Proposition: A Q&A with Our Retail Media Committee Experts](#)  
[IAB Europe | December 12, 2023](#)
- [X Is Working to Lure Smaller Advertisers as Elon Musk Keeps Alienating Big Brands](#)  
[The Wall Street Journal | December 8, 2023](#)
- [Digital Advertising Excellence: A Blueprint For Maximum Engagement & Sustainability](#)  
[B&T | December 7, 2023](#)
- [Strategus Collaborates with Intent IQ and PubMatic to Offer Cookieless Audience Activation and CTV-to-iOS Retargeting](#)  
[Press Release | December 4, 2023](#)

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