

# PUBMATIC IR ROUNDUP

AUGUST 2022 ISSUE

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## EVENTS

### Recent Events:

- Archived webcasts of our Q2 2022 earnings call and recent investor conferences are available on our [investor relations site](#).

### Upcoming Events:

- PubMatic will be presenting at the following conferences:
  - **Evercore ISI 2<sup>nd</sup> Annual Technology Conference**  
[September 8, 2022 at 3:00pm ET / 12:00pm PT](#)

Webcasts of these events will be available on the [Events and Presentations page](#) of our investor relations site.

## IN CASE YOU MISSED IT

### Case Studies:

- [Two Large Mobile App Developers Saw a 575% in US Banner eCPM Integrating OpenWrap](#)  
[August 1, 2022](#)

### Blogs:

- [Upgrade To Newer Version Of Prebid To Increase Monetization, Control, And Flexibility](#)  
[August 29, 2022](#)
- [How In-App Game Developers Can Capitalize On New Monetization Opportunities](#)  
[August 16, 2022](#)
- [Keep Calm And Carry On Ramping Revenue Through 2022](#)  
[August 10, 2022](#)
- [The Advantages Of Wrapper-Based Identity Solutions](#)  
[August 2, 2022](#)

### Research:

- [PubMatic Diversity & Inclusion Report 2022](#)  
[August 31, 2022](#)
- [Quarterly Global Digital Advertising Trends: Q2 2022](#)  
[August 11, 2022](#)
- [IAB Europe Updated Guide to Connected TV](#)  
[IAB Europe | August 10, 2022](#)
- [IDFA Impact Report: It's Been a Year!](#)  
[August 1, 2022](#)

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## PUBMATIC IN THE NEWS

- [MGID Partners with PubMatic to Enable Brands to Reach Exclusive New Audiences via a Single Platform](#)  
[Press Release | August 22, 2022](#)
- [One Year In, IDFA Shows Promising Signs for Media Buyers](#)  
[ExchangeWire | August 19, 2022](#)
- [The demand for cookieless targeting is fueling 'SPO 2.0'](#)  
[Digiday | August 19, 2022](#)
- [PubMatic Expands With New Engineering Hubs in Pune and New Delhi to Support Global Business Growth](#)  
[Press Release | August 18, 2022](#)
- [Havas Puts Its Programmatic Money Where Its Carbon Is, Names PubMatic A Preferred SSP](#)  
[MediaPost | August 17, 2022](#)
- [Havas Media Group North America Partners with PubMatic to Increase Advertiser Return on Ad Spend](#)  
[Press Release | August 17, 2022](#)
- [As buyers move closer to the sell-side, publishers have an opportunity to deliver new value](#)  
[What's New in Publishing | August 15, 2022](#)
- [Here's How to Boost Your Business and Benefit the Planet With Sustainable Data Centers](#)  
[Entrepreneur | August 10, 2022](#)
- [Calls for diversity and inclusion in the advertising business](#)  
[Moonshot.news | August 8, 2022](#)
- [As Google's demise of third-party cookies drags, debate over seller-defined audiences hardens](#)  
[Digiday | August 5, 2022](#)
- [Power to the Publisher: Creating Value In The New Advertising Supply Chain \(Podcast\)](#)  
[Pubwise | August 4, 2022](#)

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