

# PUBMATIC IR ROUNDUP

APRIL 2022 ISSUE

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## UPCOMING EVENTS

- **Q1 2022 Earnings**

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

May 9, 2022 at 5pm ET / 2pm PT

## IN CASE YOU MISSED IT

### Case Studies:

- [PubMatic Drives Unique and Incremental Demand for CTV Publisher Future Today, Boosts Revenue over 400% Per Month](#)  
April 11, 2022
- [How Kobe Shimun Saw a 120% Increase in Overall Revenue with PubMatic's OpenWrap](#)  
April 7, 2022

### Blogs:

- [PubMatic Joins IAB Finland And INMA Norway](#)  
April 21, 2022
- [A Focus On Customer Value Benefits The Entire Programmatic Ecosystem – And Is Shaping The Future](#)  
April 12, 2022
- [Enabling responsible advertising on news during the Russia-Ukraine war](#)  
April 7, 2022
- [Building The Future Of Digital Advertising](#)  
April 4, 2022

### Research:

- [Future of Identity Guide 2022](#)  
April 26, 2022

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## PUBMATIC IN THE NEWS

- [How contextual advertising is making a comeback in cookie-less times](#)  
[Exchange4Media | April 26, 2022](#)
- [With Subs On The Downswing, Netflix's Flirtation With AVOD Is Only Logical](#)  
[AdExchanger | April 21, 2022](#)
- [Connected TV: A Growing Market in India](#)  
[Indian Television | April 13, 2022](#)
- [The Trade Desk's Supply-Path Optimization Efforts Portend Potential Disruption Ahead](#)  
[Digiday | April 7, 2022](#)
- [Standardize Content Object for Programmatic CTV: Small Change With Big Impact](#)  
[Broadcasting + Cable | April 6, 2022](#)

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