

# PUBMATIC IR ROUNDUP

NOVEMBER 2021 ISSUE

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## RECENT EVENTS

- Archived webcasts of our Q3 2021 earnings call and recent investor conferences are available on our [investor relations site](#).

## IN CASE YOU MISSED IT

### Blogs:

- [6 Reasons Media Buyers Should Invest In Midsize CTV/OTT Opportunities](#)  
November 4, 2021

### Case Studies:

- [Kueez Increases Revenue by 460% with PubMatic's Prebid and Identity Hub Solutions](#)  
November 30, 2021
- [Verve Group and Scream Malmo Increase Reach 21% Across Unique Audiences](#)  
November 23, 2021

### Research:

- [Global Advertising Ad Spend Trends Q3 2021](#)  
PubMatic | November 17, 2021
- [New Opportunities for Scale and Value in OTT/CTV Advertising](#)  
Forrester | November 4, 2021

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## PUBMATIC IN THE NEWS

- [PubMatic Announces The Opening Of New Office In Paris As Part Of European Growth Strategy](#)  
[Press Release | November 29, 2021](#)
- [CTV in EMEA: The Disruption Begins](#)  
[VideoWeek | November 24, 2021](#)
- [Digital Advertising's New Future with PubMatic CEO Rajeev Goel \(Podcast\)](#)  
[7 Investing | November 18, 2021](#)
- [Biddable CTV Can Help Brands Weather the Global Supply Chain Squeeze](#)  
[Broadcasting+Cable | November 10, 2021](#)
- [Google Can Save "FLoC2" By Working With The IAB](#)  
[AdExchanger | November 10, 2021](#)
- [How to Successfully Implement Diversity Initiatives](#)  
[Entrepreneur | November 3, 2021](#)

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