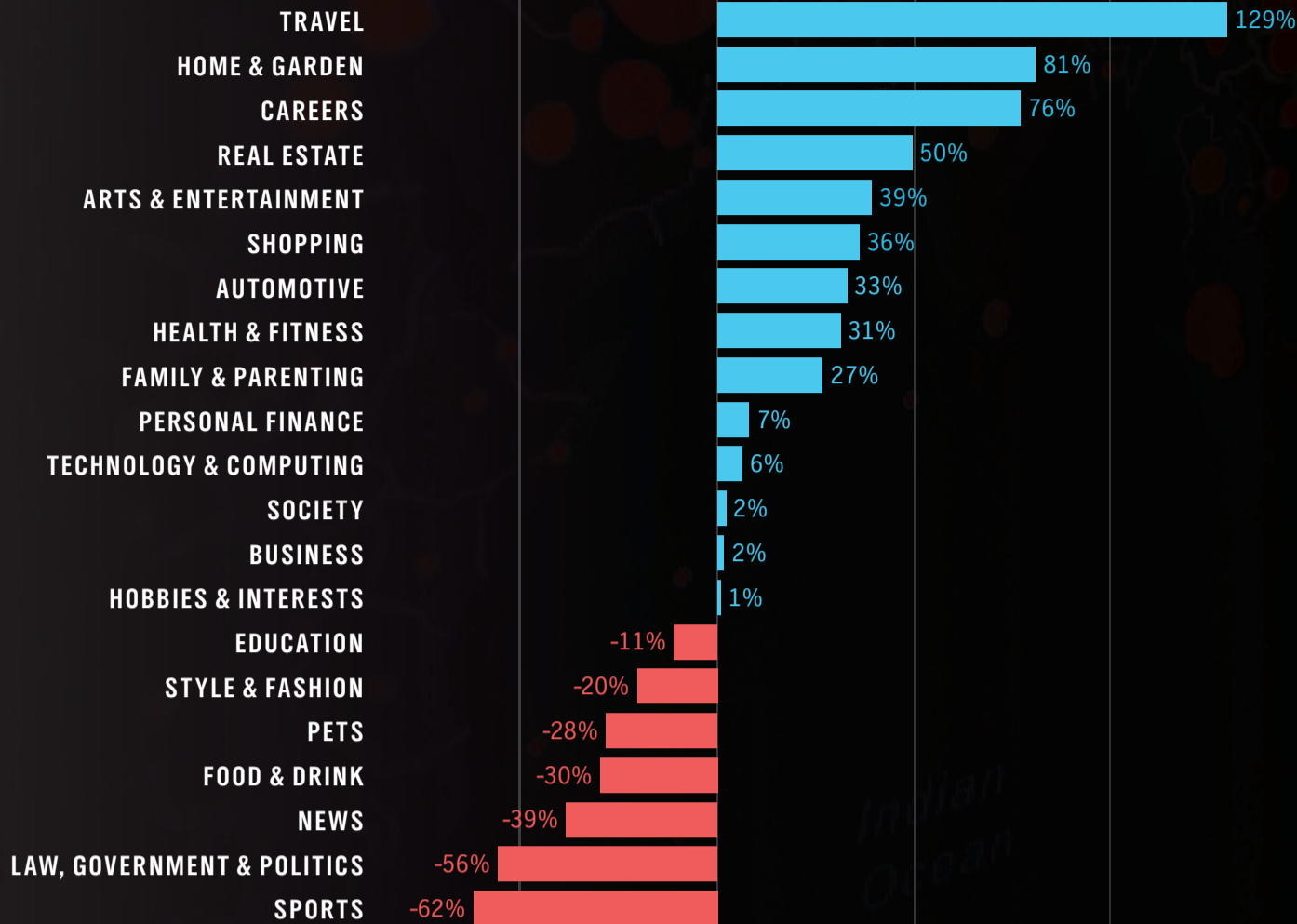


IMPACT OF COVID-19 ON GLOBAL AD SPEND

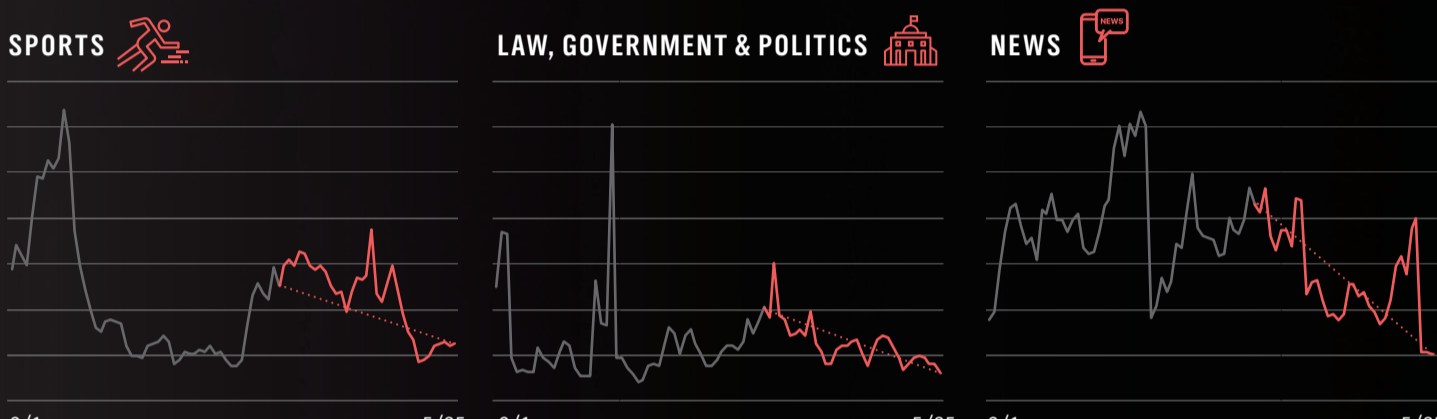
MAY 25, 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY*

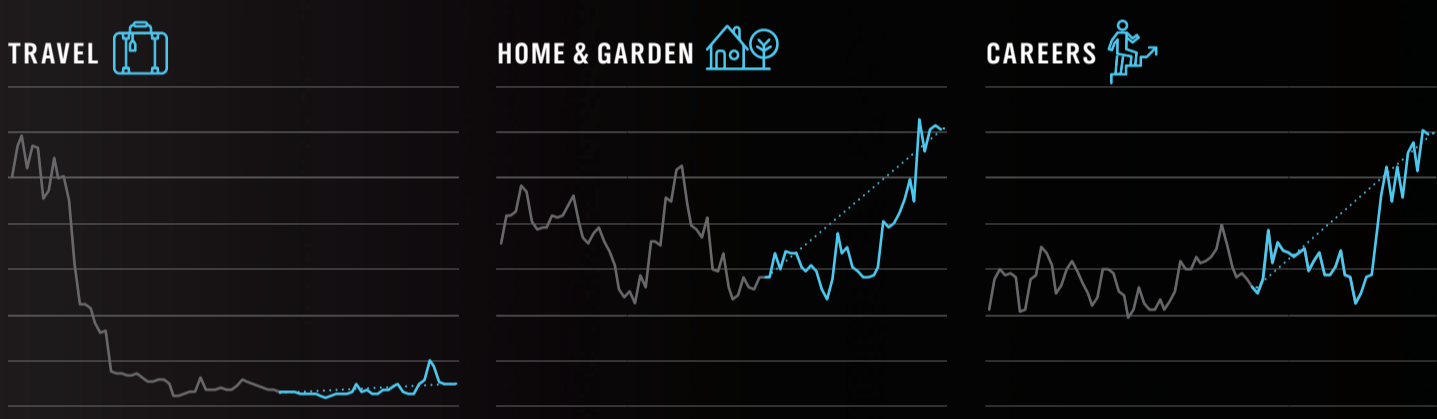
Month-over-Month: April 21-27 vs. May 19-25



AD SPEND CHANGE BY ADVERTISER CATEGORY* – DECREASES

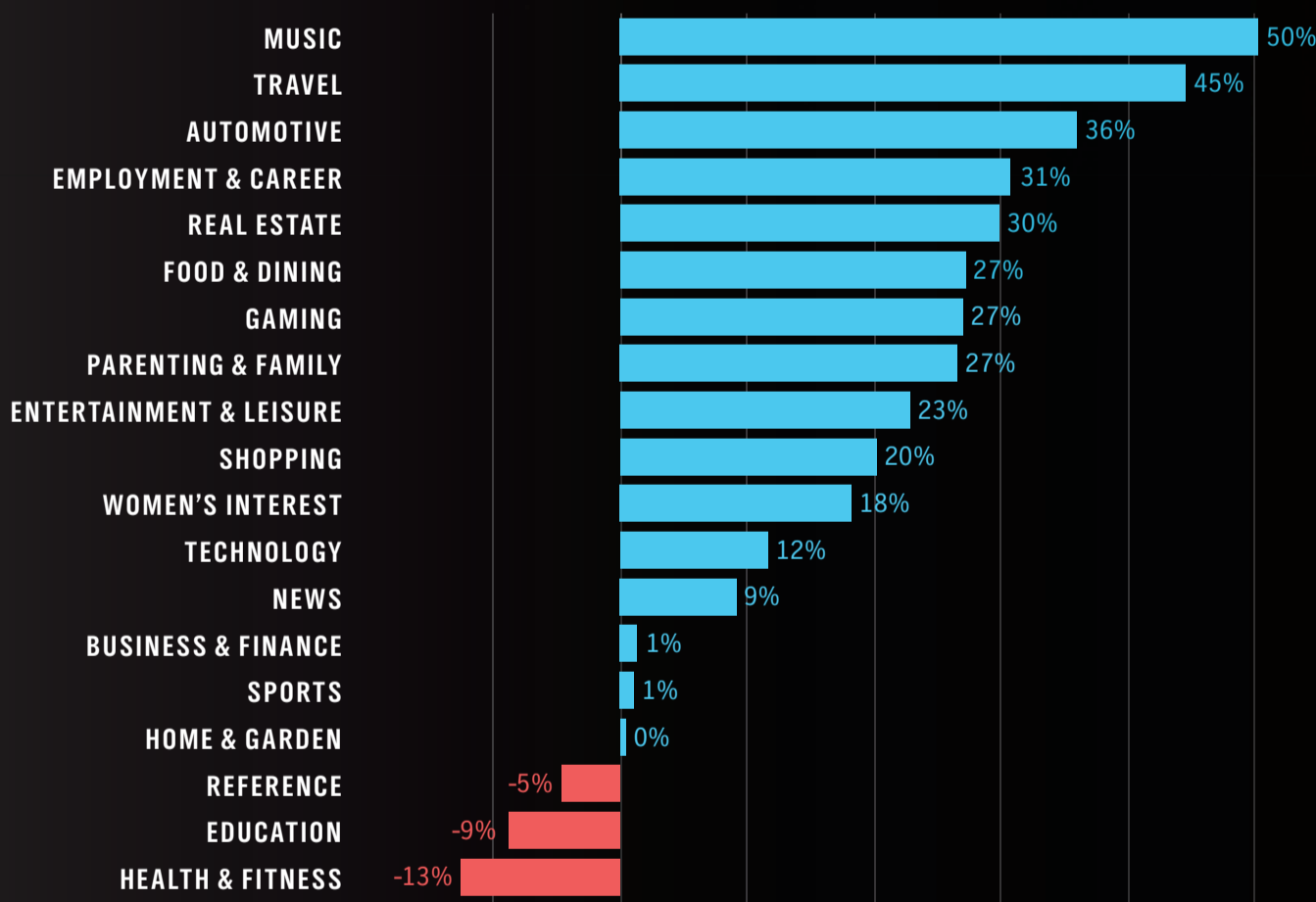


AD SPEND CHANGE BY ADVERTISER CATEGORY* – INCREASES

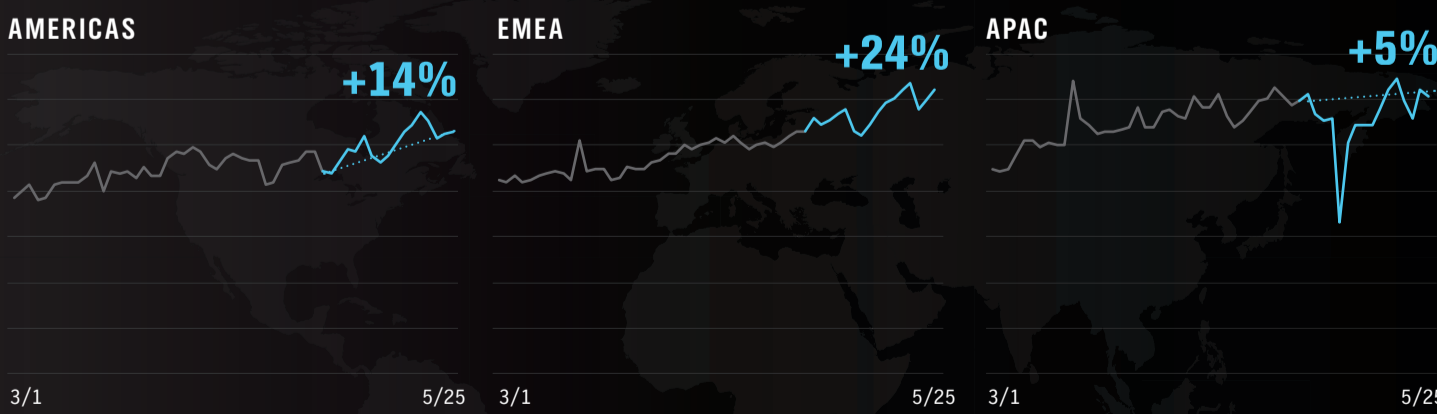


AD SPEND CHANGE BY PUBLISHER VERTICAL

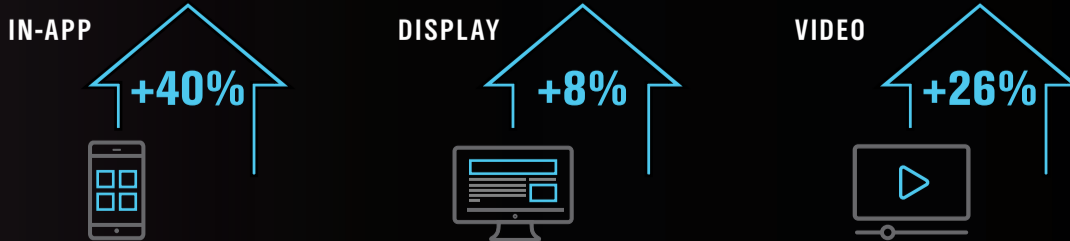
Month-over-Month: April 21-27 vs. May 19-25



TRENDS BY REGION



AD SPEND BY FORMAT



PubMatic's data analytics team analyzes over 15 trillion global advertiser bids on a monthly basis, utilizing the company's best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data.

*Advertiser category definitions are aligned to IAB's content taxonomy categories

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