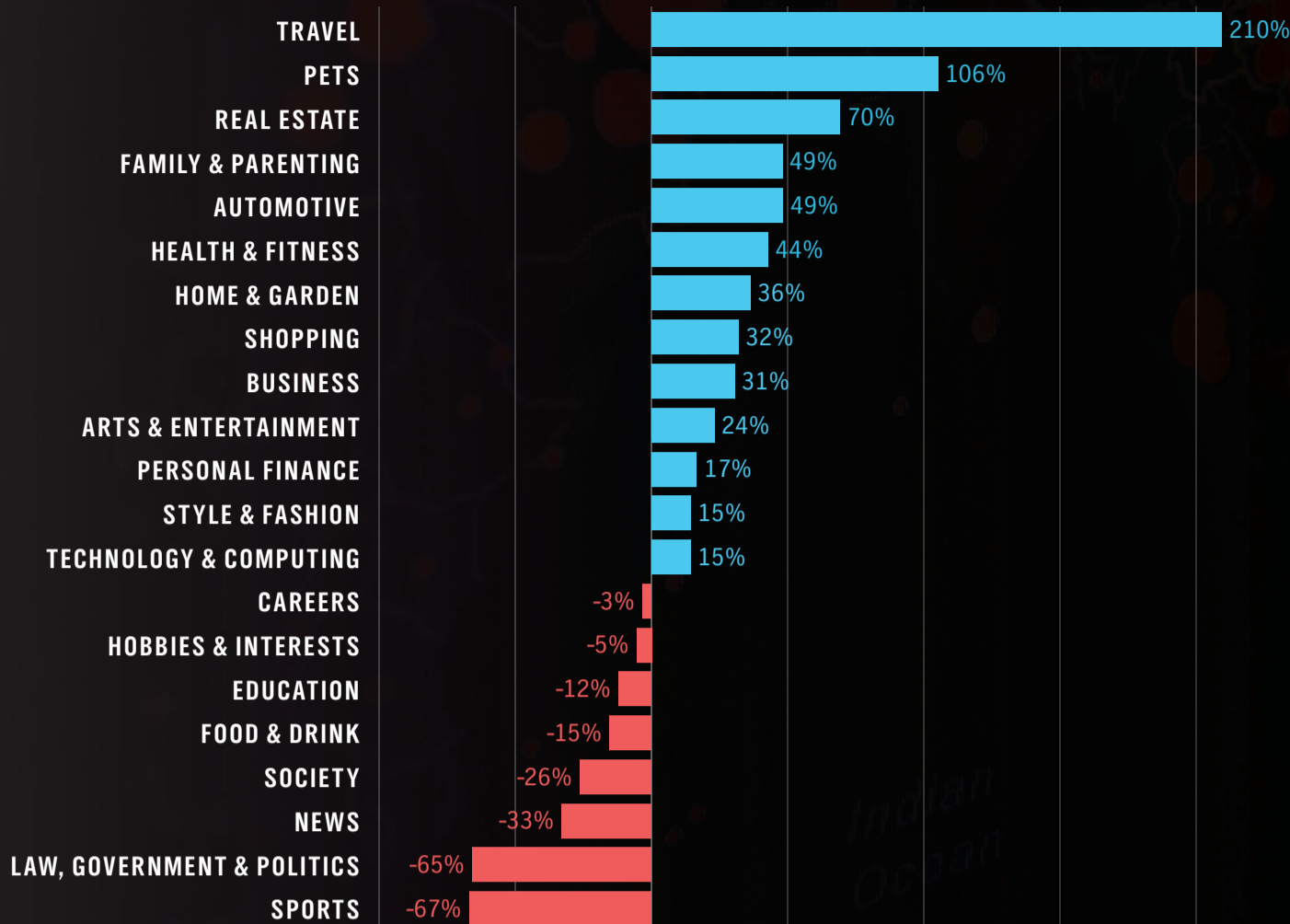


# IMPACT OF COVID-19 ON GLOBAL AD SPEND

JUNE 9, 2020

## AD SPEND CHANGE BY ADVERTISER CATEGORY\*

Month-over-Month: May 6-12 vs. June 3-9

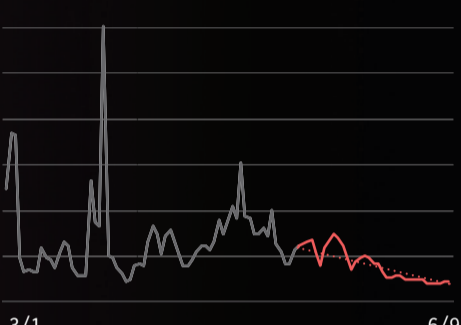


## AD SPEND CHANGE BY ADVERTISER CATEGORY\* – DECREASES

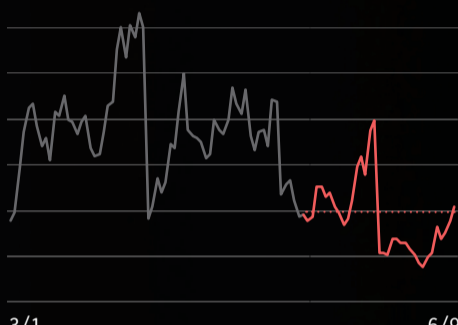
### SPORTS



### LAW, GOVERNMENT & POLITICS

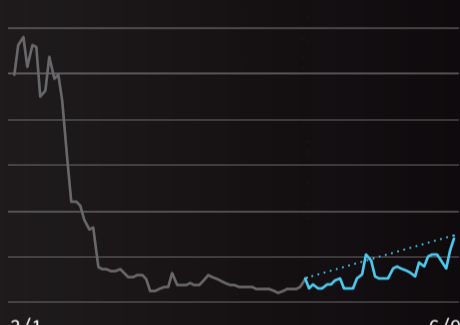


### NEWS

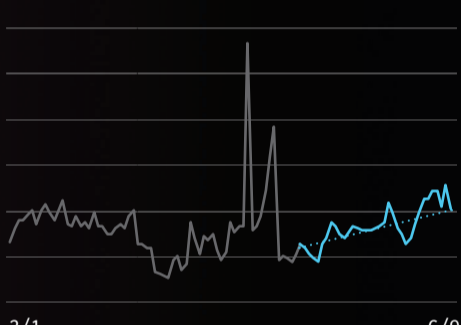


## AD SPEND CHANGE BY ADVERTISER CATEGORY\* – INCREASES

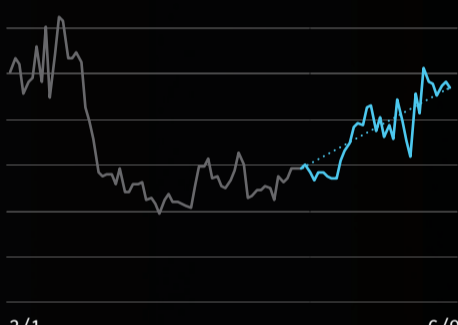
### TRAVEL



### PETS

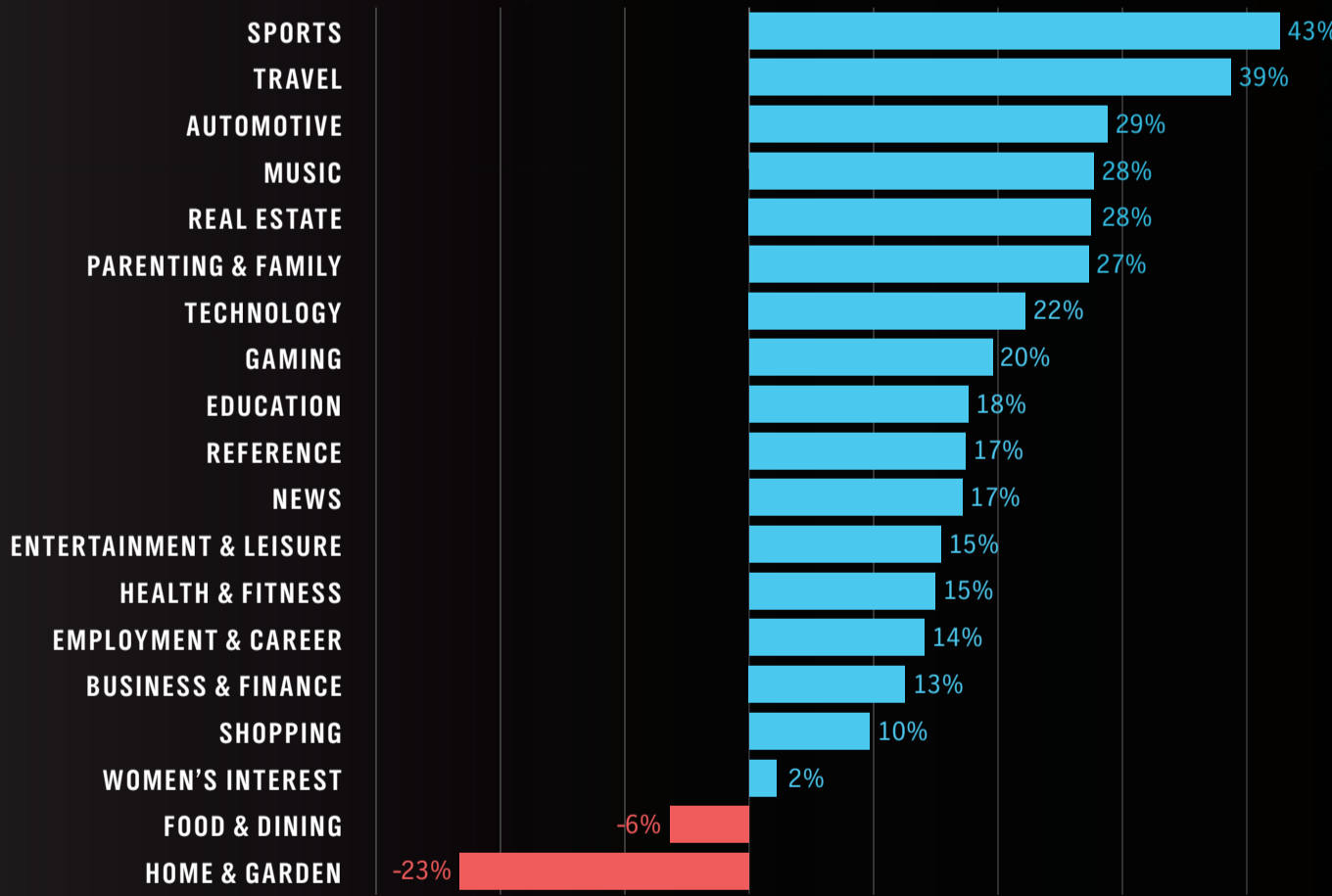


### REAL ESTATE



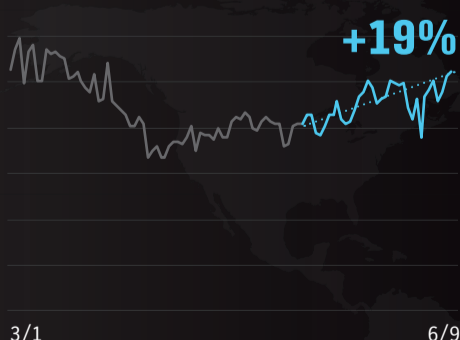
## AD SPEND CHANGE BY PUBLISHER VERTICAL

Month-over-Month: May 6-12 vs. June 3-9



## TRENDS BY REGION

### AMERICAS



### EMEA

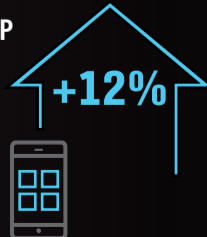


### APAC



## AD SPEND BY FORMAT

### IN-APP



### DISPLAY



### VIDEO



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

### Research Contact:

SUSAN WU  
Director, Marketing Research  
susan.wu@pubmatic.com

### Press Contact:

BROADSHEET COMMUNICATIONS  
pubmaticteam@broadsheetcomms.com