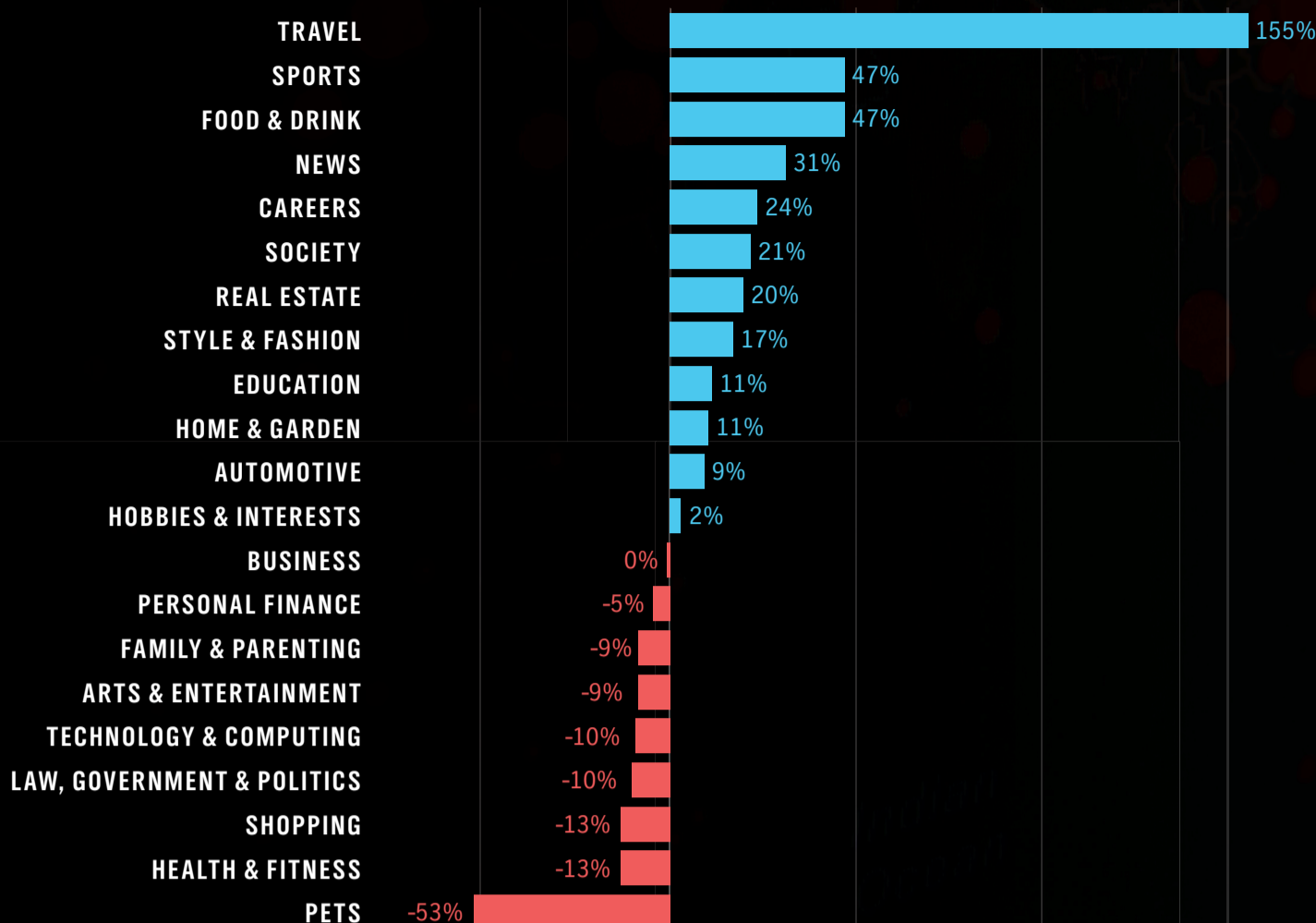


# IMPACT OF COVID-19 ON GLOBAL AD SPEND

JULY 6, 2020

## AD SPEND CHANGE BY ADVERTISER CATEGORY\*

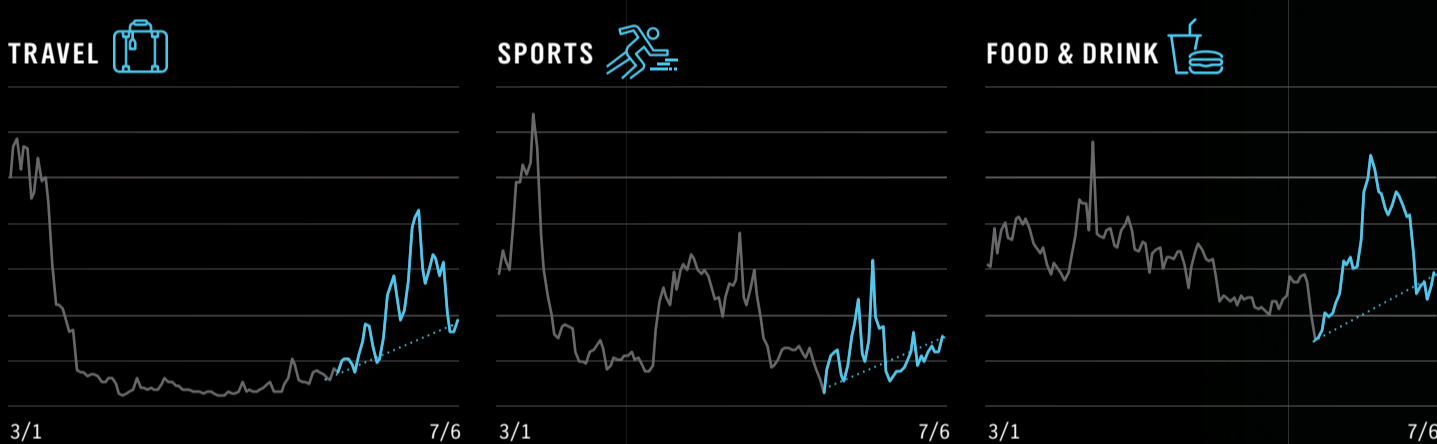
Month-over-Month: June 2 - June 8 vs. June 30 - July 6



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

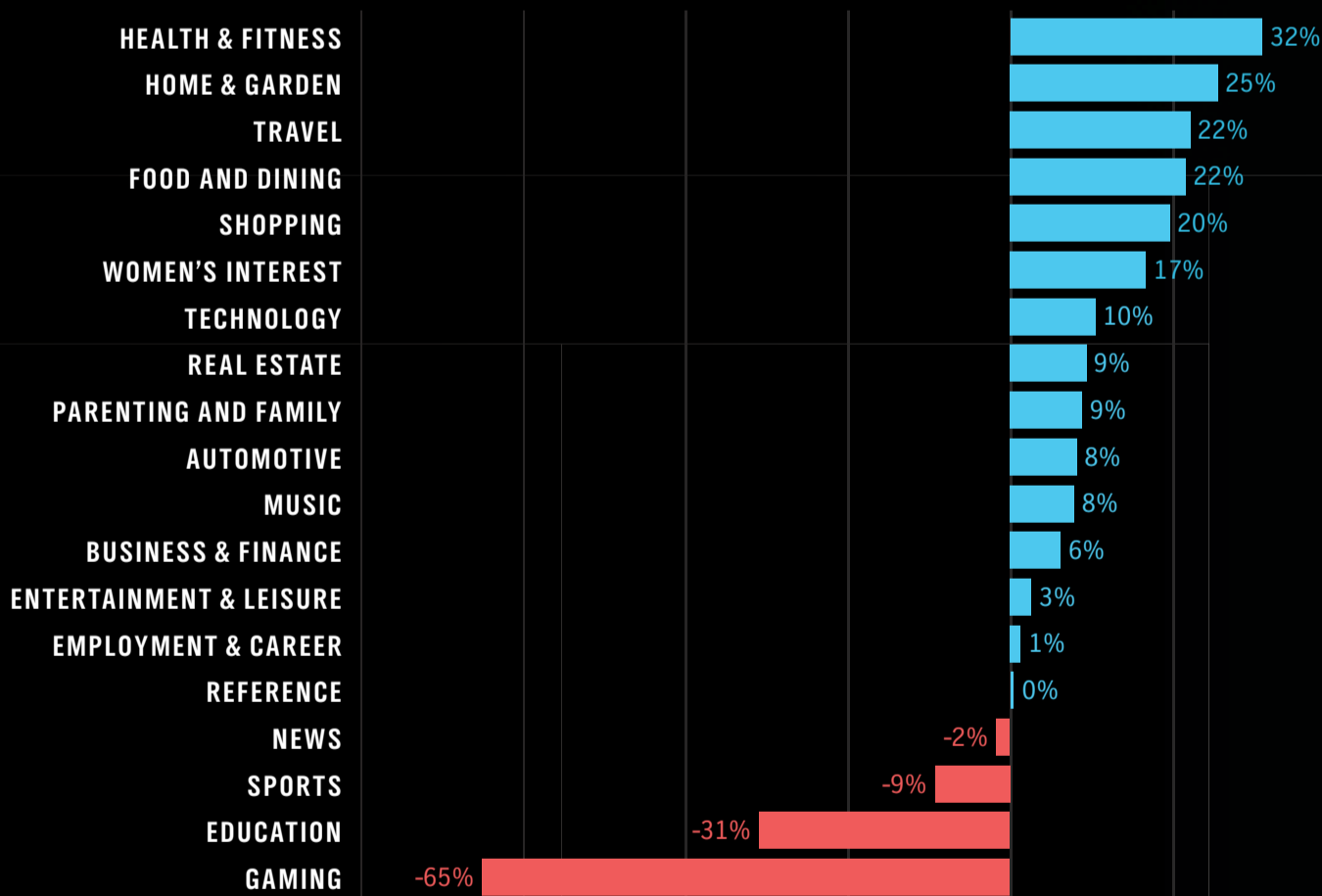


## AD SPEND CHANGE BY ADVERTISER CATEGORY\* – INCREASES

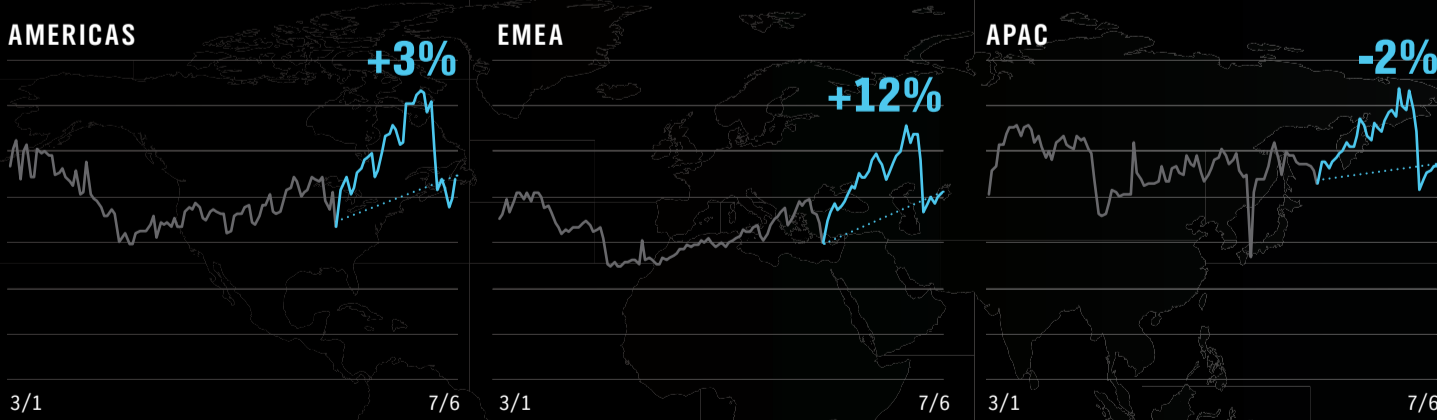


## AD SPEND CHANGE BY PUBLISHER VERTICAL

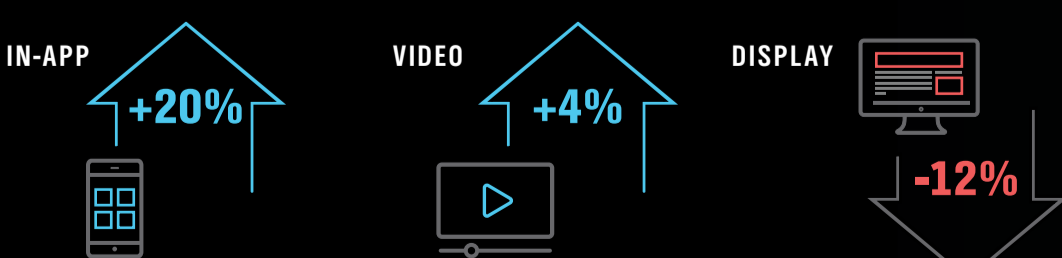
Month-over-Month: June 2 - June 8 vs. June 30 - July 6



## 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

\*\*While showing increased daily ad spends from Jun 2, the rolling weekly average has declined

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