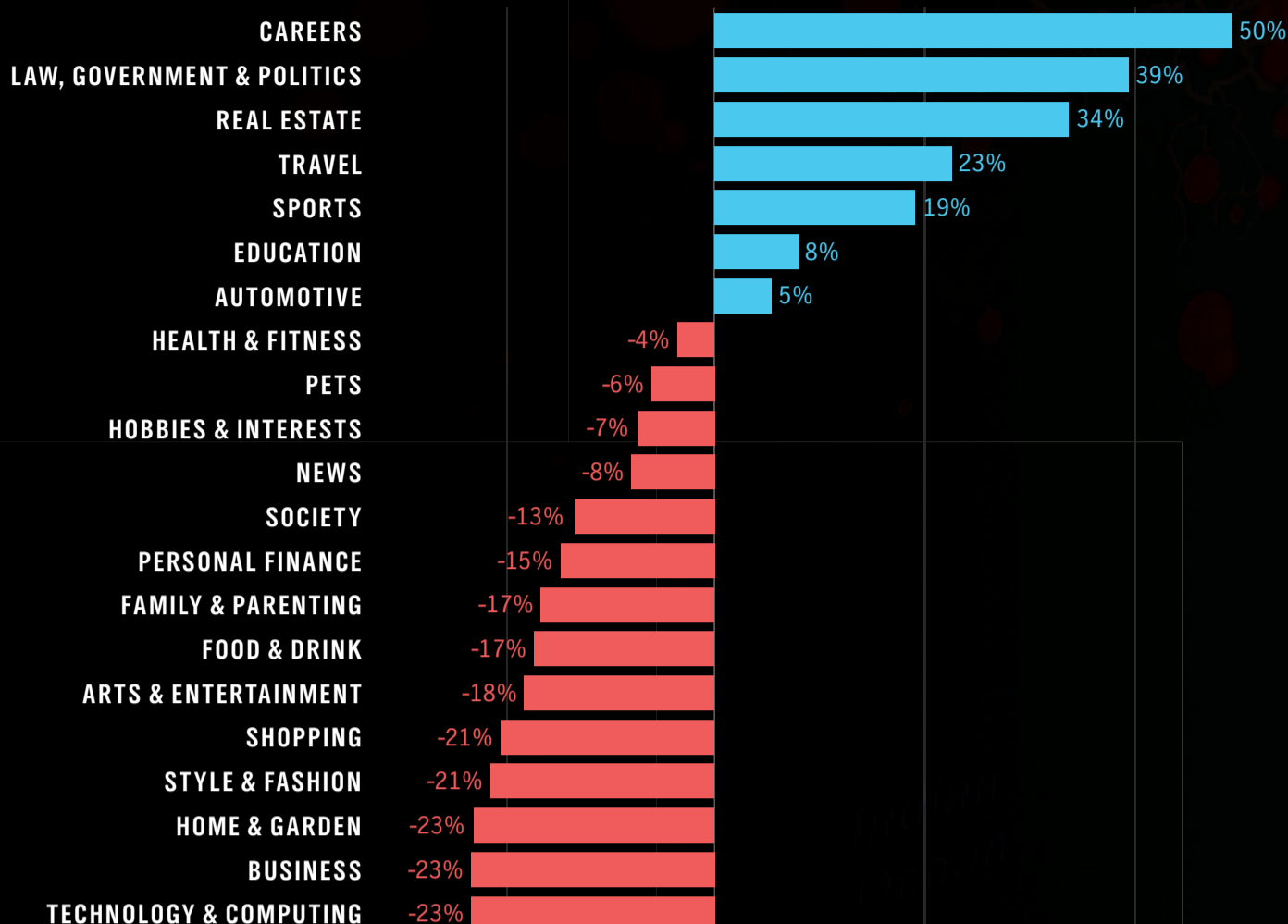


IMPACT OF COVID-19 ON GLOBAL AD SPEND

JULY 20, 2020

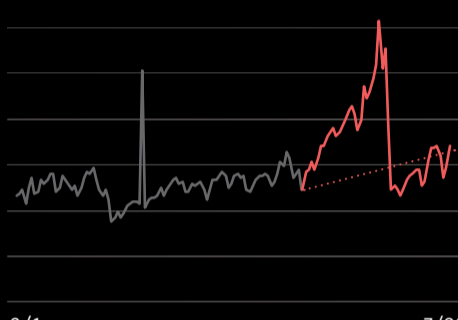
AD SPEND CHANGE BY ADVERTISER CATEGORY*

Month-over-Month: June 16-22 vs. July 14-20

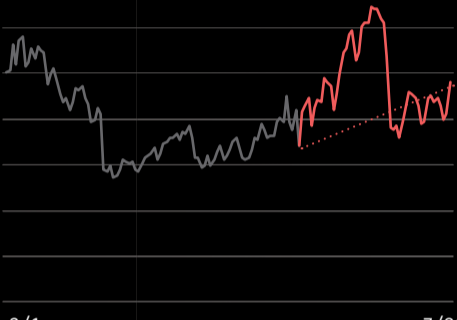


AD SPEND CHANGE BY ADVERTISER CATEGORY* – DECREASES

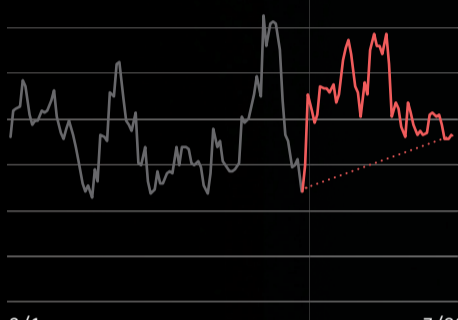
TECHNOLOGY & COMPUTING**



BUSINESS**

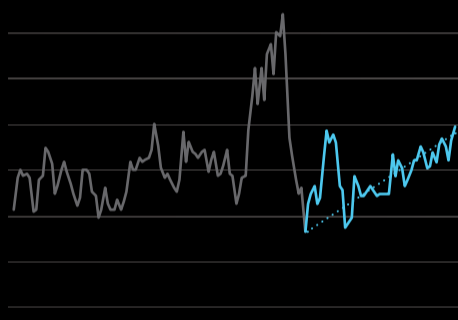


HOME & GARDEN**

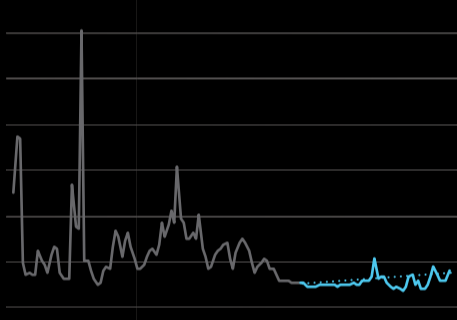


AD SPEND CHANGE BY ADVERTISER CATEGORY* – INCREASES

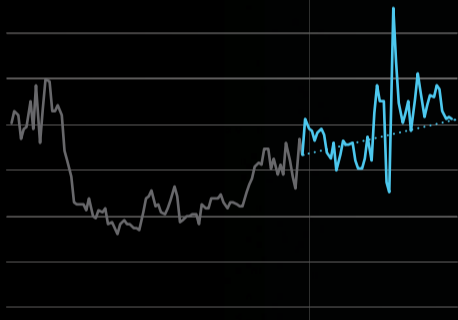
CAREERS



LAW, GOVERNMENT & POLITICS

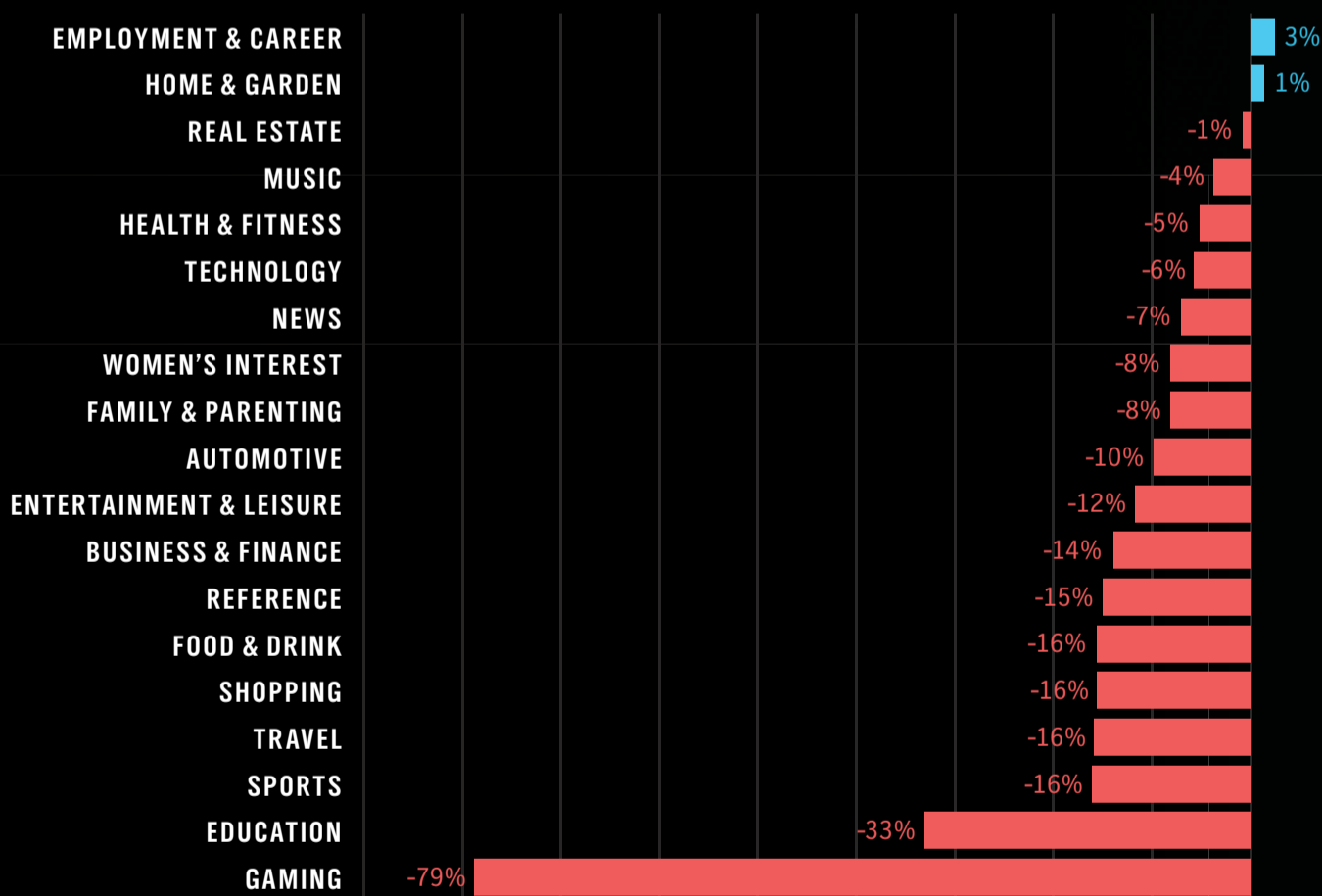


REAL ESTATE



AD SPEND CHANGE BY PUBLISHER VERTICAL

Month-over-Month: June 16-22 vs. July 14-20



TRENDS BY REGION

AMERICAS



EMEA



APAC



AD SPEND BY FORMAT

IN-APP



-19%

DISPLAY



-7%

VIDEO



-22%

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 16, the rolling weekly average has declined

Research Contact:

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

Press Contact:

BROADSHEET COMMUNICATIONS
pubmaticteam@broadsheetcomms.com