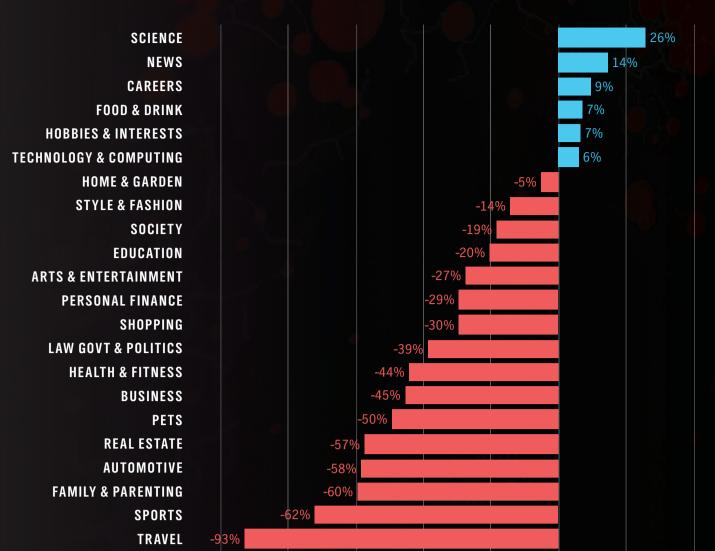
IMPACT OF COVID-19 ON GLOBAL AD SPEND

APRIL 2020



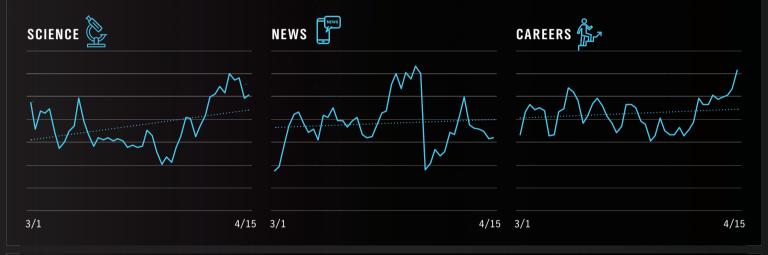
First Week March (1-7) vs. Second Week April (5-11)



AD SPEND CHANGE BY ADVERTISER CATEGORY - DECREASES

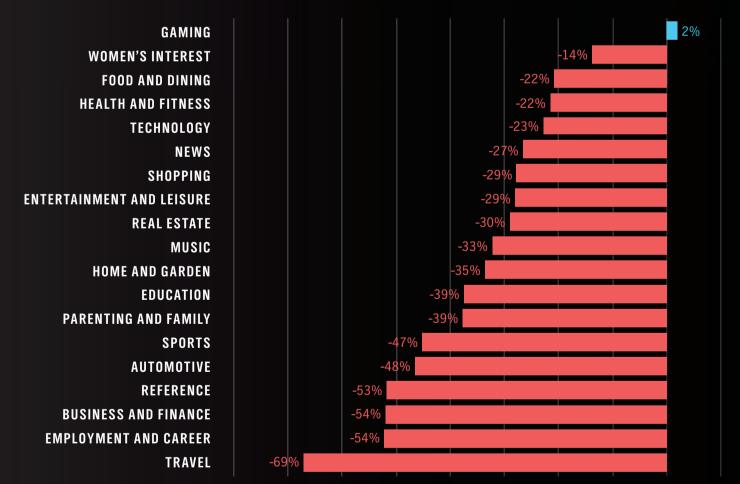


AD SPEND CHANGE BY ADVERTISER CATEGORY - INCREASES

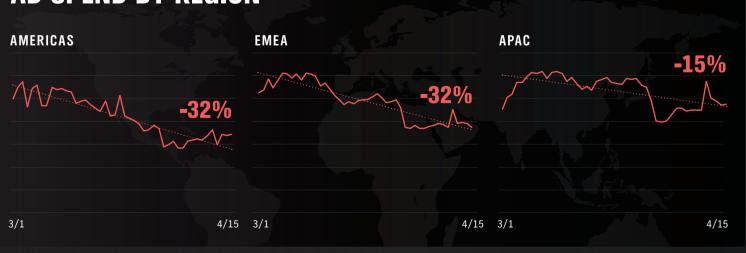


AD SPEND CHANGE BY PUBLISHER VERTICAL

First Week March (1-7) vs. Second Week April (5-11)



AD SPEND BY REGION



AD SPEND BY FORMAT



-35%

PubMatic's data analytics team analyzes over 13 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. **Research Contact:**

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