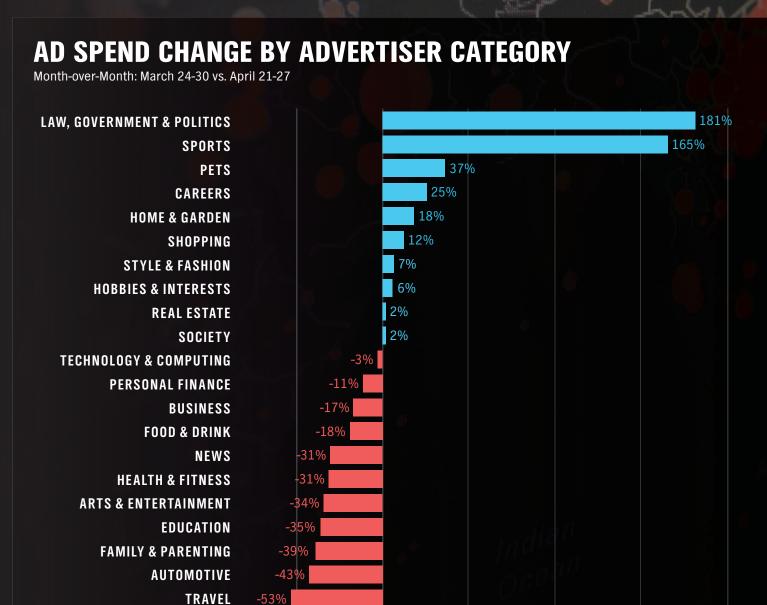
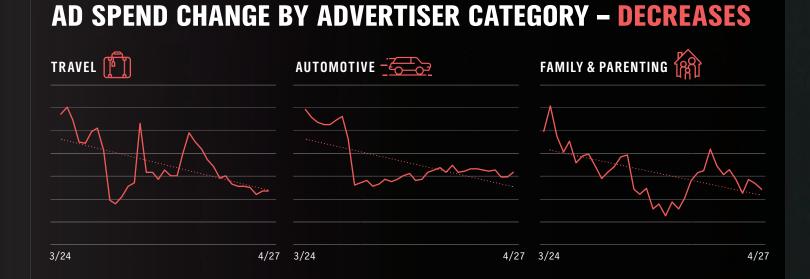
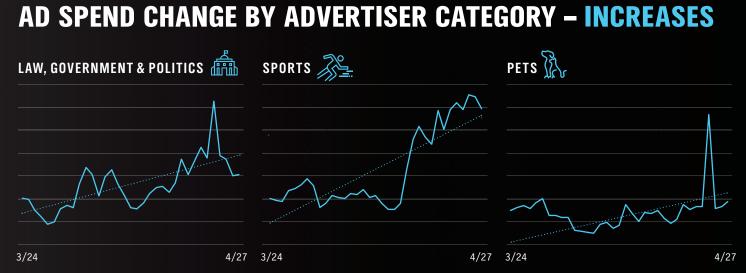
## **PubMatic**

## **IMPACT OF COVID-19 ON GLOBAL AD SPEND**

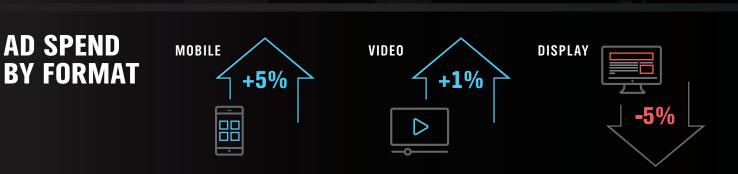
APRIL 2020











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. **Research Contact:** 

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