IMPACT OF COVID-19 ON GLOBAL AD SPEND

APRIL 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY

Month-over-Month: March 24-30 vs. April 21-27

AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES

AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES

TRENDS BY REGION

Month-over-Month: March 25-31 vs. April 22-28

AD SPEND BY FORMAT

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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.

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