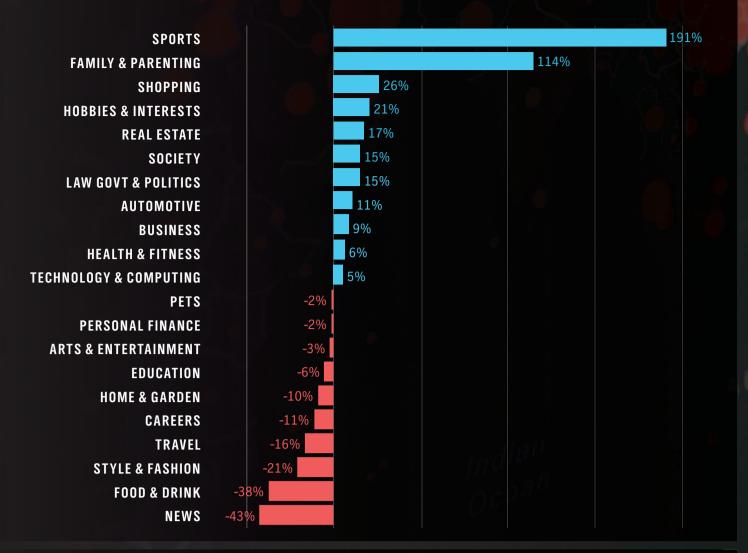
## **PubMatic**

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

**MAY 2020** 

### **AD SPEND CHANGE BY ADVERTISER CATEGORY**

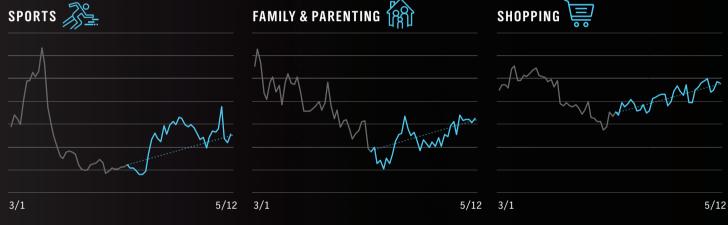
Month-over-Month: April 8-14 vs. May 6-12

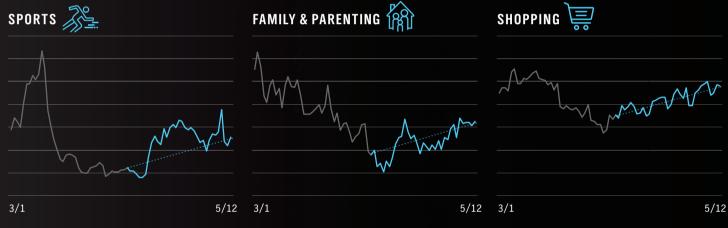


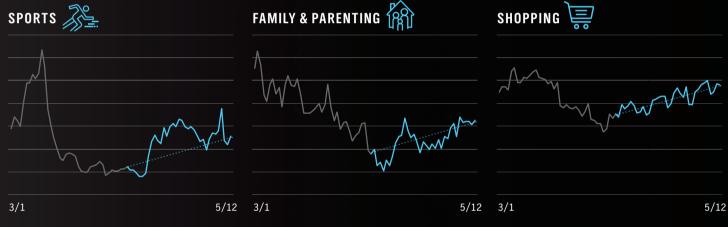
### **AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES**



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

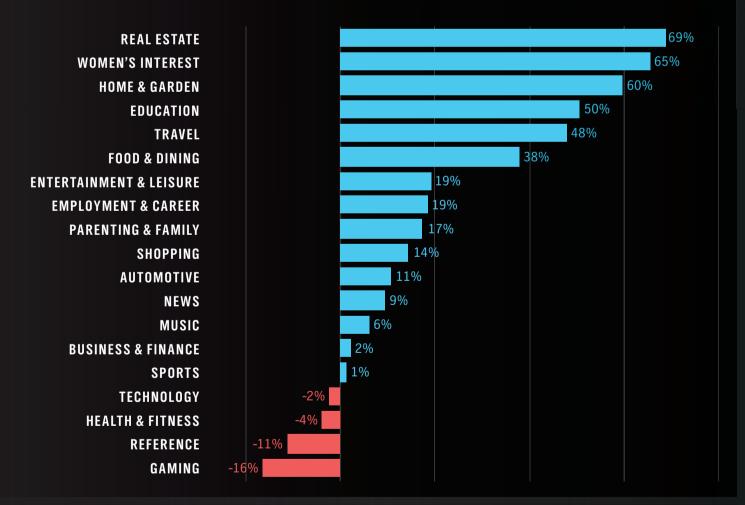




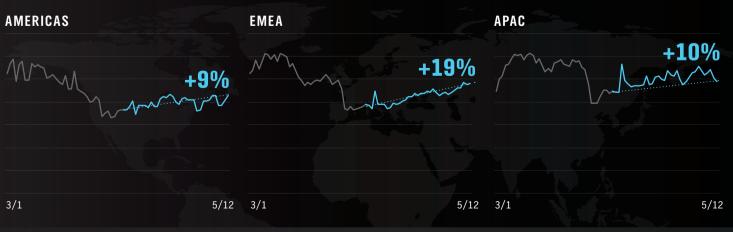


#### SPEND CHANGE BY PUBLISHER VERTICAL AD

Month-over-Month: April 8-14 vs. May 6-12



### **TRENDS BY REGION**



#### AD SPEND BY FORMAT MOBILE DISPLAY VIDEO +12% +8% +21%



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

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