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

SPORTS 25%
FAMILY & PARENTING 15%
SHOPPING 7%
HOBBIES & INTERESTS 2%
REAL ESTATE 4%
LAW GOV'T & POLITICS 2%
AUTOMOTIVE 2%
HEALTH & FITNESS -1%
TECHNOLOGY & COMPUTING -3%
PERSONAL FINANCE -5%
ARTS & ENTERTAINMENT -7%
EDUCATION -9%
HOME & GARDEN -11%
CARS -14%
TRAVEL -16%
FOOD & DRINK -19%
NEWS -20%

AD SPEND CHANGE BY ADVERTISER CATEGORY – DECREASES

SPORTS -38%
FAMILY & PARENTING -30%
SHOPPING -21%
REAL ESTATE -16%
WOMEN’S INTERESTS -11%
EDUCATION -10%
HOME & GARDEN -9%
FOOD & DINING -8%
ENTERTAINMENT & LEISURE -6%
EMPLOYMENT & CAREER -5%
PARENTING & FAMILY -4%
SHOPPING -3%
AUTOMOTIVE -2%
BUSINESS & FINANCE -1%
HEALTH & FITNESS -1%
REFERENCE -1%
GAMING -1%

AD SPEND CHANGE BY ADVERTISER CATEGORY – INCREASES

SPORTS 38%
FAMILY & PARENTING 15%
SHOPPING 7%
REAL ESTATE 4%
WOMEN’S INTERESTS 3%
EDUCATION 2%
HOME & GARDEN 1%
FOOD & DINING 0%
ENTERTAINMENT & LEISURE 0%
EMPLOYMENT & CAREER 0%
PARENTING & FAMILY 0%
SHOPPING 0%
AUTOMOTIVE 0%
BUSINESS & FINANCE 0%
HEALTH & FITNESS 0%
REFERENCE 0%
GAMING 0%

AD SPEND CHANGE BY PUBLISHER VERTICAL
Month-over-Month: April 8-14 vs. May 6-12

REAL ESTATE 50%
WOMEN’S INTERESTS 46%
HOME & GARDEN 40%
EDUCATION 30%
FOOD & DRINK 19%
ENTERTAINMENT & LEISURE 18%
EMPLOYMENT & CAREER 15%
PARENTING & FAMILY 14%
SHOPPING 14%
AUTOMOTIVE 13%
BUSINESS & FINANCE 11%
HEALTH & FITNESS 11%
REFERENCE 10%
GAMING 10%

TRENDS BY REGION

AMERICAS +9%
EMEA +19%
APAC +10%

AD SPEND BY FORMAT

MOBILE -62%
DISPLAY +8%
VIDEO +21%

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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 and operations capabilities. This snapshot is based on PubMatic-sourced operational data.

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