Impact of COVID-19 on Global Ad Spend (June 9, 2020)

**AD SPEND CHANGE BY ADVERTISER CATEGORY**

- **Month-over-Month:** May 6-12 vs. June 3-9
- **Travel:** 210%
- **Pets:** 106%
- **Real Estate:** 70%
- **Health & Fitness:** 49%
- **Home & Garden:** 49%
- **Shopping:** 36%
- **Business:** 32%
- **Arts & Entertainment:** 31%
- **Personal Finance:** 24%
- **Tech & Computing:** 17%
- **Cars:** 15%
- **House & Home:** -3%
- **Education:** -12%
- **Food & Drink:** -15%
- **Society:** -26%
- **LAW, GOVERNMENT & POLITICS:** -33%
- **SPORTS:** -65%

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

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

**AD SPEND CHANGE BY PUBLISHER VERTICAL**

- **Month-over-Month:** May 6-12 vs. June 3-9
- **Sports:** 43%
- **Travel:** 39%
- **Real Estate:** 29%
- **Automotive:** 28%
- **Music:** 28%
- **Home & Garden:** 22%
- **Parenting & Family:** 20%
- **Tech & Computing:** 18%
- **Reference:** 17%
- **Health & Fitness:** 17%
- **Entertainment & Leisure:** 15%
- **Shopping:** 15%
- **Women’s Interests:** 14%
- **Finance:** 13%
- **Food & Dining:** 10%
- **Home & Garden:** 2%

**TRENDS BY REGION**

- **Americas:** +19%
- **EMEA:** +20%
- **APAC:** +1%

**AD SPEND BY FORMAT**

- **In-App:** -42%
- **Display:** +14%
- **Video:** +23%

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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. *Advertiser category definitions are aligned to IAB’s content taxonomy categories.*

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