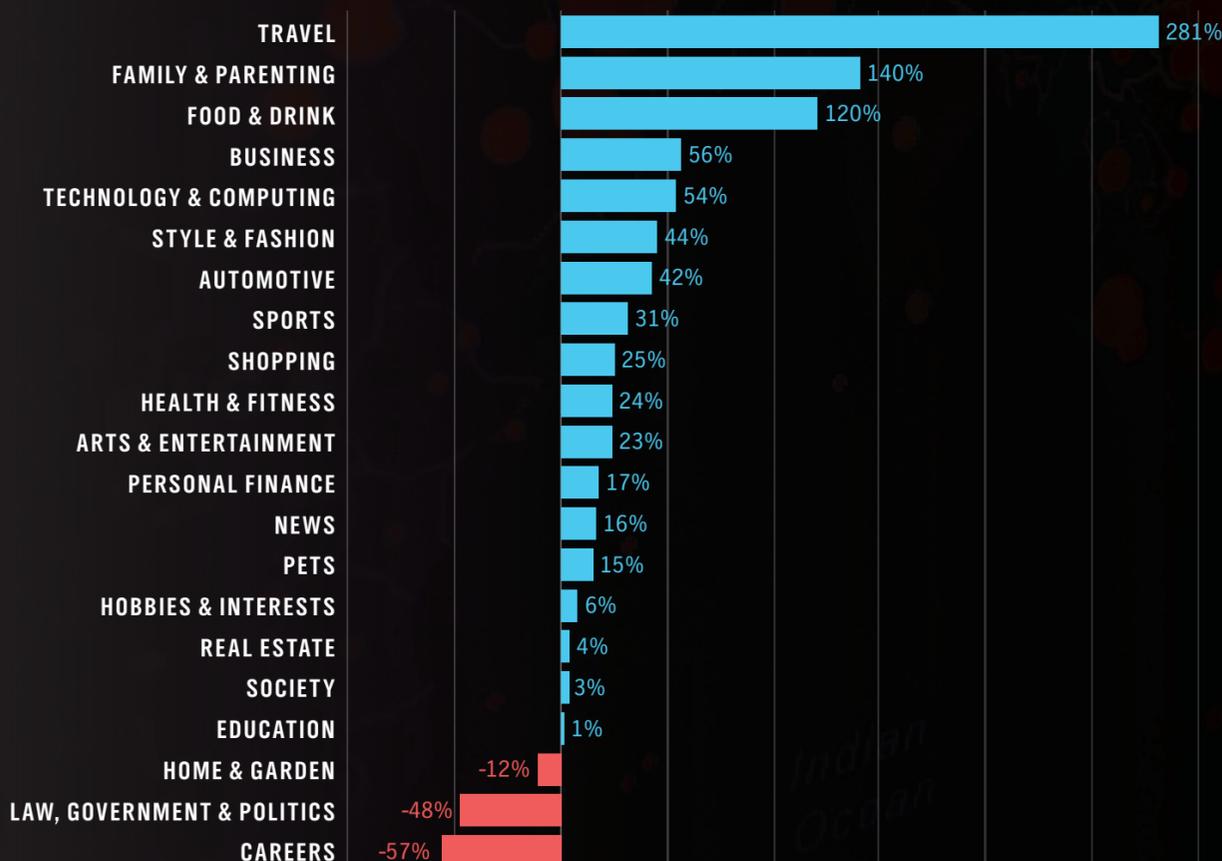


IMPACT OF COVID-19 ON GLOBAL AD SPEND

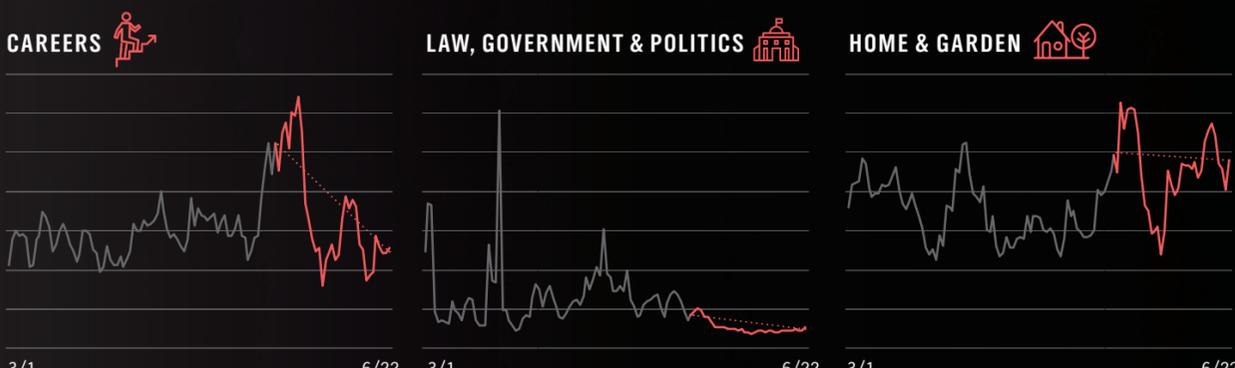
JUNE 22, 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY*

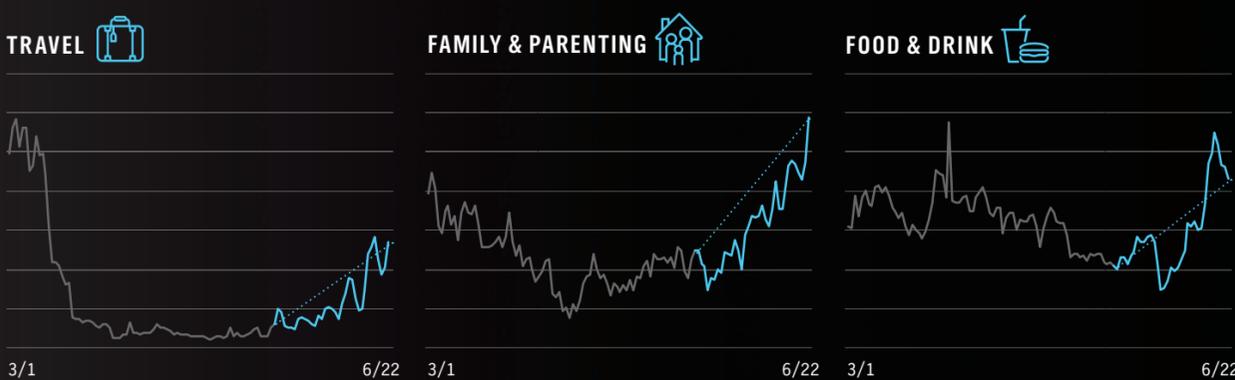
Month-over-Month: May 19-25 vs. June 12-22



AD SPEND CHANGE BY ADVERTISER CATEGORY* – DECREASES

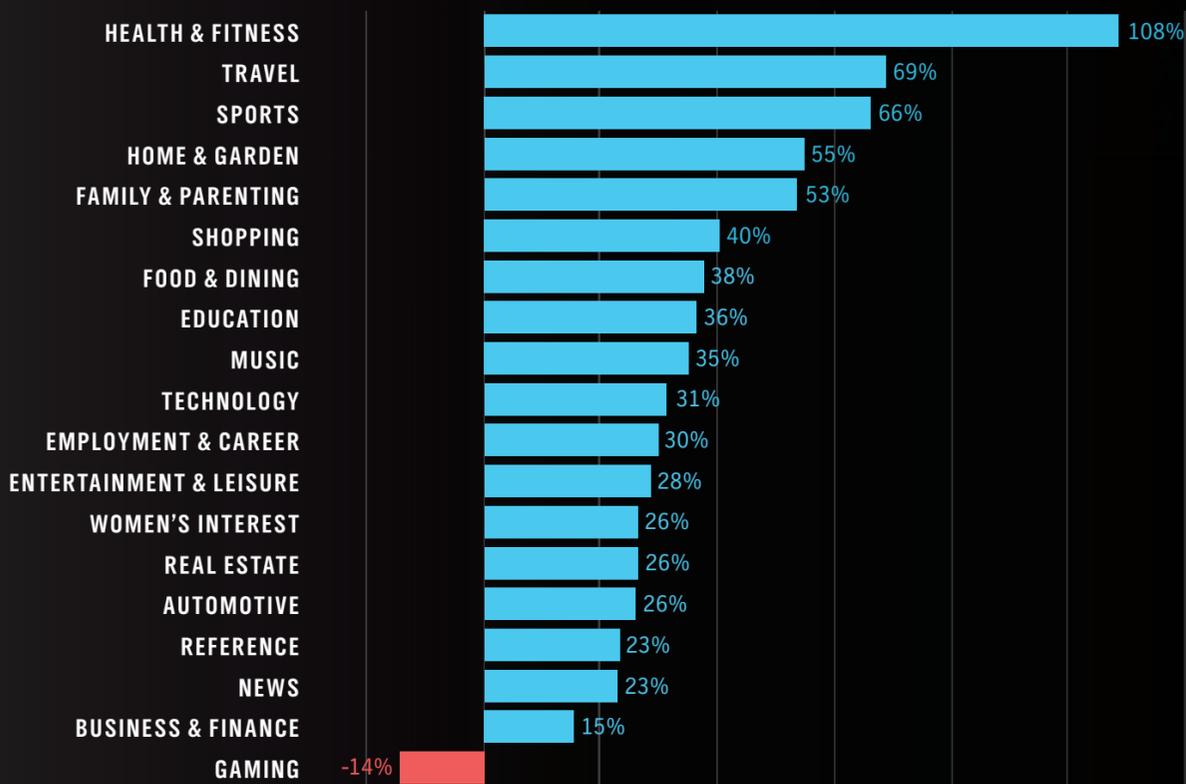


AD SPEND CHANGE BY ADVERTISER CATEGORY* – INCREASES

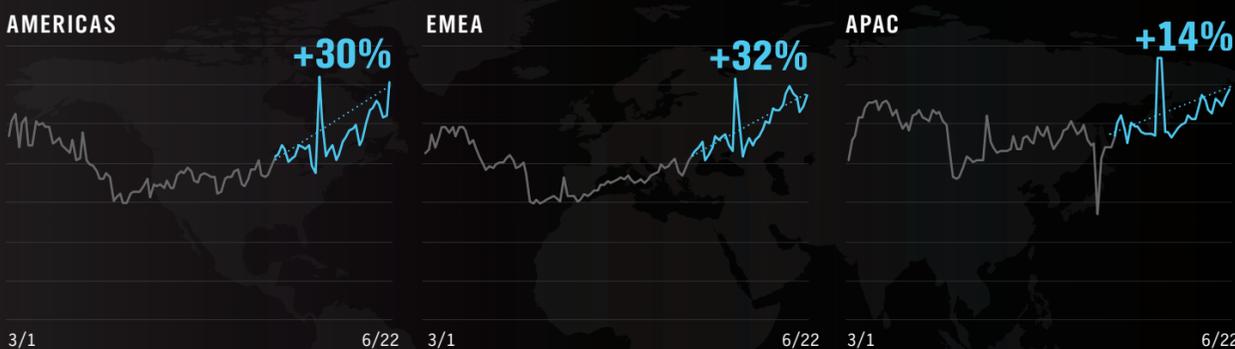


AD SPEND CHANGE BY PUBLISHER VERTICAL

Month-over-Month: May 19-25 vs. June 12-22



TRENDS BY REGION



AD SPEND BY FORMAT



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