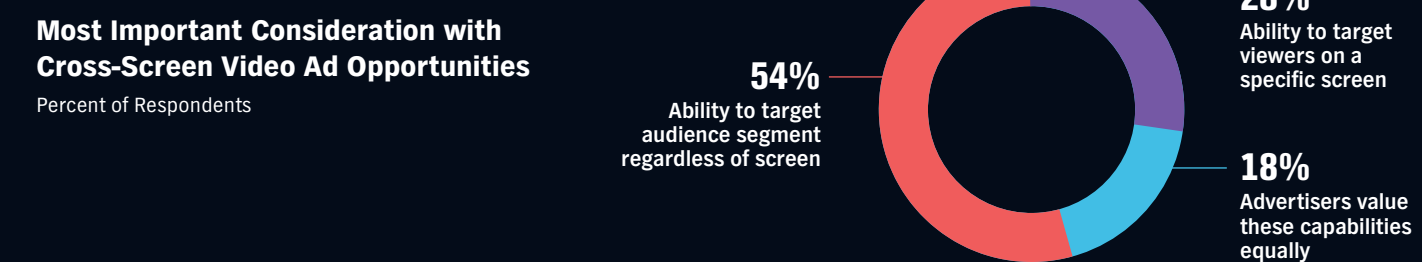


WHY CROSS-SCREEN ADDRESSABILITY MATTERS

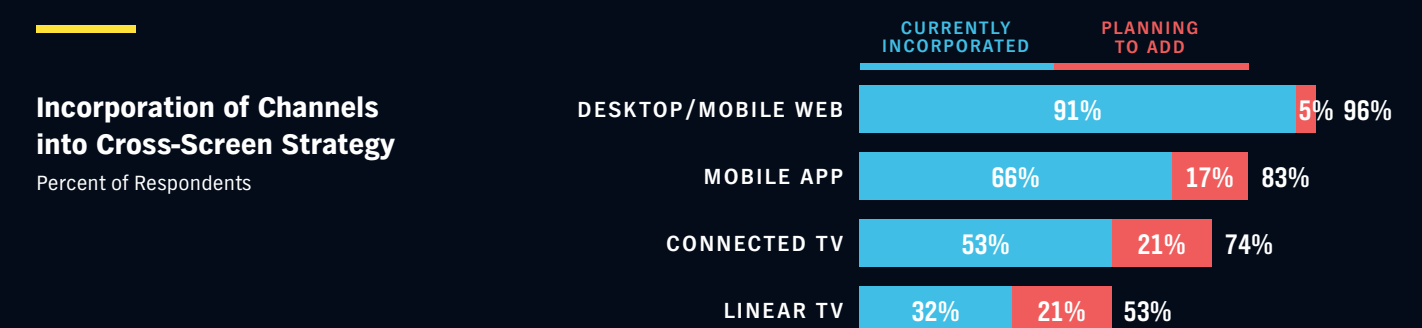
THE IMPACT OF ADDRESSABILITY CHANGES

PUBLISHERS SAY ADVERTISERS WANT SCREEN-AGNOSTIC, AUDIENCE-FOCUSED TARGETING



A failure to offer true cross-screen video advertising is likely to leave advertisers looking elsewhere for ways to reach audiences regardless of which screen they're viewing video on.

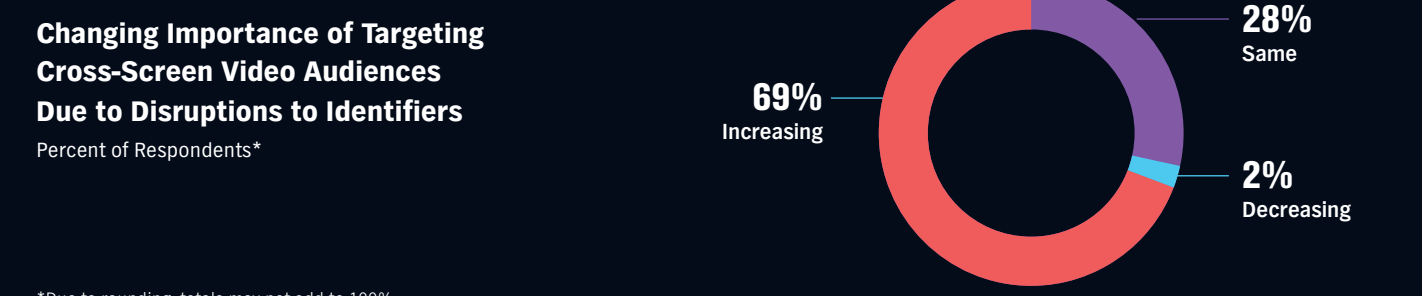
MAJORITY OF PUBLISHERS ALREADY OFFER CROSS-SCREEN TARGETING OR PLANNING TO ADD IT



AND THESE PUBLISHERS SEE MAJOR BENEFITS FROM OFFERING CROSS-SCREEN VIDEO ADVERTISING ACROSS THEIR PROPERTIES



LOSS OF MOBILE AD IDS AND 3P COOKIE DEPRECATION IS MAKING AUDIENCE TARGETING EVEN MORE IMPORTANT



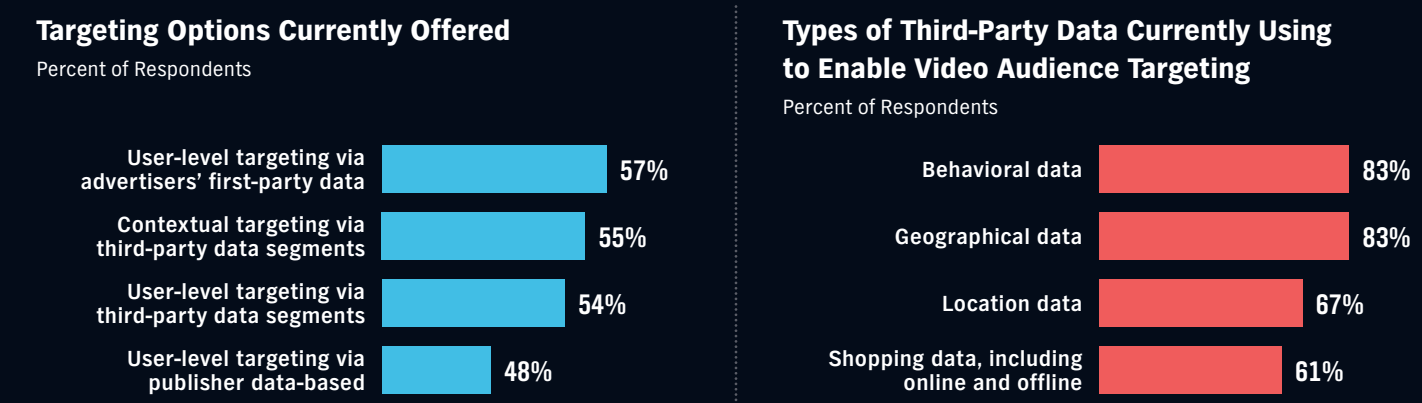
*Due to rounding, totals may not add to 100%

BUT ENABLING IT IS NO SMALL FEAT

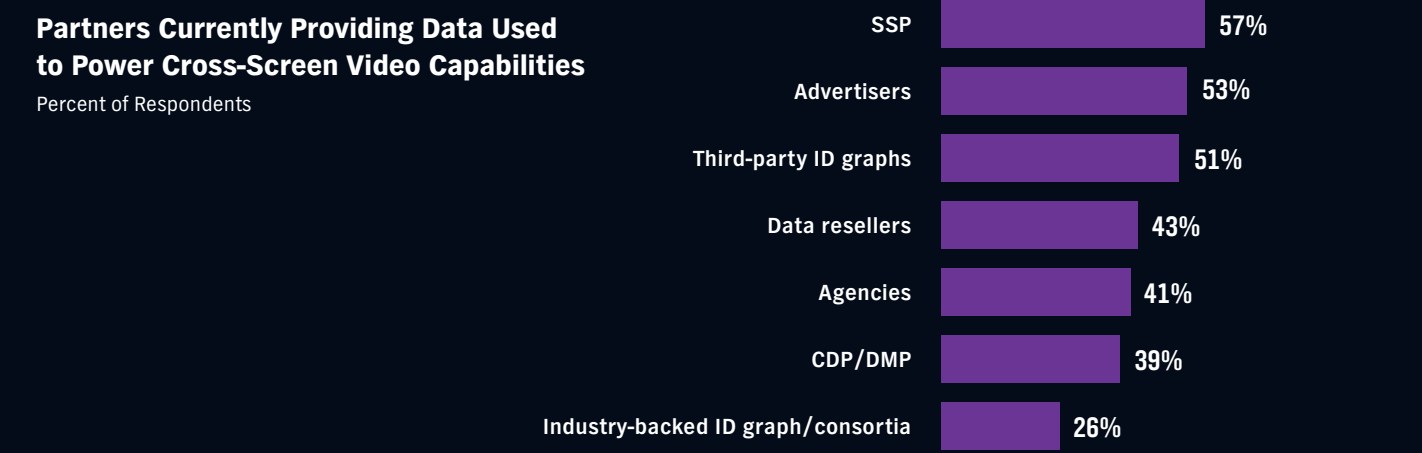
86% of publishers say cross-screen audience targeting is “difficult” to execute

“Addressability truly marries the power of premium TV reach and attention with the targeting and measurability of digital.”
VP AT PUBLISHER FIRM

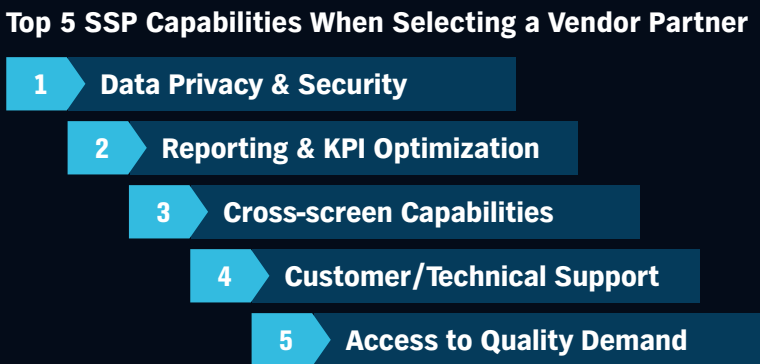
PUBLISHERS NEED DATA + PARTNERS TO HELP DELIVER CROSS-SCREEN TARGETING



PUBLISHERS PRIMARILY CHOOSE SSPs TO POWER DATA-DRIVEN ADDRESSABILITY ACROSS SCREENS



STRONG PARTNERS PROVIDE GOOD CUSTOMER & TECHNICAL SUPPORT ALONG WITH MEETING BUSINESS NEEDS



RESEARCH METHODOLOGY
PubMatic commissioned Advertiser Perceptions to survey 127 US publishers from their Ad Pros Community from November 8 to 22, 2021, as well as to conduct 5 phone interviews from February 3 to 18, 2022, about their online video ad monetization strategies and what they need from their partners. These publishers sell online video inventory and were monetizing or planning to monetize at least two video channels programmatically with SSPs. Respondents had decision-making involvement or influence in technology decisions and annual digital ad revenues of at least \$500,000.

About Advertiser Perceptions
Advertiser Perceptions is the global leader in research-based business intelligence for the advertising, marketing, and ad technology industries. Our expert staff delivers an unbiased, research-based view of the advertising market with analysis and solutions tailored to clients' specific KPIs and business objectives. These insights provide clients with the confidence to make the very best organizational, sales and marketing decisions, driving greater revenue and increased client satisfaction.

About PubMatic
PubMatic (Nasdaq: PUBM) is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future. PubMatic's sell-side platform empowers the world's leading digital content creators across the open internet to control access to their inventory and increase monetization by enabling marketers to drive return on investment and reach addressable audiences across ad formats and devices. Since 2006, our infrastructure-driven approach has allowed for the efficient processing and utilization of data in real time. By delivering scalable and flexible programmatic innovation, we improve outcomes for our customers while championing a vibrant and transparent digital advertising supply chain.

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