

## REWARDED VIDEO AUCTION PACKAGE AUSTRALIA

PREMIUM, BRAND SAFE INVENTORY AT SCALE

There are approximately millions of different apps available on the iOS App Store and Google Play Store<sup>1</sup>— accounting for almost every part of a consumer's online life.

Reach them with highly effective rewarded video that delivers the highest CTR and conversion rate of all mobile app ad formats.<sup>2</sup>

PubMatic's rewarded video auction package can help you meet your performance KPIs — delivering exceptional viewability, view-through and click-through, in brand safe environments across top ranked Android and iOS mobile apps.

### PUBMATIC AT A GLANCE

524

BILLION AD IMPRESSIONS PER DAY

1,650

DIRECT PUBLISHERS

875

EMPLOYEES

PUBM

NASDAQ LISTED

### REWARDED VIDEO INVENTORY



Premium In-App Environments Only



OS Agnostic – Both Android and iOS platforms

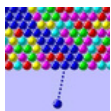


Minimum Viewability of 70%



Scale: >310m Monthly Impressions

### REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



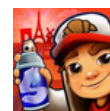
Bubble Shooter



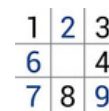
Magic Tiles 3



Paint By Number



Subway Surfer



Sudoku



Wheel Of Fortune

Reach out to your PubMatic rep for full site list.

### BRAND SAFE, TRANSPARENT, FRAUD FREE

All our inventory is thoroughly vetted by our Inventory Quality team before onboarding so you can be sure your campaigns are brand safe, transparent, and fraud free.

FULL-TIME QUALITY TEAM

GLOBAL ALLOW LISTS & BLOCK LISTS

PUBMATIC'S FRAUD FREE GUARANTEE

PRE-BID DETECTION AND POST-BID PREVENTION OF INVALID TRAFFIC

KEY INDUSTRY CERTIFICATIONS

LOG-LEVEL DATA

<sup>1</sup> Source: Business of Apps, 2021

<sup>2</sup> Source: Admixer, 2020