PubMatic

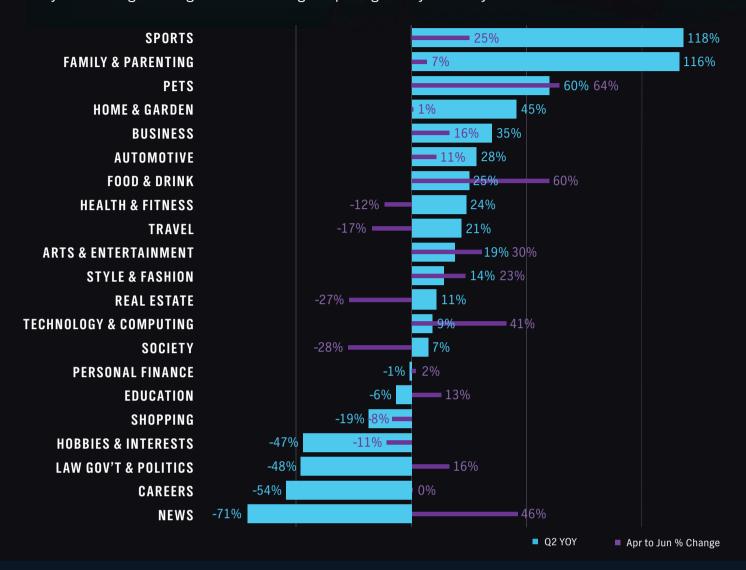
GLOBAL ADVERTISER VIDEO AD SPEND

Q2 2023

VIDEO AD SPEND CHANGE BY ADVERTISER CATEGORY

Q2 2023, YOY

Sports video ad spend more than doubled over last year as sporting events picked up globally in Q2. Pets and Family & Parenting ad categories had the largest spend growth year-over-year.



LARGEST ADVERTISER VIDEO AD SPEND INCREASES DURING Q2, BY CATEGORY

Mirroring overall trends, Pets and Food & Drink video ad spending saw rapid growth during Q2. News also saw a spike in video, contrary to overall trends.



SMALLEST ADVERTISER VIDEO AD SPEND INCREASES DURING Q2, BY CATEGORY

While Society, Real Estate, and Travel video ad spending grew year-over-year, spending declined during Q2.



PubMatic's data analytics team analyzes over 1 trillion global advertiser bids on a daily 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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