

ICC MENS T20 WORLD CUP AUCTION PACKAGE

TARGET CRICKET ENTHUSIASTS AT SCALE



The ICC Mens' T20 World Cup is bowling back in full swing and so are your audiences.

Featuring post-match analyses, commentary, and player & team statistics, cricket-related fan sites are bound to experience a surge in traffic in light of the upcoming international tournament. A leading cricket site reported an average of 4.1m daily unique visitors during the last World T20 tournament.¹

Make sure you don't miss out! Reach both local and international cricket audiences and achieve your advertising goals with PubMatic today.

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM



Omnichannel efficiency across platforms



Transact on a single deal ID



Minimum Viewability of 70%



Scale: >2bn Avg. Monthly Impressions²

REACH HIGHLY ENGAGED USERS ON THESE PREMIUM SITES... AND MANY MORE



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
PROGRAM

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

KEY INDUSTRY
CERTIFICATIONS

LOG-LEVEL
DATA

¹ Source: ESPN website ² Source: PubMatic Internal Data Note: PubMatic is not an official sponsor of the ICC MENS T20 WORLD CUP and has no relation or affiliation thereto.