

## MOBILE GAMING AUCTION PACKAGES

PREMIUM, BRAND SAFE INVENTORY AT SCALE

There are more than 1.5 billion gamers in APAC<sup>1</sup> and they like ads! 82% of mobile gamers prefer free mobile games with ads to paid mobile games without.<sup>2</sup>

Drive performance at scale with PubMatic's highly viewable mobile gaming auction packages. We've created bespoke packages to meet your video and display KPIs.

### PUBMATIC AUCTION PACKAGES

*Transparent, Targeted, Turbo-Charged*

#### Contact Information:

Advertiser Solutions, Southeast Asia  
& Korea and Greater China

[AdSolsSEAGCK@PubMatic.com](mailto:AdSolsSEAGCK@PubMatic.com)

Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

### MOBILE GAMING — VIDEO



Premium In-App Environments Only



OS Agnostic – Both Android and iOS platforms

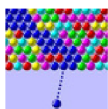


Minimum Viewability of 70%

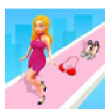


Scale: >194m Monthly Impressions

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



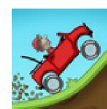
Bubble Shooter



Catwalk Beauty



GoGoal



Hill Climb Racing



Kick The Buddy



Magic Tiles 3



Mobile Legends



My Talking Angela



My Talking Tom



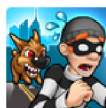
My Talking Tom 2



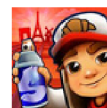
Need for Speed



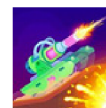
Pooling - Billiards City



Robbery Rob



Subway Surfers



Tank Stars



Temple Run 2



Wordscapes



World of Tank Blitz



Worms Zone.io



Zombie Tsunami

Reach out to your PubMatic rep for full site list.

<sup>1</sup> Source: App Annie, 2020

<sup>2</sup> Source: Business of Apps, 2021

## MOBILE GAMING – DISPLAY



Premium In-App Environments Only



OS Agnostic – Both Android and iOS platforms



Minimum Viewability of 70%



Scale: >483 Monthly Impressions

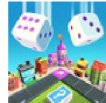
## REACH HIGHLY ENGAGED USERS ON THESE PREMIUM APPS... AND MANY MORE



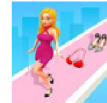
Asphalt Nitro



Basketball NBA



Board Kings



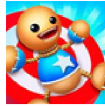
Catwalk Beauty



Count Masters



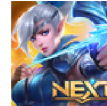
Hill Climb Racing



Kick The Buddy



Magic Tiles 3



Mobile Legends



My Talking Angela



Plants vs Zombies 2



Pooking - Billard City



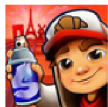
Robbery Rob



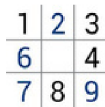
Sakura School



Scrabble



Subway Surfers



Sudoku



Temple Run 2



TheScore



Zombie Tsunami

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## 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

### 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.