

PARENTS — OTT AUCTION PACKAGE

SECURE PREMIUM VIDEO INVENTORY TARGETED AT PARENTS IN SEA

Take advantage of PubMatic's Auction Package to help secure premium video on brand-safe inventory targeting parents across premium OTT publishers in South-East Asia on PubMatic's platform.

REACH PURPOSE-BUILT SEGMENTS DRIVEN BY DATA



CONSUMPTION BEHAVIOUR

Demonstrated interest in parent's shopping, kids apparel & baby nutrition.



DEVICE TARGETING

Devices seen at gift shops, schools, baby clothing and toy stores, or browsing family and parenting-related content.

Reach out to your PubMatic rep for the full list of custom audiences

PARTICIPATING DATA PROVIDERS*

 captify

 lifesight

 LOTAME™

ENGAGE AUDIENCES ON THESE PREMIUM VIDEO SITES AND MORE**

 viu

 iQIYI

 trueID

 theAsianparent

 WeTV iflix

 cna

 iw TFC

 spot^{PH}



 COSMOPOLITAN



 BUGABOO TV

 carousell

*Additional segments available from the data providers on request

** Audiences curated by Publisher first party data

PUBMATIC AUCTION PACKAGES

Transparent, Targeted, Turbo-Charged

Contact Information:

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Worldwide: 18 Offices, 12 Data Centers

Founded: 2006, Nasdaq: PUBM

ABOUT PUBMATIC

PubMatic is an independent technology company maximizing customer value by delivering digital advertising's supply chain of the future