PubMatic

GLOBAL ADVERTISER AD SPEND
Q4 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY*
Q4 2020, QoQ

Category	Change
LAW, GOVERNMENT & POLITICS	161%
COMMUNITY WORK	142%
NEWS	104%
STYLE & FASHION	83%
FOOD & DRINK	80%
HOME & GARDEN	69%
SHOPPING	69%
BUSINESS	69%
HEALTH & FITNESS	66%
PERSONAL FINANCE	61%
AUTOMOTIVE	52%
CAREERS	41%
TECHNOLOGY & COMPUTING	40%
HOBBIES & INTERESTS	39%
PETS	36%
ARTS & ENTERTAINMENT	34%
TRAVEL	32%
REAL ESTATE	14%
EDUCATION	8%
SPORTS	-11%
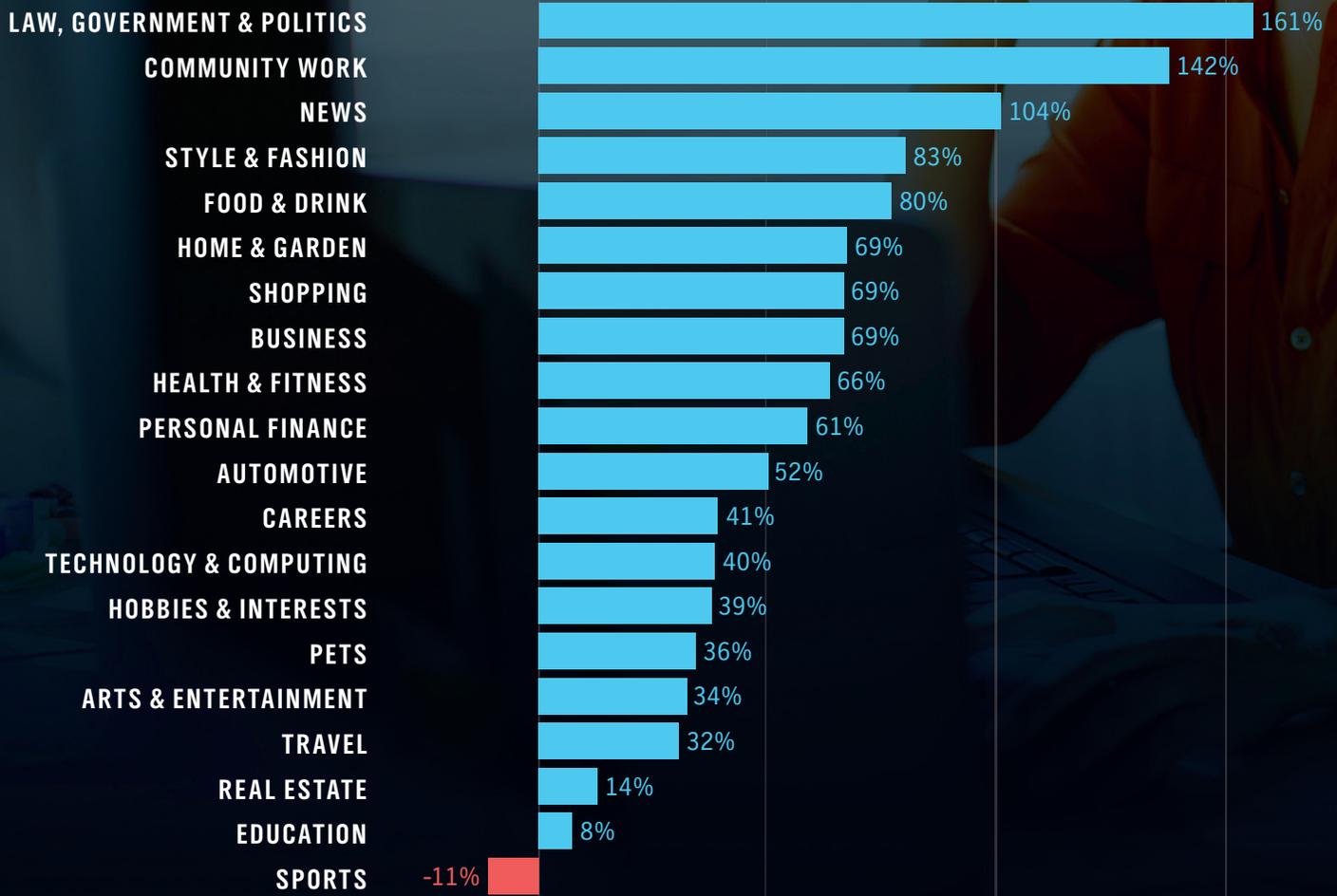
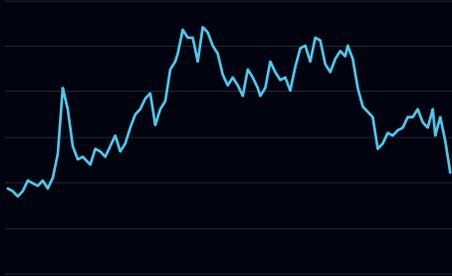## LARGEST ADVERTISER AD SPEND INCREASES QoQ, BY CATEGORY*

Law, Government & Politics advertising saw the largest increase over last quarter but also saw a precipitous drop after the US November presidential election. Society and News advertiser categories rounded out the top 3 largest increases quarter-over-quarter.

LAW, GOVERNMENT & POLITICS

10/1 — 12/31

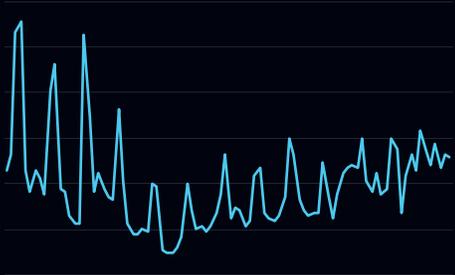### COMMUNITY WORK

10/1 — 12/31

NEWS

10/1 — 12/31

SMALLEST ADVERTISER AD SPEND INCREASES QoQ, BY CATEGORY*

Real Estate and Education saw the smallest increases while Sports advertiser spending declined over last quarter.
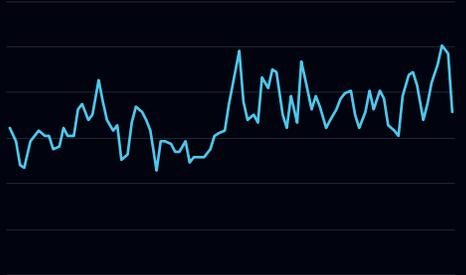
SPORTS

10/1 — 12/31

EDUCATION

10/1 — 12/31

REAL ESTATE

10/1 — 12/31

PubMatic's data analytics team analyzes over 1 trillion advertising bids per day, 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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