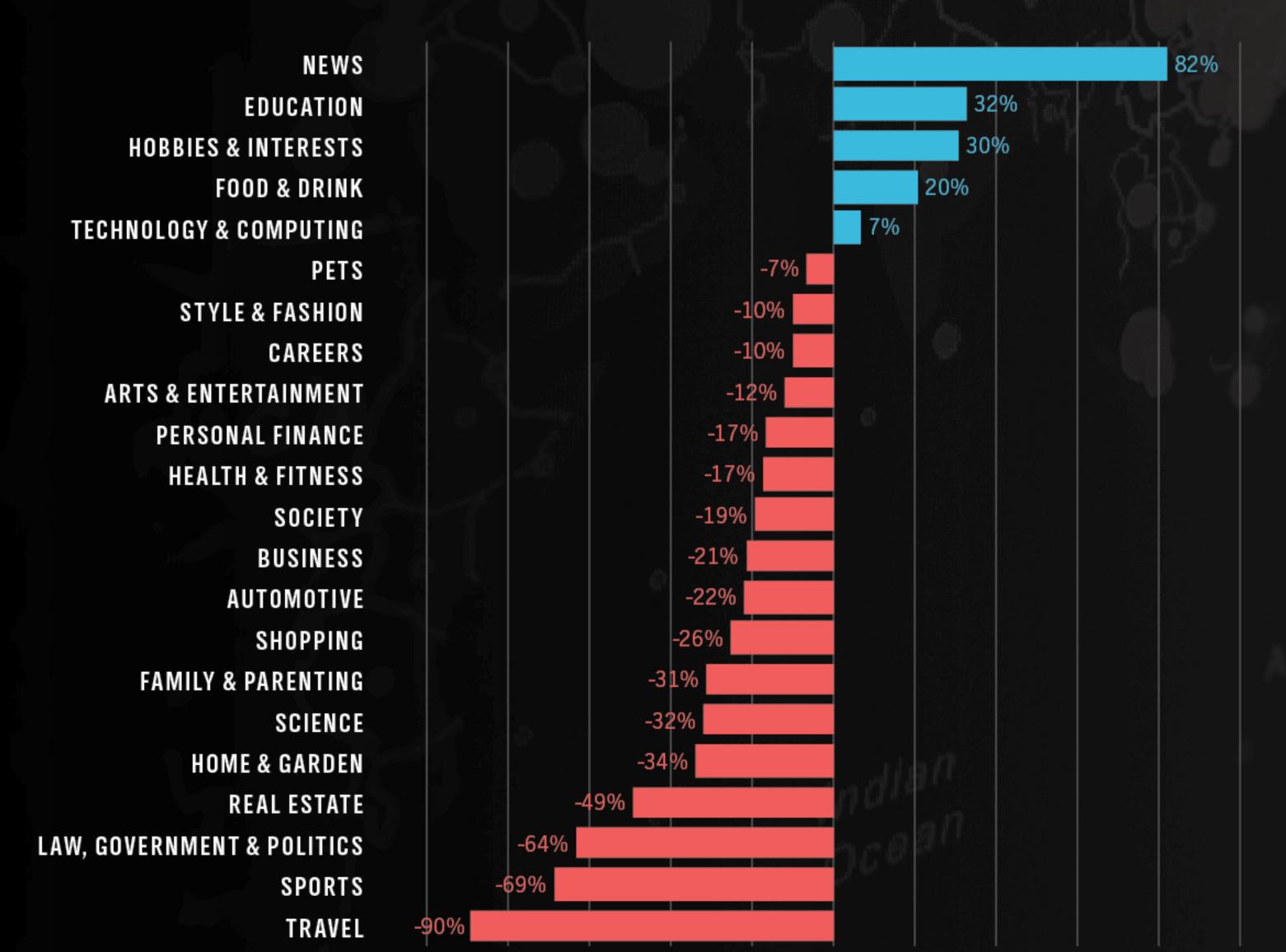
PubMatic

IMPACT OF COVID-19 ON GLOBAL AD SPEND

MARCH 2020

AD SPEND CHANGE BY ADVERTISER CATEGORY

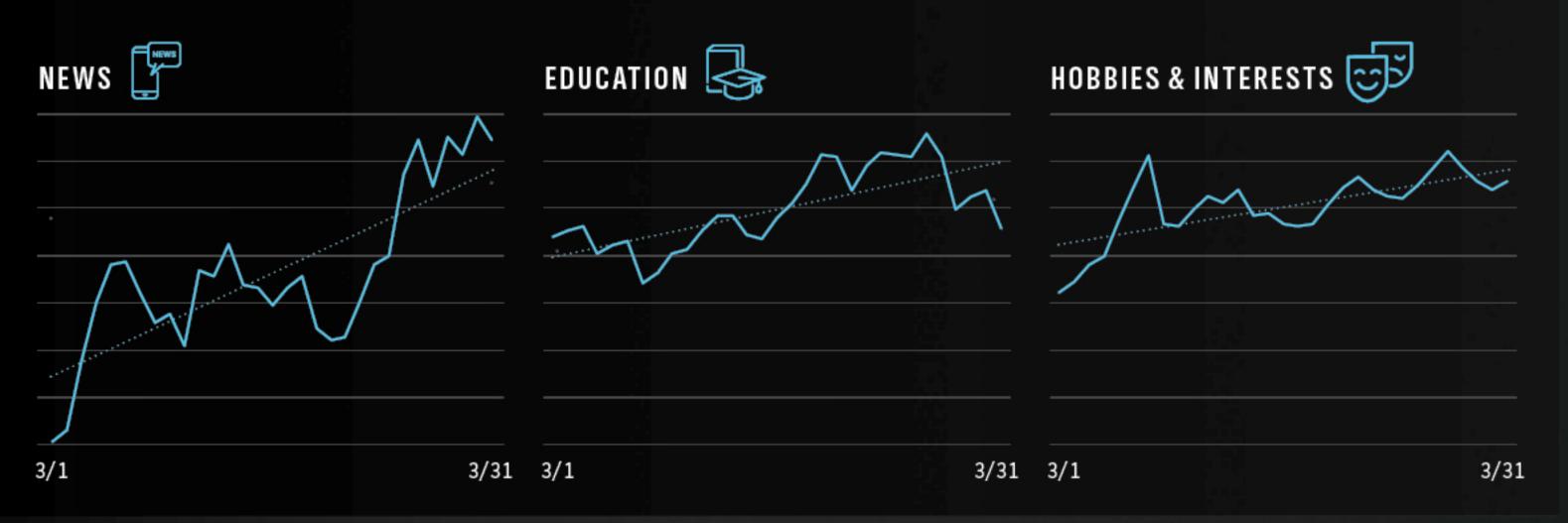
First Week March (1-7) vs. Last Week March (25-31)



AD SPEND CHANGE BY ADVERTISER CATEGORY - DECREASES

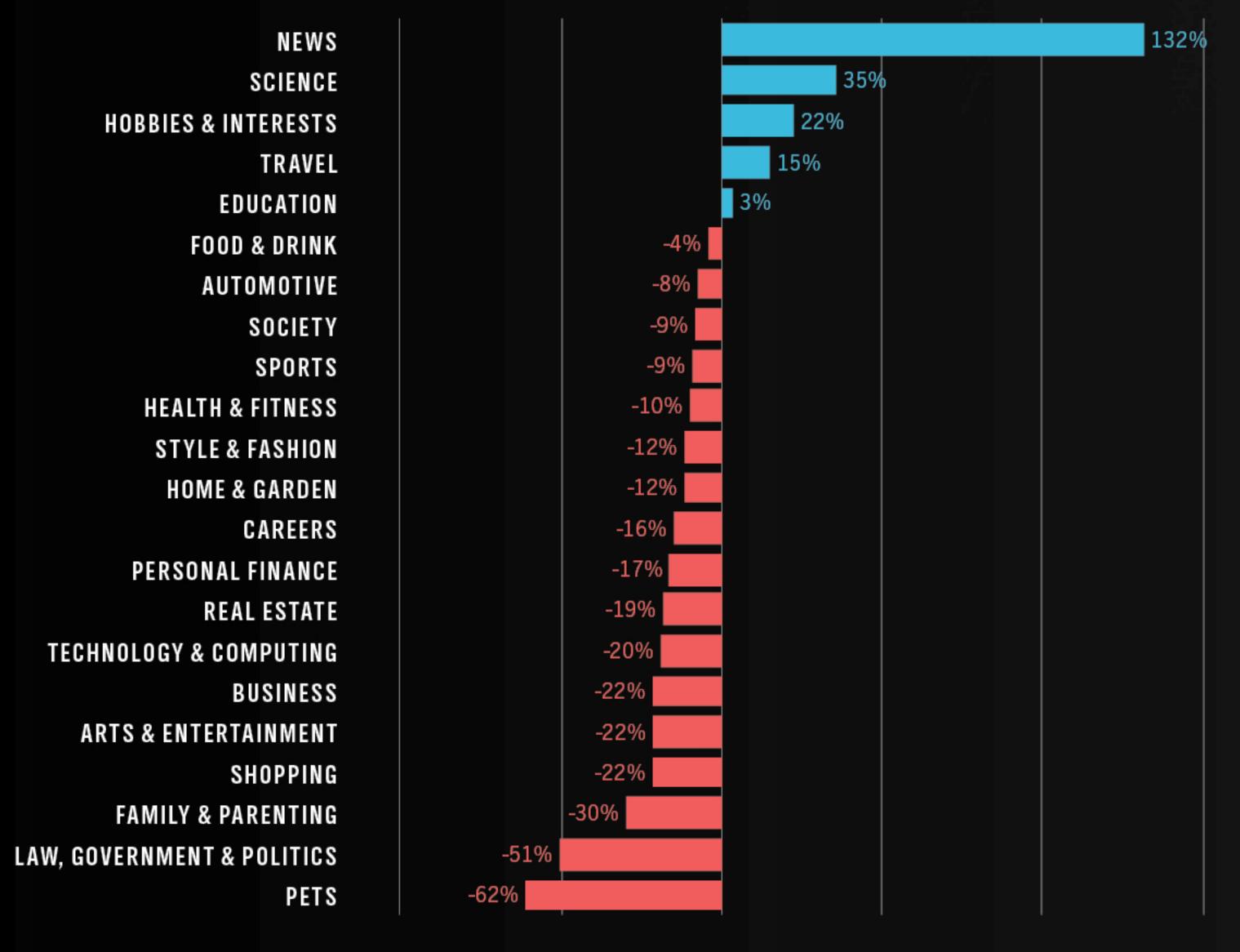


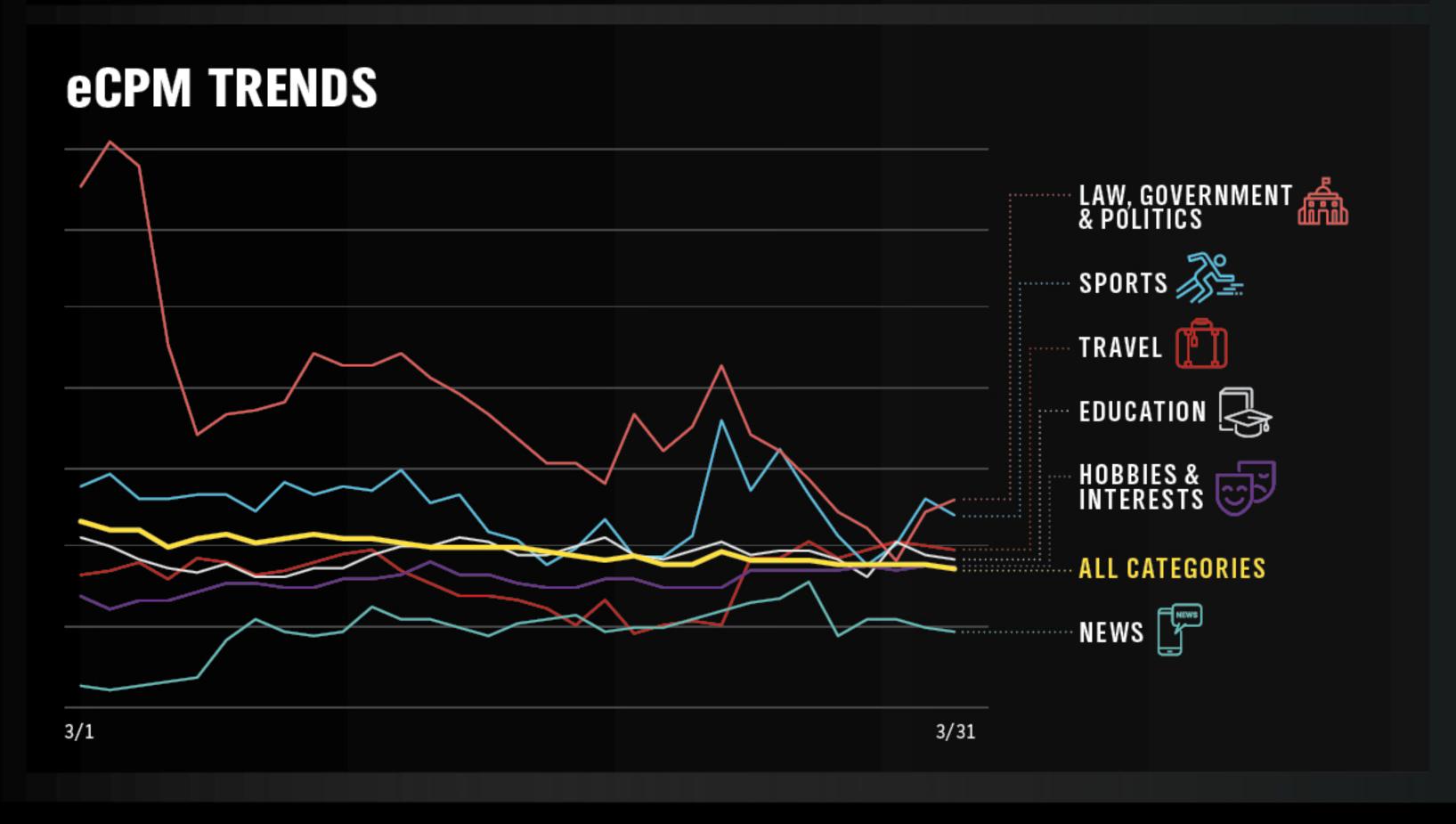
AD SPEND CHANGE BY ADVERTISER CATEGORY - INCREASES



eCPM CHANGE

First Week March (1-7) vs. Last Week March (25-31)





PubMatic's data analytics team analyzes over 13 trillion global advertiser bids on a monthly basis, utilizing the company's best-in-class analytics capabilities. This snapshot is based on PubMatic-sourced operational data.

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