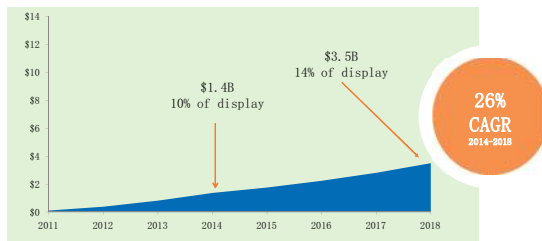
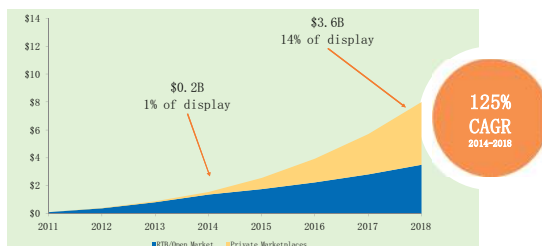


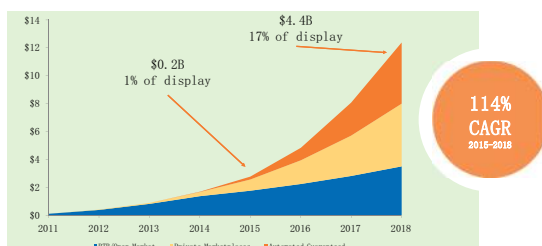
EMEA Spending Breakdown: Open RTB



EMEA Spending Breakdown: Private Marketplace



EMEA Spending Breakdown: Automated Guaranteed



A new era of programmatic selling

	Channels	Definition	Value
Programmatic	Automated Guaranteed	Direct bought guaranteed inventory access, non-RTB	Direct sales with lower cost of operations
	Private Marketplace	Direct bought RTB based inventory access	Controlled buying with price agreements for bids
Direct	Open Market	RTB based inventory access in open marketplace	Efficient and targeted audience buying

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The Industry Is Evolving, Quickly.

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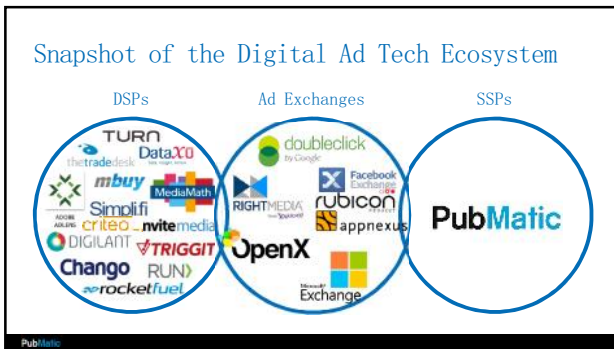
CHALLENGES

- Fragmented digital media consumption
- Complex ecosystem
- Need right technical expertise
- Sales channel management

OPPORTUNITIES

- The rise of the multi-screen consumer
- Leverage the right platform for the job
- Data analysts/scientists
- Digital IO transformation through Programmatic Direct

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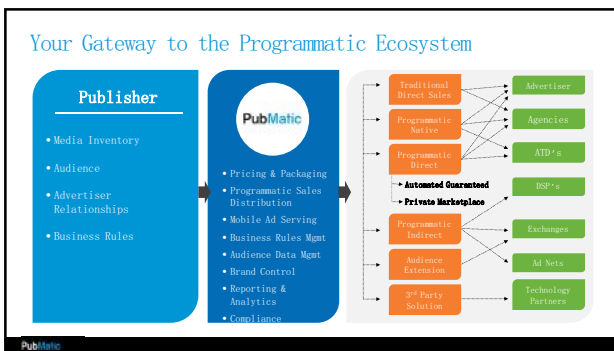


PubMatic Cited as Industry Leader in Sell-Side Platforms & Exchanges for Publishers

Highest scores among all reviewed vendors in the categories of Current Offering, Strategy, and Market Presence

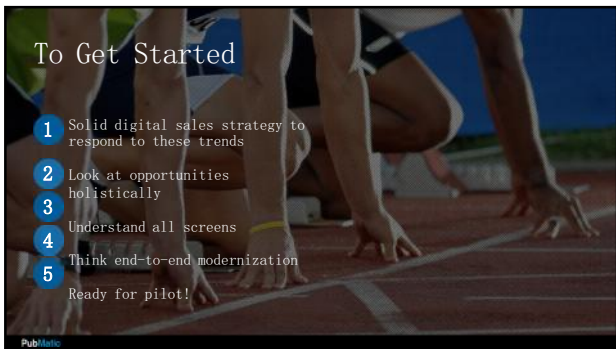
- ✓ Greatest variety of selling options including programmatic premium
- ✓ Most comprehensive set of integrations with Data Management Platforms
- ✓ Ahead of the curve on mobile and video integrations

Source: The Forrester Wave™: Sell-Side Platforms & Exchanges for Publishers, Q2 2014



To Get Started

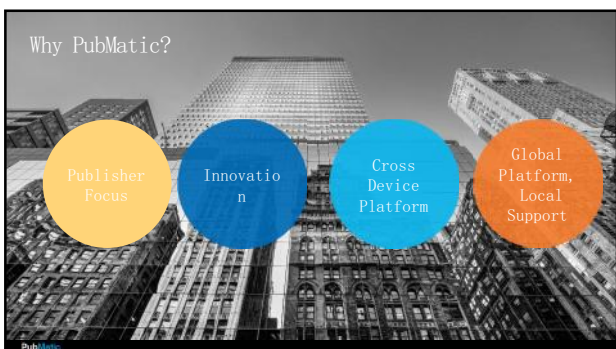
- 1 Solid digital sales strategy to respond to these trends
- 2 Look at opportunities holistically
- 3 Understand all screens
- 4 Think end-to-end modernization
- 5 Ready for pilot!



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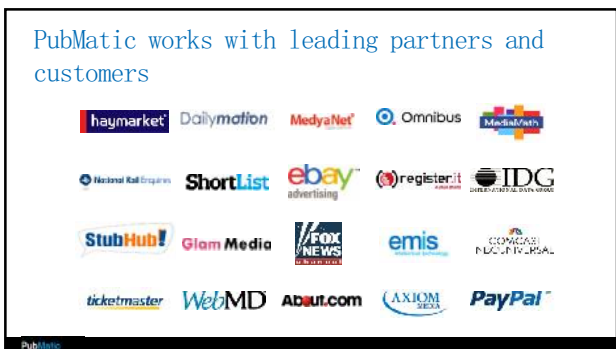
Why PubMatic?

- Publisher Focus
- Innovation
- Cross Device Platform
- Global Platform, Local Support



PubMatic

PubMatic works with leading partners and customers



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