March 2021 Updates & Announcements

Prebid 4.x made important changes in how the GDPR Consent Management module functions. Here's what these changes mean for publishers:

- Publishers upgrading from Prebid 3.x versions of OpenWrap to Prebid 4.x versions need to review their implementations to see if changes need to be made in order to function correctly with Prebid 4.x.
- Prebid has stopped making updates to Prebid 3.x, so in the near future only Prebid 4.x versions of OpenWrap will be available.
- Starting in Prebid 4.x, the 'Allow Auction Without Consent' setting is deprecated, which means if the Consent Management module is included and no CMP (Consent Management Platform) is found on the page, all auctions will be aborted and no bids returned.
- In the OpenWrap UI, the 'Auction on CMP Failure' flag sets the underlying Prebid 'Allow Auction Without Consent' flag. With Prebid 3.x, if the 'Auction on CMP Failure' was set and the CMP was not found, the auction would still proceed. But this behavior is no longer available with Prebid 4.x, so if GDPR Consent is enabled, it's extremely important to either ensure a CMP is present and fully loaded before requesting bids or to set a hard coded CMP response in instances where a CMP is not loaded because you as the publisher have independently determined the user is not subject to the GDPR. Learn more

Ad Quality Scores:
PubMatic's Real Time Ad Scanner and manual reviews caught 155,856 security issues and 30,360 IBVs. This amounts to a 23.59% increase in security issues and a 41.31% decrease in IBVs caught compared to January 2021.

February 2021 Updates & Announcements

Sign Up to Support the IAB’s Buyers.json Transparency Initiative:

The IAB Tech Lab has created the Buyers.json framework to bring transparency to the buy side, in the same way that prior initiatives brought transparency to the sell side. PubMatic has partnered with ad quality vendor Confiant to bring you the educational microsite below. How does it benefit publishers?

- Buyers.json provides the transparency necessary to help publishers identify bad actors pushing malicious behavior.
- It promotes fairness, balance between the buy-side and sell-side both, and protects users from malvertising/bad ads.
- Pledge Your Support and Learn More

Ad Quality Scores:
PubMatic’s Real Time Ad Scanner and manual reviews caught 126,111 security issues & 51,728 IBVs. This amounts to a 2.52% increase in security issues and a 11.07% decrease in IBVs caught compared to December 2020.

January 2021 Updates & Announcements

SIVT Fraud Rates:
- Video 1.2%
- Display 1.9%
- Platform 1.8%
- Flagged Apps 391
- Flagged Domains 551

Ad Quality Scores:
PubMatic’s Real Time Ad Scanner and manual reviews caught 123,013 security issues and 58,164 IBVs. This amounts to a 30.03% decrease in security issues caught and a 15.95% decrease in IBVs caught compared to November 2020.

December 2020 Updates & Announcements

**DV360 Update:**

We recently joined a DV360 effort to make it easier for marketers to locate and spend with Black-owned publishers. DV360 has asked PubMatic and other exchanges they partner with to curate lists of Black-owned media. We believe this is an important initiative and we encourage our customers and partners to get involved. Please contact your dedicated account team for more information.

**Highlighted Publishers & PMP Deals:**

**InMobi’s:**

InMobi has launched its Inventory Only PMP blueprint into Australia & New Zealand, which offers operational & cost efficiencies because while curated they’re only priced at 5% above the Open Exchange clearing price. The PMPs are available across Video, Interstitial & IAB Banners including High Performance inventory cuts across Viewability, VCR, CTR and more. Top Publishers include non-gaming & gaming:

- MyFitnessPal
- 9News
- Candy Crush
- Weatherzone
- Sportsmate

Please contact Brittany.lefave@pubmatic.com for more information.

**Helpful Resources:**

Create and edit PMP, PMP Preferred, and PMP-G deals

Creating a Targeted PMP Deal in the Media Buyer Console (MBC)

Ad Quality Scores

PubMatic’s Real Time Ad Scanner and manual reviews caught 175,798 security issues and 69,202 IBVs. This amounts to a 48.08% increase in security issues caught and a 32.59% increase in IBVs caught compared to October 2020.

**SIVT Fraud Rates:**

- Video 1.0%
- Display 2.0%
- Platform 1.4%
- Flagged Apps 939
- Flagged Domains 345

November 2020 Updates & Announcements

**MediaMath SOURCE & PubMatic Partnership for Transparency & Efficiency:**

MediaMath, independent advertising technology company for leading brands and agencies, recently highlighted its MediaMath SOURCE initiative through an enhanced partnership with PubMatic. This integration employs passing MediaMath DSP optimization data to PubMatic’s platform so more performant inventory can be directed back to the DSP, in order to yield better results for stakeholders.

**Digitrust IAB ID Sunset:**

The Digitrust ID has been sunset by the IAB. As a next step, publishers may want to check with the IAB and stop calling the Digitrust API so it no longer shows up in the bid request.

**Multi-Bid Response**

With this feature, PubMatic can send multiple non-zero bids for every impression opportunity. This occurs when we get valid non-zero bids back from our DSPs, and non-zero bids qualify all the criteria’s defined by publishers in the ad request.

PubMatic can send up to 5 non-zero bids for each bid request.

**Benefit:** This is intended to help in increasing win rate, and maximizing a publisher’s yield, by aiming to ensure our secondary and tertiary bids participate in publisher’s auction. This is in the case the primary bid is getting blocked because of any of below reasons:

- Ad Quality Filter
- Advertiser Level Floor
- Malware Filter
- Video Creative Error, etc.
The partnership has already contributed to early results for a major computer technology brand, including a 35% increase in advertiser ROI as measured by improved bottom-line cost per acquisition (CPA). PubMatic also contributed to MediaMath’s SOURCE Ecosystem Scorecard as part of its commitment to transparency in the supply chain. Find out more here.

Highlighted Publishers & PMP Deals:

Pure.amplify

Established by long-standing market research & technology business, Pureprofile, Pure.amplify supplies the programmatic market with rich first-party data, audience intelligence and end-to-end media solutions. By asking real consumers about their intent to purchase, Pure.amplify builds self-declared audiences to be used for digital targeting. Premium publishers such as NewsCorp use Pure.amplify’s technology to create and enrich their first-party assets. Media buyers and publishers alike can learn more here: https://pureamplify.com/.

SIVT Fraud Rates:

- Video 1.1%
- Display 2.6%
- Platform 1.5%
- Flagged Apps 1,700
- Flagged Domains 469

Ad Quality Scores:

PubMatic’s Real Time Ad Scanner and manual reviews caught 118,719 security issues and 52,194 IBVs. This amounts to 7.58% increase in security issues caught and a 6.19% reduction in IBVs caught compared to September 2020.

Quizlet For Your Buy Side Team:

Why buy Quizlet?

- Audience Mindset: active learning and retention mindset
- Brand Safe and high viewability inventory
- Students say that Quizlet provides results: 69% report improved confidence, 92% report better test results, 93% say Quizlet is an effective way to learn
- Personalized Tech Platform: AI-assisted personalized and gamified learning creates a highly engaged audience
- Scale: 80M+ monthly visitors
- Audience:
  - Heavy concentration Gen Z and Millennials demographic
  - Over 60% of the audience is over 18 years old
  - 1M+ teachers use Quizlet
- Engagement: Quizlet audience is highly engaged returning over and over again and spending on average over 12 minutes on the platform
- Diversity: Quizlet audience is 1.4 - 1.9x more likely to be African American, Hispanic, and Asian than the average Internet site. Source: Quantcast
- Black Friday/Cyber Monday Insights: Millennials and Gen Z are set to overtake Baby Boomers as the dominant group of US consumers (Source: Morgan Stanley). Gen Z and Millennial buying power for 2020 are estimated to be $3 trillion. (Source: YPulse). Students audience, in particular, are likely to be more interested in seeking deals
- Mission-driven: Gen Z and Millennial audiences are invested in mission-driven and cause-related topics and brands like Quizlet

For more information about Quizlet, please reach out to Apurva Patel: apurva.patel@pubmatic.com.

What Deal Types does Quizlet Offer?

- Always On Deals
- Private Auction
- Preferred Deals
- Programmatic Guaranteed (Display and Video)
- Direct

What Environment & Formats does Quizlet offer?

- Formats: Display (300x250, 300x600, 160x600, 728x90, 320x50), Outstream Video, Native In-Line
- Environments: Desktop, mWeb, mobile apps

October 2020 Updates & Announcements

Highlighted Publishers & PMP Deals:

PubMatic presents two incredible PMP package opportunities with AMC:

FearFest

AMC is the exclusive October home of some of the greatest horror film franchises that get audiences into the Halloween spirit. According to AMC’s measurement partners, FearFest pulls in a 25% increase in unique viewers and 66% increase in video views, and almost double the industry average in viewability, engagement, and completion rate.

Best Christmas Ever
Beginning November 16, AMC will become a 24/7 holiday destination, with non-stop classic holiday films, available to you through PMP or PG packages with up to $50MM+ avails. Third-party reporting shows that this annual tentpole event reaches younger, more upscale, and more educated audiences than AMC’s typical programming.

Reach out to your PubMatic representative to get started!

*Sources: Nielsen Live+3, BART/AMCN O&O Multi-Platform Research, MOAT; Nielsen P25-54 + P18-49(000), Live+ SD, Feature Film, Dec’19 vs. Jan-Nov ’19.

Inventory Discovery Tool:

On October 13th, PubMatic launched a new feature called the Inventory Discovery Tool. Buyers can now partner with their account representative to plan smarter by discovering unique and exclusive inventory that has been available on the PubMatic platform over the most recent 7 days.

KEY BENEFITS:

- **Plan Smarter**: Find unique inventory fast within publisher domains that meets your desired specifications across video, display, CTV, mobile app, and mobile web. The most recent 15 days of relevant inventory that meets your campaign’s KPIs at scale will be highlighted.
- **Be Choosey**: Secure available targeted inventory to achieve your campaign’s KPIs.
- **Reach Further**: Pair the results with PubMatic’s Deal Summary Tool in the Media Buyer Console for optimal reach.
- **Get Personal**: Receive personalized reports emailed to you that match unique inventory within your chosen KPIs.
- **Go Live Quickly**: Use your custom results to get deals created and running in the Media Buyer Console.

Active View PMP Deals:

You may have gotten an update from DV360 recently about their new mobile inventory policies going into effect November 2, which include additional enforcement of App-ads.txt and offering more buyer filters based on OMID (Open Measurement Interface Definition) signal. In addition to being a leader in app-ads.txt adoption PubMatic supports Active View PMP deals which let you curate packages based on OMID. Reach out to your PubMatic representative to get started.

Ad Quality Scores:

PubMatic’s Real Time Ad Scanner and manual reviews caught 110,356 security issues and 55,640 IBVs. This amounts to a 44.06% increase in security issues caught and a 34.67% increase in IBVs caught compared to August 2020.

SIVT Fraud Rates:

- Video 0.9%
- Display 1.8%
- Platform 1.2%
- Flagged Apps 935
- Flagged Domains 203

**September 2020 Updates**

**Platform Update: Allowlist & Blocklist**

In an effort to remove racially charged language from our platform, PubMatic has updated our product and documentation to use non-exclusionary terms. We will now use allowlist/blocklist to replace mentions of whitelist/blacklist. Please leverage the updated wording when searching for this functionality in our platform.

**Attract Mobile Buyer Spend by Passing Open Measurement SDK Signals**

Need more Mobile spend? The IAB Open Measurement SDK empowers buyers and DSPs to measure viewability in Mobile apps, without utilizing extra SDks. This in turn leads to more monetization for Mobile app publishers.

**NOTE**: For Google DV360’s Active View viewability product – all 3 signals (API=7,omidpn and omidpv) are important. Find more details on the Community Site below.

To get more information on how to integrate, use our documentation below:

- Find out how on PubMatic’s Community Site

**Highlighted Publishers & PMP Deals**

**Firework**:

Firework is a platform that enables infinite storytelling using short videos across the internet. It aims to connect creators and audiences with 30-second videos.

- Overall avails: 1.5B/month
- Geo: India
- Ad sizes: Video, 300X250, 320X50, 320X100 ETC
- Platforms: App, Desktop & mWeb

**ShareChat**:
ShareChat is an Indian social media platform developed by Mohalla Tech Pvt Ltd. It offers content consumption and a sharing platform in Indian vernacular languages to cater to over 1.17 billion wireless network users, available in 15 languages.

- Overall avails: 6,000,000,000
- Geo: India
- Ad sizes: 300x250, 320x50,Interstitial
- Platforms: App

**OTT Packages:**

Publisher: SonyLiv, Zee5, Voot, MX Player

- CPM range: $3-$8
- Geos: India
- Format: Pre-roll and Mid roll
- Specs: VAST 2.0 / Vpaid
- Platform: Desktop/mWeb/App
- Avails: 5BN/month

For more information on these publishers and PMP deals, please contact amit.yadav@pubmatic.com.

**SIVT Fraud Rates:**

- Video 0.7%
- Desktop 1.7%
- Platform Wide 1.4%
- Flagged Apps 385
- Flagged Domains 273

**Ad Quality Scores:**
PubMatic’s Real Time Ad Scanner and manual reviews caught 76,307 security issues and 40,423 IBVs. This amounts to a 5.53% increase in security issues caught and a 63% decrease in IBVs caught compared to July 2020.

**August 2020 Updates**

**Sunsetting DigiTrust ID Support in Identity Hub**

Recently, the IAB Tech Lab unanimously decided to sunset the DigiTrust ID. As a result, the DigiTrust ID will be phased out of support in PubMatic Identity Hub, based on the timeline below.

What do you need to do?

1. Please remove the code and any system dependencies on the use of the DigiTrust service on or before July 31.
   a. If helpful, please refer to the full set of GitHub integration documentation, which can be found here. This resource contains guidance specific to common integrations for DMPs, DSPs, exchanges, and publishers.
2. Send a note to digitrust@iabtechlab.com letting them know of service removal and the effective date. As per the service agreement, platforms will be billed for the month of August unless you’ve completed this step.
3. For any other questions, please read through PubMatic’s DigiTrust FAQs here [ADD LINK].

**Upcoming deadlines:**

- **September 1, 2020** - The DigiTrust service will stop working.

For any additional questions or concerns, please reach out to your PubMatic Customer Success Manager.

**IAB TCF v2.0 – 15th August Deadline Approaching**

The IAB Europe Transparency & Consent Framework (TCF) v2.0 switch over date, August 15th is fast-approaching. From this date forward, publishers will need to sign up for TCF v2.0, as TCF v1.1 will no longer be supported - the Global Vendor List (GVL) and other infrastructure necessary to implement v1.1 will be deprecated by IAB Europe.

PubMatic has been working hard to update our tech stack to ensure compliance, and has been operationally ready to support TCF v2.0 since April 2020.

To help us continually improve your support, could you please let us know your TCF v2.0 organizational readiness via this [1-minute survey](#)? Your feedback is important to us.

The following resources can help you better understand updates to TCF v2.0:

- PubMatic Community Site
- TCF Version 2.0 FAQs
- TCF Version 2.0 Fact Sheet – Vendors
- TCF Version 2.0 Recorded webinar - CMP & Vendors
- List of TCF v2.0 Compliant CMPs
Rewarded Video
PubMatic has further enhanced the capabilities to monetize rewarded video traffic by further optimizing the pipes and supporting industry wide adopted signals.

Important info for Buyers: OpenRTB 2.5 - Bid request objects and parameters
Important info for Publishers: OpenRTB 2.3 Bid Request Objects and Parameters

Introducing Audience Encore
PubMatic’s advanced targeting solution! Audience Encore is a platform designed to improve how you transact on audience data by offering access to premium omnichannel inventory layered with quality data from our premium partnerships.

We make activation simple. Use your current workflow to activate a deal ID in your DSP of choice. Here’s an In-Market Auto Intender deal ID you can activate for any campaign today, just search for it in your DSP: PM-NEIG-5118. To learn more about what else is available, please reach out to Sam Marc at Sam.marc@pubmatic.com.

Fraud Scores:
- 253 Pulled Apps
- 307 Pulled Domains
- Display Fraud 2.3%
- Video Fraud 1.0%
- Platform Fraud 2.1%

Ad Quality Scores:
PubMatic’s Real Time Ad Scanner and manual reviews caught 72,304 security issues and 109,253 IBVs. This amounts to a 24.09% decrease in security issues caught and a 10.13% decrease in IBVs caught compared to June 2020.

July 2020 Updates

Roku CTV App Store Integration
Our platform can now validate the publisher’s Roku Connected TV apps using this new integration. We can also now retrieve app details from the Roku Store, using either the Roku App Store URL or Roku App ID.

Global Beta Launch of OpenWrap OTT
We recently announced the global beta launch of OpenWrap OTT, a Prebid-powered header bidding solution that centralizes 100% of direct and programmatic demand in a server-side parallel auction. Our new solution gives publishers critical tools to respond in real time to changes in viewer behavior and increases in inventory availability while providing advertisers with dynamic and transparent buying models. What’s more, advertisers and publishers can give viewers a more engaging and TV-like ad viewing experience.

Fraud Scores:
- 380 Pulled Apps
- 326 Pulled Domains
- Display Fraud 2.4%
- Video Fraud 1.6%
- Platform Fraud 2.3%

Ad Quality Scores:
PubMatic’s Real Time Ad Scanner and manual reviews caught 95,252 security issues and 121,577 IBVs. This amounts to 0.03% increase in security issues caught and 72.67% increase in IBVs caught compared to May 2020.

Highlighted Publishers & PMP Deals

Mediavine:
Back-to-School Packages: It’s the most wonderful time of year (for grown ups)- especially this year! Parents are ready to to refill those backpacks, closets and lunchboxes. Your brand will earn an easy ‘A’ with our exclusive BTS packages, available via PMP or PG Deals. Both Display & Video targeting available.

Packages include:
- Shop ‘till they drop
- Easy lunches and dinners
- Educational tools

IRCTC – Indian Railways Catering and Tourism Corporation: IRCTC is the official railway ticketing division of the Ministry of Railways and Government of India. They were the exclusive online partner for all railway ticketing in India and at present handle over 500k ticket bookings a day.

Overall avails: 3,000,000,000 / month
Ad sizes: 300x250, 320x50, 300x600, 160x600
Platforms: Desktop, mWeb and App
Scroll.in: Scroll is an independent news media company that was founded in 2011. They have built a niche of savvy, high value users to whom they provide unbiased news content both for free and have a subscription model as well.

**Overall avails**: 100,000,000 / month  
**Geo**: India, US  
**Ad sizes**: 300x250, 320x50, 300x600, 160x600  
**Platforms**: Desktop, mWeb and AMP

The Hindu: The Hindu is one of the older English language newspapers known for their impeccable articulation of the news in English. They have a nation-wide presence but are most well-known in the souther part of India.

**Overall avails**: 100,000,000 / month  
**Geo**: India, US  
**Ad sizes**: 300x250, 320x50, 300x600, 160x600  
**Platforms**: Desktop, mWeb, AMP and APP  

For more information on these publishers please contact amit.yadav@pubmatic.com.

Domain: Domain connects advertisers with property seekers and owners, at pivotal moments when buying choices are at the top of their agenda. They analyse and aggregate user searches, behaviours and content consumption across Domain and the wider Nine Entertainment network to create rich audience profiles for advertiser targeting.

Key life stage moments influence the makeup of these audience segments, from users leaving home and seeking a property to buy or rent, finding a new job, getting married and having kids or even seeking a place to call home during their retirement years. Advertisers can reduce wastage by advertising with Domain, ensuring they target the right audiences at the right time.

**Ad Sizes**: 160x600, 300x600, 300x50, 320x50, 728x90, 970x250  
Bonzai ScrollX & Portal formats also available

**Limited time Audience offer via PubMatic** $4.50 (floor) or $7.50 (fixed rate)

For more information about Domain, please contact brittany.lefave@pubmatic.com.

**June 2020 Updates**

**DV360 API Integration for Private Marketplaces (PMP)**

Beginning June 16, 2020, the PubMatic system will push deal information into DV360 via the APIs for both Private Marketplace deals (PMP, PMP-Guaranteed, PMP Preferred) and Targeted PMP deals. Deal information is now automatically pushed into DV360 once it's saved or updated successfully, and the deal status information in DV360 is pulled into the PubMatic UI.

**Once a deal is pushed into DV360 via the API, buyers *will not be able* to manually create a deal with that deal ID. In this case, the deal has been pushed to the buyer's seat, and they just need to accept it.**

**Publishers** - Please inform your buyers to follow the workflows below:

- PubMatic Community Site – PMP & PMP-Guaranteed – New Deal Workflow  
- PubMatic Community Site – Targeted PMP – New Deal Workflow

**Buyers** - Please follow the new deal workflows outlined in the documents below to create a deal:

- PubMatic Community Site – PMP & PMP-Guaranteed – New Deal Workflow  
- PubMatic Community Site – Targeted PMP – New Deal Workflow

**Fraud Scores:**

- 112 Flagged Apps  
- 157 Flagged Domains  
- Display Fraud 4.0%  
- Video Fraud 1.8%  
- Platform Fraud 3.5%

Please note that starting this month, we will be reporting total IVT (SIVT + GIVT), where in the past we were reporting SIVT figures.

**Highlighted Publishers**

**Mediavine**

Summer Packages: The heat is on, homeschool is out, it’s SUMMER at Mediavine! Whether grilling or chilling, keep your brand in the hot seat with our exclusive summer packages, only available via PMP or PG Deals.

- Summer Recipes & Entertaining  
- Kids Crafts

Back-To-School Packages: It's the most wonderful time of the year (for grown-ups)- especially this year! Parents are ready to refill those backpacks, closets and lunchboxes. Your brand will earn an easy ‘A’ with our exclusive BTS packages.

- Shop 'Til They Drop  
- Easy Lunches & Dinners  
- Education Tools
Ixigo: Trusted by over 170 Million Indians, ixigo is an intelligent, AI-based travel app that helps you organize, book and track your trips. Ixigo uses Artificial Intelligence for deal discovery, personalized recommendations, dynamic marketing, airfare predictions, train delay information, PNR confirmation status, infrastructure cost optimization, business intelligence and for providing fully-automated customer service over chat and voice.

Swasthi’s: Swasthi’s Recipes is an Indian Recipe blog featuring simple, delicious and time tested recipes. It has been categorized as one of the Top Indian Food Blogs, including food, recipes for all seasons, every mood and any age group.

Gameberry Labs: With over six million daily active users, Gameberry Labs specializes in creating games that people will love to grow old with. They’ve successfully built a global user base for their first two games: Ludo STAR and Parcheesi STAR.

For more information about these publishers, please contact: amit.yadav@pubmatic.com.

Meitu: Launched in 2008, Meitu is a global innovator in mobile technology including mobile devices, photo and video editing and virtual makeup application. Meitu’s mission is “to let everyone become beautiful easily”, with the concept of “beauty” driven by the most sophisticated AI technology.

Today, Meitu apps are installed on over one billion unique devices worldwide. Meitu has more than 50 million daily active users globally, with female users comprising more than 70% (proven high lifetime value to brands).

Overall availss:
- Display – 100M per day
- Video – 30M per day
- Geos: US, JP, KR, IN, ID, TH, VN
- Ad sizes: 300x250, 320x50, 320x480
- Platforms – Android, iOS
- Open exchange CPM: $0.2 to $4
- PMP CPM: $0.5 to $4

For more information on Meitu, please contact: joelle.siew@pubmatic.com.

**May 2020 Updates**

**Ads.txt Data for Domains**

We have added an “Ads Certified” dimension in “Domain Report (Includes Non-Allowlisted Domains)”. The data value lists the publisher’s authorization for PubMatic to sell their inventory at the domain level. The values supported are Direct, Reseller, Unauthorized, Undeclared, Not Resolvable.

**Epsilon Data Available via Audience Encore**

PubMatic’s Audience Encore now has Epsilon data available to help identify your reach. You can layer Epsilon audiences onto your inventory to help understand who your users are and better market inventory to find them off-property. Please contact: Sam Marc, sam.marc@pubmatic.com to learn more about this new capability.

**Fraud Scores:**

- 183 Flagged Apps
- 357 Flagged Domains
- Display Fraud 1.80%
- Video Fraud 0.95%
- Platform Fraud 1.73%

**Ad Quality Scores:**

PubMatic’s Real Time Ad Scanner and manual reviews caught 127,511 security issues and 80,501 IBVs in the month of April. This amounts to 8.58% decrease in security issues caught and 31.48% decrease in IBVs caught compared to March 2020.

**PMP Packages**

**Mediavine:**

Father’s Day Packages: Calling all dads! With both Display and Video targeting available, Mediavine’s exclusive packages are a great way to make sure everyone is honoring their dear ol’ dads on Father’s Day — from handmade gifts to easy grilling recipes. Packages include:

- Recipes for grilling
- Gifts to Make for Dad

Summer Packages: The heat is on, homeschool is out, it’s SUMMER at Mediavine! Whether grilling or chilling, or finally embracing friends and family, keep your brand in the hot seat with their exclusive summer packages, only available via PMP or PG Deals. Both Display and Video options available! Packages include:

- Summer Recipes & Entertaining
- Summer Travel
- Kids Crafts

Mediavine exclusively represents over 6,000 blogs in the Lifestyle space. They pride themselves on traffic quality and guaranteed brand safety, ensuring optimal performance for your campaigns. For more info on what Mediavine can offer you, please reach out to: Hannah.Macha@pubmatic.com.
Highlighted Publishers

**Activision**: Activision is a mobile app publisher with premium video inventory for games like Candy Crush. For more info, please contact: activision@pubmatic.com.

**Amar Ujala**: Amar Ujala is a Hindi-language daily newspaper published in India, with 21 editions in six states and two union territories covering 179 districts. It’s also been reported as the fourth largest daily readership amongst newspapers in India by 2017 Indian Readership Survey.

- **CPM Range**: $0.20 - $0.25
- **Geo**: India - 94%, US - 2%, GCC - 2%, ROW - 2%
- **Size/Format**: Banner - 300x250, 336x280, 320x50, 160x600, 970x250, 728x90, 970x90 & 300x600
- **Platform**: Desktop, Mweb & AMP
- **Avails**: 35M/day

For more information, please contact: amit.yadav@pubmatic.com

**Momspresso**: One of India’s leading parenting tips sites with UGC - with content including videos and blogs from mommy bloggers and experts - discover great places and events for children in India. The site mycity4kids is now momspresso.com.

- **CPM Range**: $0.30-$0.35
- **Geo**: India - 100%
- **Size/Format**: Banner - 300x250, 300x600, 336x280, 320x50, 320x100
- **Platform**: Mweb
- **Avails**: 4M/day

For more information, please contact: amit.yadav@pubmatic.com

**LankaSri**: LankaSri.com is a Tamil online news site. With over 50% of its readership from UK, CA, Germany and other parts of Europe, it is a preferred site for Lankan non-residents.

- **CPM Range**: $0.70-$0.80
- **Geo**: Srilanka, UK, Canada, ROW
- **Size/Format**: Banner - 300x250, 336x280, 320x100, 160x600, 728x90 & 300x600
- **Platform**: Desktop & Mweb
- **Avails**: 10M/day

For more information, please contact: amit.yadav@pubmatic.com

**YuppTV**: YuppTV is an OTT content provider for South Asian live television and films. YuppTV allows consumers to view content on up to six screens of connected TVs, STBs, PC, smartphones, tablets and game consoles. They currently offer 300+ TV channels in 15 languages: Tamil, Telugu, Hindi, Malayalam, Kannada, Marathi, Bengali, Punjabi, Oriya, Gujarati, Sinhalese, Bangla, Nepali, Urdu and English.

- **CPM Range**: $10.00-$12.00
- **Geo**: US - 100%
- **Size/Format**: Video
- **Platform**: CTV
- **Avails**: 5M/day

For more information, please contact: amit.yadav@pubmatic.com

April 2020 Updates

**CCPA (California Consumer Privacy Act) Resources & Webinar**

PubMatic now fully supports the U.S. Privacy String for CCPA. Publishers who have traffic from California, and are using PubMatic tags to send PubMatic traffic must pass the U.S. Privacy String. Don’t know how to do that? We’ve provided all the technical resources to help you out.

Please review tag configurations, parameters, and product support on the PubMatic Community Site.

Still sound confusing? We’re holding a CCPA webinar on Thursday, April 23rd to help walk you through the process.

Please reach out to your PubMatic Customer Success Manager for details.

**Ad Blocking for Coronavirus (COVID-19) Ads**

Bad actors have used the panic around COVID-19 to advertise solutions to consumers related to the virus. To mitigate the risk, publishers who opt-in to this program will be able to block against certain criteria related to the Coronavirus.

We will aim to protect publishers in the program against Coronavirus-targeted creatives, including associated creatives and domains, via new blocking features available from our vendor partners.

Please review the complete policy on the PubMatic Community Site.

**Fraud Scores**:

- 289 Flagged Apps
- 651 Flagged Domains
• Display Fraud: 2.8%
• Video Fraud: 0.5%
• Platform Fraud: 2.3%

PMP Deals

In these trying times, Mediavine bloggers are committed to doing what they do best: Creating great lifestyle content and making sure that #stayathome is as tasty, fun and educational as possible. Mediavine’s exclusive packages, available via PMP or PG Deals, will ensure your brand is top of mind via Display and Video. Packages include:

• Stay at Home Crafts
• Easy Family Recipes
• Educational Tools
• Home Fitness and many more

Mediavine exclusively represents over 6,000 blogs in the Lifestyle space. They pride themselves on traffic quality and guaranteed brand safety, ensuring optimal performance for your campaigns. For more info on what Mediavine can offer you, please reach out to: Hannah.Macha@pubmatic.com

March 2020 Updates

OpenWrap SDK

• OpenWrap SDK is built from the ground up by our SDK team to support Prebid. This lightweight SDK connects to multiple cloud demand partners to improve app performance and increase competition for your inventory. To find more resources, case studies, and links to documentation, visit our product page or contact us.
• PubMatic’s direct SDK means that agencies and advertisers can buy premium, direct mobile in-app display and video inventory curated to meet their needs. Below are some of the ways you can set up your mobile marketplace:
  • High Measurability
  • High Viewability
  • Category/Vertical
  • Cost per Thousand (CPM)
  • For more information, email adsolutions@pubmatic.com

Proactive Buyer Blocking for Ad Quality:

PubMatic recognizes the impact that ad security issues (malware, redirects, etc.) may have on the user experience of our publishers. Thus, in addition to PubMatic’s proactive efforts at scanning/reviewing creatives, we’ve started a program of blocking a specific set of buyers from the platform. These buyers have demonstrated a higher risk of serving ads with security issues.

The best defense is a good offense. Identifying risk sources, then mitigating them before publishers and their audiences are impacted, represents these ‘top of the funnel efforts’. In January, PubMatic has blocked 116 buyers in violation from transacting on our publishers. You may ask your Customer Success Manager for info on currently blocked ad buyers quarterly. NOTE: Buyer Blocking is a quarterly activity and will not be available every month.

API Authentication Service Upgrade:

At PubMatic, we are always thinking of ways to improve our service, in order to deliver superior revenue to our customers. As part of these efforts, we have implemented a new authentication service for our API which greatly enhances security, while making token management easier to use and maintain. Please keep an eye on your inbox for additional information coming this month regarding the transition to our new system. For additional information you can visit our PubMatic Community Site.

Ad Quality Scores:

PubMatic’s Real Time Ad Scanner and manual reviews caught 48,120 security issues and 101,580 IBVs. This amounts to 33.89% increase in security issues caught and a 1.48% increase in IBVs caught compared to January 2020.

Fraud Scores:

• 227 Flagged Apps
• 310 Flagged Domains
• Display SIVT: 1.9%
• Video SIVT: 2.1%
• Total SIVT: 2.0%

Highlighted Premium Publishers:

• BuzzFeed
• Words with Friends
• NFL.com
• CBS Sports
• MapMyRun

Training Videos for UI Updates:

To support our exciting new Audience features, we’ve recently made several changes to our UI. To help you learn this new workflow, we’ve created several tutorial videos to walk you through managing segments, creating deals, and how to access reporting.

• A Guide to PubUI Dashboard
PubMatic is Activated in Display & Video 360 for Programmatic Guaranteed

As of Feb 20th, PubMatic is activated within Display & Video 360 for all buyers to run programmatic guaranteed deals with PubMatic publishers. This solution is ideal for PubMatic publishers and Google Display & Video 360 advertisers looking for the scale and addressability of programmatic technology, while achieving the guarantees and brand safety of direct sold campaigns.

**Benefits for Publishers:**
- **Combine Direct I/O and Programmatic Advertising**
  - Programmatic Guaranteed combines the best of the direct I/O with the automation of programmatic advertising.
- **Ensure Transparency**
  - Negotiate directly with a buyer and optimize frequency capping, pacing, and targeting parameters for campaign performance.
- **Improved Performance**
  - Achieve higher CPMs by guaranteeing delivery on high-value and revenue-driving inventory.
- **Grow Buyer Relationships**
  - Establish strong relationships with buyers that can guarantee spend, providing a predictable revenue stream.
- **Troubleshoot and Optimize**
  - Alleviate frustration caused by not knowing where a deal is broken. Use our 8-stage funnel analysis report to identify likely issues and quickly fix your deals—without IT resources.

**Benefits for Display & Video 360 Buyers:**
- **Combine Direct I/O and Programmatic Advertising**
  - Programmatic Guaranteed combines the best of the direct I/O with the automation of programmatic advertising while minimizing the drawbacks associated with each.
- **Guaranteed Access to Premium Content of PubMatic Publishers**
  - Programmatic buyers can guarantee access to the premium content and audience of a vast number of high-quality publishers that PubMatic works with.
- **Ensure Transparency**
  - Negotiate directly with a publisher and optimize frequency capping, pacing, and targeting parameters for campaign performance.
- **All-In-One Platform**
  - PubMatic offers an all-in-one platform for programmatic guaranteed deals for all ad formats across all platforms.
- **Brand Safety Is Guaranteed**
  - Brands and agencies are assured of brand safety while the risk of ad fraud, waste and data leakage issues are eliminated.

Learn more about PubMatic’s PMP capabilities and how to get started with Programmatic Guaranteed in our Implementation Guide.

**February 2020 Updates**

**Proactive Buyer Blocking for Ad Quality:**

PubMatic recognizes the impact that ad security issues (malware, redirects, etc.) may have on the user experience of our publishers. Thus, in addition to PubMatic’s proactive efforts at scanning/reviewing creatives, we’ve started a program of blocking a specific set of buyers from the platform. These buyers have demonstrated a higher risk of serving ads with security issues.

The best defense is a good offense. Identifying risk sources, then mitigating them before publishers and their audiences are impacted, represents these ‘top of the funnel efforts’. In January, PubMatic has blocked 116 buyers in violation from transacting on our publishers. You may ask your Customer Success Manager for info on currently blocked ad buyers quarterly. **NOTE:** Buyer Blocking is a quarterly activity and will not be available every month.

**API Authentication Service Upgrade:**

At PubMatic, we are always thinking of ways to improve our service, in order to deliver superior revenue to our customers. As part of these efforts, we have implemented a new authentication service for our API which greatly enhances security, while making token management easier to use and maintain. Please keep an eye on your inbox for additional information coming this month regarding the transition to our new system. For additional information you can visit our PubMatic Community Site.

**Ad Quality Scores:**
- PubMatic was able to identify 35,940 security issues and 100,102 IBVs through Real Time scanner (RTAS) in January.
- This amounts to a 2.45% increase in security issues caught and a 42.45% increase in IBVs caught compared to Dec 2019.

**Fraud Scores:**
- 188 Flagged Apps
- 314 Flagged Domains
- Display SIVT: 1.7%
- Video SIVT: 0.4%
- Overall Platform SIVT: 1.3%

**Publishers to Highlight:**

- **Western Channel and Movies:** Western Channel and Movies is the biggest and most highly rated Western Channel on Roku. The channel showcases Bonanza, The Lone Ranger, The Roy Rogers Show and Cisco Kid. Additionally, timeless classics are on heavy rotation featuring John Wayne, Randolph Scott and Gary Cooper.
  - Please contact meghan.jacobi@pubmatic.com to learn more.
• **Glewed.tv**: This CTV publisher focuses on content with yoga, lifestyle, food, kids and comedy via Amazon Fire, Roku and Apple TV. They have 1M active monthly users and average session length is over 68 minutes!
  * Please contact meghan.jacobi@pubmatic.com to learn more.

• **PlaySimple Games**: Founded in 2014, PlaySimple Games focuses on creating engaging mobile products to connect people. Headquartered out of Bengaluru, Karnataka, they have built and run popular titles such as Mafia Wars, Farmville, Bubble Safari, Vampire Wars, Yoville and many more.
  * Presently connected to our piped via EBDA/OpenBid, we receive about 550-600MM imps/day, and below is the geo wise break-up for top contributing countries:
    - US - 78%
    - UK - 12%
    - CA - 4%
    - AU - 2%
    - India - 1%

• **BitMango**: BitMango is a mobile puzzle game company that develops and publishes quality puzzle games that attract users from all around the world. With four studios under its belt, BitManago owns and operates over 60 games including Word Cookies, the apple store’s most popular game of 2017, Block! Hexa Puzzle (top puzzle games in North America), and Roll the Ball: Slide Puzzle (downloaded by more than 170 million users worldwide).
  * **App Titles**: Over 60 games with major titles including: Word Cookies, Block! Hexa Puzzle, Roll the Ball: Slide Puzzle, Line Puzzle: String Art, Bunny Pop, Fruits Mania: Elly’s travel, Lollipop: Sweet Taste Match, Lillipop & Marshmallow Match, Jewel Match king: Quest, Spider Solitaire: Kindgom, Make Hexa Puzzle
  * Please contact bitmango@pubmatic.com to find out more.

• **Mobirix**: Mobirix provides a superior gaming experience for users of all ages located all around the world. With more than 200 games designed, Mobirix prides itself on its ability to maintain loyal users who do not need reminders to return back to their apps. Mobirix has an average 4.5-star rating in both Playstore and App Store, making their apps top ranking.
  * **App Titles**: Over 200 games with major titles including: World Soccer League, Fishing Hook, Maze King, Shooting King, Bricks Breaker Quest, Hit & Knock Down, Snakes & Ladders King, Escape Block King and Mahjong King.
  * Please contact mobirix@pubmatic.com to find out more.

### January 2020 Updates

- **Google Chrome Update | SameSite Setting**
  * Starting February 4th, 2020 Google will release Chrome 80 which will end the sending of third-party cookies in cross-site requests, unless the cookies are secured and flagged using an internet standard referred to as SameSite (this update was announced in May, 2019). We recommend you **act immediately and visit the Google Chrome Update | SameSite Setting Community Page** to learn more about the Google Chrome update, SameSite, setting documentation, and FAQs, and steps you need to take.

- **Highlighted Publishers and PMP deals**
  * Meitu Limited meitu@pubmatic.com
  * BitMango Corporation bitmango@pubmatic.com
  * CookApps Inc. cookapps@pubmatic.com
  * Naver Corp naver@pubmatic.com
  * Mobirix Corporation mobirix@pubmatic.com

- **Fraud Scores**
  * 396 apps flagged
  * 412 domains flagged
  * Video SIVT rate: 0.42%
  * Display SIVT rate: 2.20%
  * Aggregate SIVT rate: 1.66%

- **Ad Quality Scores**
  * PubMatic's Real-Time Ad Scanner (RTAS) and manual scans caught 35,079 security issues and 70,243 IBVs.
  * This amounts to a 3.3% decrease in security issues and 25.3% decrease in IBVs compared to November 2019.

### 2019 Product Updates

- **Analytics Release Notes**
- **OpenBid SDK Release Notes**
  * iOS Change Log
  * Android Change Log
- **OpenWrap Release Notes**
- **Private Marketplace Release Notes**
- **Take Down Policy**