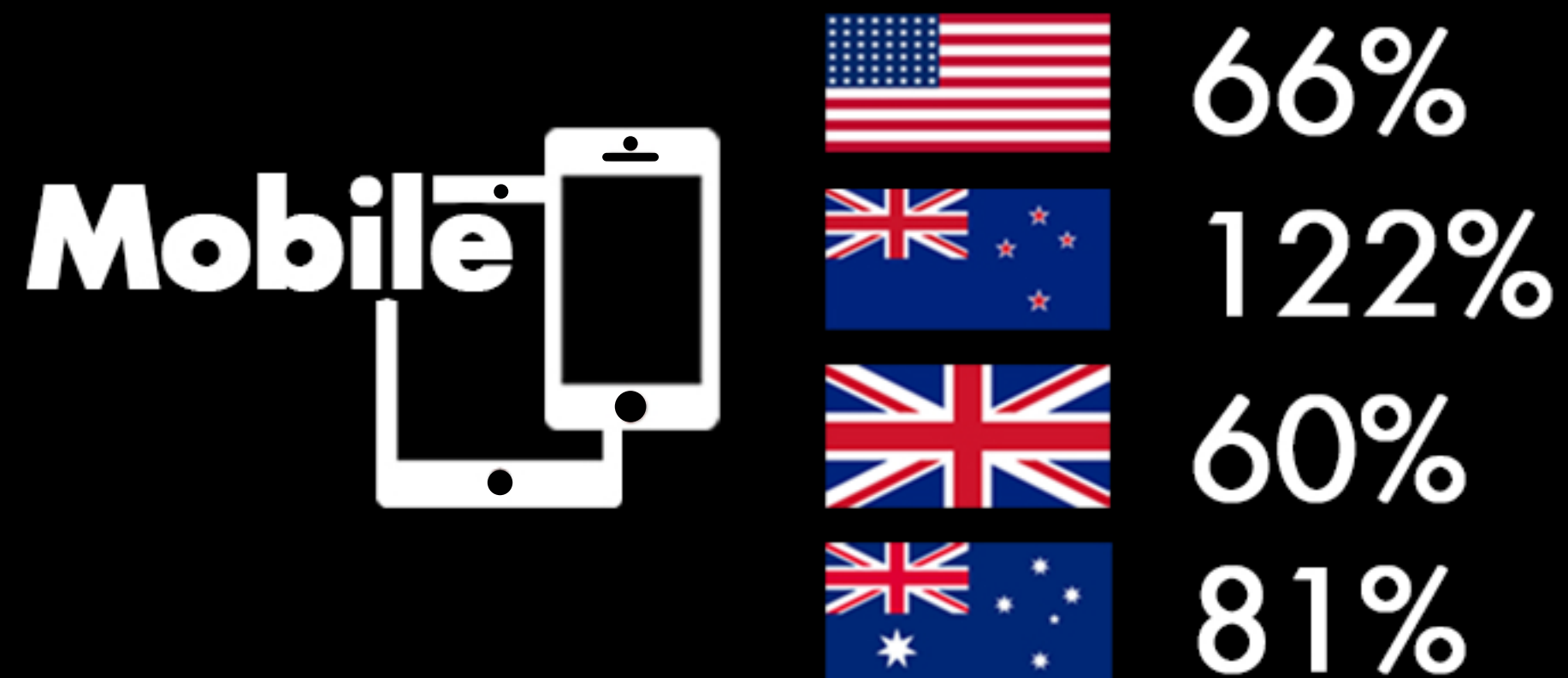
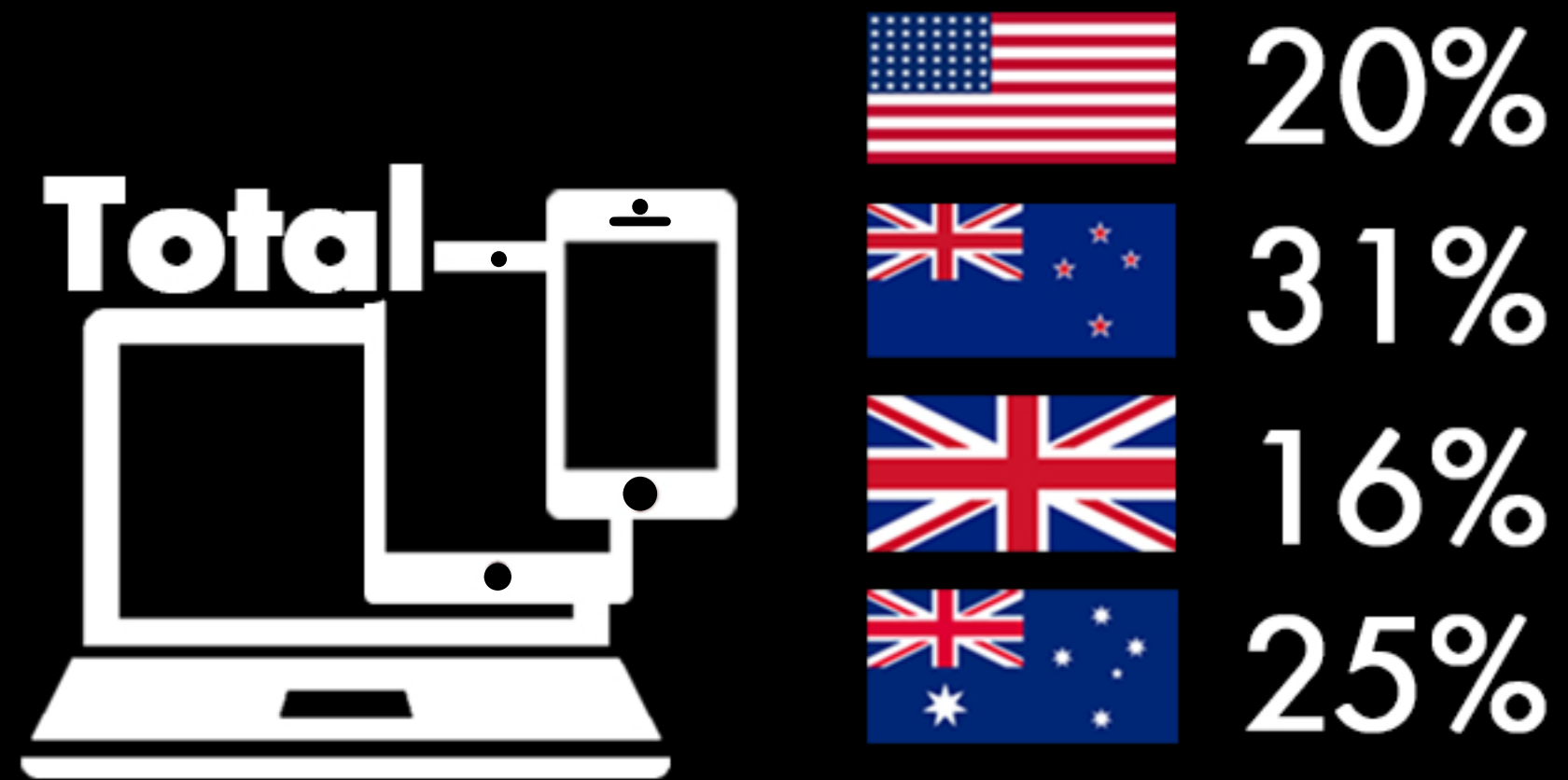


International Growth Comparisons (Full Year Growth from CY 2014 to CY 2015)



Top 3 Advertiser Categories



The above data has been prepared by PwC on behalf of the IAB in Australia, New Zealand, USA and UK. Methodologies vary slightly between markets. Please refer to the full reports for further information.