## All online advertising categories experienced double-digit growth in Calendar Year 2015



General Display

\$2.1bn

+46% on CY2014

General Display tips the \$2 billion mark in CY15



Search and Directories

\$2.8bn

+14% on CY2014

**S&D** has a 46%

advertising

expenditure

share of all online



Classifieds

\$1.1bn

+22% on CY2014



Mobile

\$1.5bn

+81% on CY2014



Video

\$0.5bn

+75% on CY2014

Classifieds
expenditure
continues to show
strong YoY
growth

Mobile continues to drive growth in both the Search and General Display categories

1 in 5 General Display dollars is spent on video

