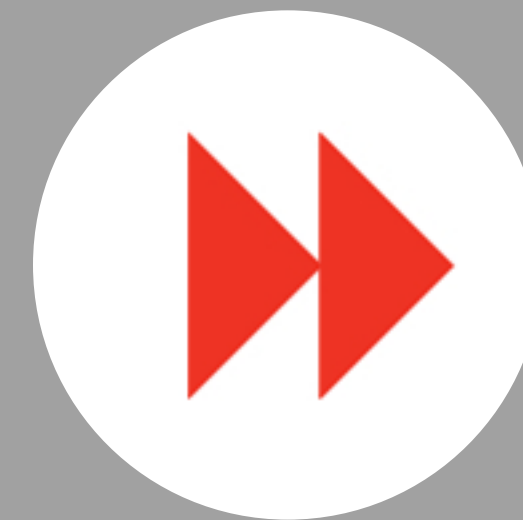


# Video Advertising Expenditure, FY 16



**\$600 M**

*Total Video Market  
Financial Year 2016*



**55%**  
*Increase  
FY15 to FY16*