



# Programmatic Buying in Australia

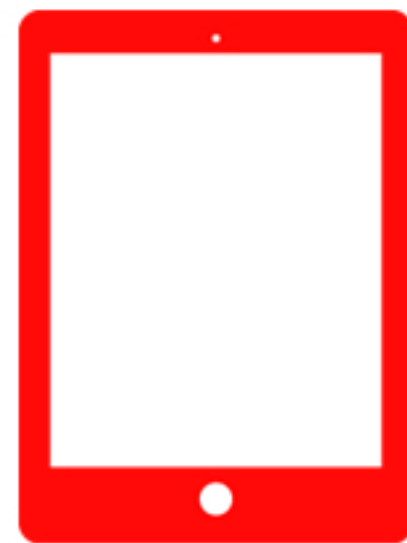
NEARLY HALF OF AUSTRALIA'S  
DIGITAL AD INVENTORY IS  
BOUGHT PROGRAMMATICALLY



Video  
32%



Mobile  
40%



Tablet  
48%



Desktop  
46%