## Global Digital Advertising Revenue Snapshot Growth H1 2013 v H1 2012



Total Market		Mobile		
	16%		170%	
200	18%		145%	
	18%		127%	
	29%	***	73%	
Video		Advertiser Categories Top 3		
	<b>52%</b>			
<b>&gt;</b>	30%	[.G.] n		9 6
	85%	Auto	Retail Consume Goods Finance	)r
	20%	Real Estate	Auto Finance Ent/Media	a

This data has been compiled from revenue reports produced by PWC on behalf of the IAB in Australia, US, UK & New Zealand. Note that methodologies differ slightly per market. Please refer to complete reports for further detail.